

KENOSHA · MILWAUKEE · OZAUKEE · RACINE · WAUKESHA · WASHINGTON · WALWORTH



Seven counties united
around a regional
economic development
strategy



DRIVING GROWTH

through jobs, payroll and capital investment

▶ Economic development is the difference between prosperity and stagnation; between the past and our future. The mission of the Milwaukee 7 is to unite our seven counties around a regional agenda to grow, expand and attract diverse businesses.



Results to date include
7,219 JOBS
with a combined payroll of
\$376 MILLION.

In 2005, the City of Milwaukee, the Greater Milwaukee Committee and the Metropolitan Milwaukee Association of Commerce came together to form the Milwaukee 7 – a regional economic development platform for the seven counties of southeastern Wisconsin: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha.

We share a vision to make the Milwaukee Region globally competitive in an innovation economy. Milwaukee 7 is delivering on that mission, thanks to regional leadership, shared objectives, a focused strategy, and importantly, the funding to put this concept into action. Thank you to all who have helped develop and invest in this effort. Milwaukee 7's objective is to grow jobs, payroll and capital investment. And that work is paying off.

Here are our results to date:

7,219 jobs • \$376 million in payroll • \$460 million in new capital investment

Milwaukee 7 played an integral role in producing these wins. Our dedicated team of economic development professionals is making a difference. And as partners, we are working together to improve factors critical to the region's business climate.

We invite you to not only read more about our successes and plans, but urge you to help us exceed our campaign goal of \$7 million. There is no better time to take an active role in the future of our community.

Sincerely,



Tom Barrett

Tom Barrett
Mayor
City of Milwaukee
Milwaukee 7 Co-Chair



Gale Klappa

Gale Klappa
Chairman/Pres./CEO
Wisconsin Energy Corp.
Milwaukee 7 Co-Chair



Mary Ellen Stanek

Mary Ellen Stanek
Managing Partner
Robert W. Baird & Co. Inc.
Milwaukee 7 Co-Chair



Gov. Scott Walker has reorganized the state Commerce Dept. and created the Wisconsin Economic Development Corp., a public-private partnership that will work with regional economic development initiatives like the Milwaukee 7 to attract and retain businesses in the state.



Launched in 2005, Milwaukee 7 has moved from a concept to a functioning regional economic development partnership that is delivering on its mission. We measure our success through new and retained jobs as well as new investment in the region. The Performance Scorecard below details our bottom-line results.

MILWAUKEE 7 PERFORMANCE SCORECARD

Performance Measures*	2005-2009	2010-2014	
		To Date	Goal
Direct Jobs	3,220	3,999	6,440
Direct Payroll	\$184M	\$192M	\$368M
New Capital Investment	\$156M	\$304M	--
Total Jobs	9,097	8,839	18,200
Total Payroll	\$385M	\$367M	\$770M
Total Projects	57	50	--
Total Project Wins	12	10	--

*Employment estimates provided by the company at the time of M7 engagement

Support from Public Sector Partners	2010 to date
Federal Earmarks	\$12M
State Tax Credits	\$86M
Other State Assistance	\$3.5M
TIFs	\$11M
Other Municipal Assistance	\$3.5M
Foreign Investment Zone (EB-5)	\$21.5M
Total Public Assistance for M7 Projects	\$137.5M

▶ SUCCESS STORIES

The Milwaukee 7 team was involved in more than 100 potential business relocations and expansions between 2005-2010. Following are a few examples of how that work paid off in significant jobs and capital investment for the region.

HELIOS USA
Milwaukee

- 55 new jobs
- \$2.5M payroll
- \$8M capital investment



For every
\$1,000
spent through the Milwaukee 7, one job was
created with an average wage of
\$52,085

Helios USA chose Milwaukee's Menomonee Valley as the site for its first photovoltaic manufacturing plant serving the growing North American market. The first solar module manufacturer in Wisconsin, Helios utilizes an advanced, automated production platform to serve both the commercial and residential markets. Helios selected Milwaukee based on its energy-related manufacturing heritage and its skilled labor pool. Multiple entities collaborated to lure Helios to Milwaukee, including the Milwaukee 7, City of Milwaukee, Milwaukee Economic Development Corporation, Wisconsin Department of Commerce and BizStarts.

QUAD/GRAPHICS

Sussex

- 1,321 new jobs
- \$60.3M payroll
- \$100M capital investment



Quad/Graphics CEO Joel Quadracci announcing the company is consolidating and expanding its operations in Wisconsin, creating 1,300 new jobs.

