

Keplr Vision Relocates Corporate Office to Central Illinois Landmark



Bloomington, IL – Keplr Vision has signed a multi-year lease for the company's new corporate headquarters at 112 East Washington Street, the former "State Farm Building," located in downtown Bloomington.

Over 100 Keplr team members will soon relocate to the historic building, consolidating its entire corporate workforce from its three current facilities. The top four floors will house Keplr's executive team, business support services, and supply chain management departments, and the Atrium will be used to host various events and functions.

The company has the option to expand into an additional floor, as Keplr has projected it will hire at least 75 additional team members by the end of 2020.

"I am thrilled to be making this announcement because I know how much it means to the people of Bloomington to see the State Farm Building come back to life," said Keplr CEO and co-founder Nick Williams. "There have been a lot of negative headlines about downtown lately, and it's time for that to change!"

Listed as a contributing property to the National Register of Historic Places, construction began on the 13-story art deco building in 1929 and continued through 1945. Encompassing much of downtown Bloomington, it served as the corporate

headquarters for State Farm until 1974. Keplr is planning only minimal changes to the space, electing to preserve much of the historic look and feel of the building.

Keplr's intent to take occupancy marked the end of a somewhat undetermined future for the building. It has been vacant since early 2018 and was even considered for demolition until it was eventually sold to Urban Equity Properties of Rockford, Illinois. The new ownership initially intended to convert the space to luxury residential lofts before it was approached by Keplr.

"Keplr Vision's move is a game-changer for downtown Bloomington," said Justin Fern, Founding Principal of Urban Equity Properties. He continued, "State Farm's foresight in preserving this landmark building will benefit the community for years to come. We look forward to welcoming more businesses to 112 East Washington."

"Our team is grateful to transition into a space that can accommodate our rapid growth, and excited to work in such an important community landmark. We hope our investment in downtown Bloomington will be the catalyst project for further development," said Keplr Chief Development Officer Jared Hall.

Keplr Vision began in Bloomington in 2005, with a single All About Eyes practice located on Veterans Parkway and Washington Street. The brand quickly grew to over 20 practices throughout Illinois and Iowa, and in 2017, with the backing of Imperial Capital Group of Toronto, Canada, began partnering with independent optometry practices across the United States. Keplr Vision has already partnered with more than 140 optometric practices, offering robust business support services and supply chain management.

The company also employs over 80 teammates at Identity Optical, an independent lens lab and eyeglass manufacturing facility located in Normal.

Keplr was represented in the lease negotiations by attorney Jason Barickman of the law firm, Meyer Capel, with an office in downtown Bloomington.