Quad/Graphics will create approximately 1,300 jobs in Wisconsin as it merges operations following the acquisition of World Color Press Inc. in 2010 for \$1.3 billion.

"Milwaukee 7 was instrumental in helping us early on in our process of deciding where to put these 1,300 jobs," said Joel Quadracci, Quad/Graphics chairman, president and CEO. Now the second-largest printer in the Western Hemisphere,

Sussex-based Quad is receiving \$46 million in state assistance through Enterprise Zone tax credits to create the new jobs and retain 5,500 existing jobs in Wisconsin. The merged company has combined sales of \$5.1 billion and 30,000 employees, with about 6,000 workers in Wisconsin at five plants.



“We chose to locate this facility in Milwaukee, right here in the Menomonee Valley, over other states because of its heritage in manufacturing and access to a quality workforce.”

– Steve Ostrenga, CEO
Helios USA

Helios USA CEO Steve Ostrenga (center) announces the solar manufacturer has selected Milwaukee’s Menomonee Valley for its first manufacturing facility.

WAUKESHA ELECTRIC SYSTEMS

Waukesha

- 250 new jobs
- \$11.4M payroll
- \$70M capital investment

Waukesha Electric Systems is breaking ground on a \$70 million plant expansion that is expected to add up to 250 jobs. One of the largest manufacturers of power transformers in the U.S., Waukesha Electric is preparing to build larger power transformers that can cost up to \$10 million each and weigh hundreds of tons. The company considered sites in Turkey, China, India and other parts of the U.S.



Waukesha Electric breaks ground on its new \$70 million expansion to boost production of large, high-voltage power transformers.



Seda Group COO Gianfranco D’Amato (right) is congratulated on the announcement of the opening of the company’s first North American manufacturing operation in Racine County.

SEDA INTERNATIONAL PACKAGING GROUP

Mount Pleasant

- 189 new jobs
- \$6.6M payroll
- \$76M capital investment

Seda International Packaging Group, a world leader in paper converting for the food industry, is locating its North American packaging facility in Racine County, creating 189 new jobs. The state is providing \$4.2 million in tax credits and a \$1.5 million Community Development Block Grant forgivable loan. Italy-based Seda chose Wisconsin for its first North American location over Ohio, Toronto and Pennsylvania. The Seda Group produces packaging for ice cream, beverages and fast food containers.

▶ MILWAUKEE 7 GROWTH STRATEGY

Growing, expanding and attracting world-class businesses to the region requires a focused, long-term strategy. Milwaukee 7 developed a strategic framework that defines the area's advantages and prioritizes initiatives. This framework also aligns other regional groups toward a unified agenda.



Milwaukee 7 began the strategic planning process by identifying our distinctive assets – a combination of people and place-based advantages that make up our value proposition.

1 IDENTIFY REGIONAL ASSETS



Experienced/educated talent

The region is renowned for its skilled, hard-working and problem-solving people.



Infrastructure

Efficient highways, cost-effective utilities and available land make the Milwaukee Region attractive for investment.



Chicago/Madison connections

Milwaukee's proximity to Chicago creates a corridor with more than 10 million people and 36 *Fortune* 500 companies. Madison, just 70 miles west of Milwaukee, is a national research center.



Fresh water location

The region is leading the nation in freshwater research and offers a coastal lifestyle for residents.



Innovation capacity

The region ranks 3rd in the nation for the number of *Fortune* 500 companies per capita and generates four times as many patents as Madison.



Cultural diversity

We celebrate diversity of age and ethnicity, earning the nickname "City of Festivals" for our ethnic celebrations.



Great Lakes trade zone

Situated on the Great Lakes, Milwaukee is part of a regional economy that is the 3rd largest in the world – trailing only the U.S. and Japan.



Arts/entertainment

The Milwaukee Region boasts more than 100 performing groups and a vibrant entertainment scene, serving as a key factor in talent attraction and conveying a positive image.

2 FOCUS ON DRIVER INDUSTRIES

The Milwaukee 7 produces a gross regional product of approximately \$98 billion from 50,000 business establishments that employ one million people. Roughly one-third of those jobs are tied to industries that export their goods and services beyond our regional borders, thereby bringing new income back into the region, and having a positive ripple effect throughout our local economy. For every job in this "Export Driver" category, at least one additional job is created to supply and support those industries.

REGIONAL JOB GROWTH

1 MILLION JOBS



3 ASSESS OPPORTUNITIES

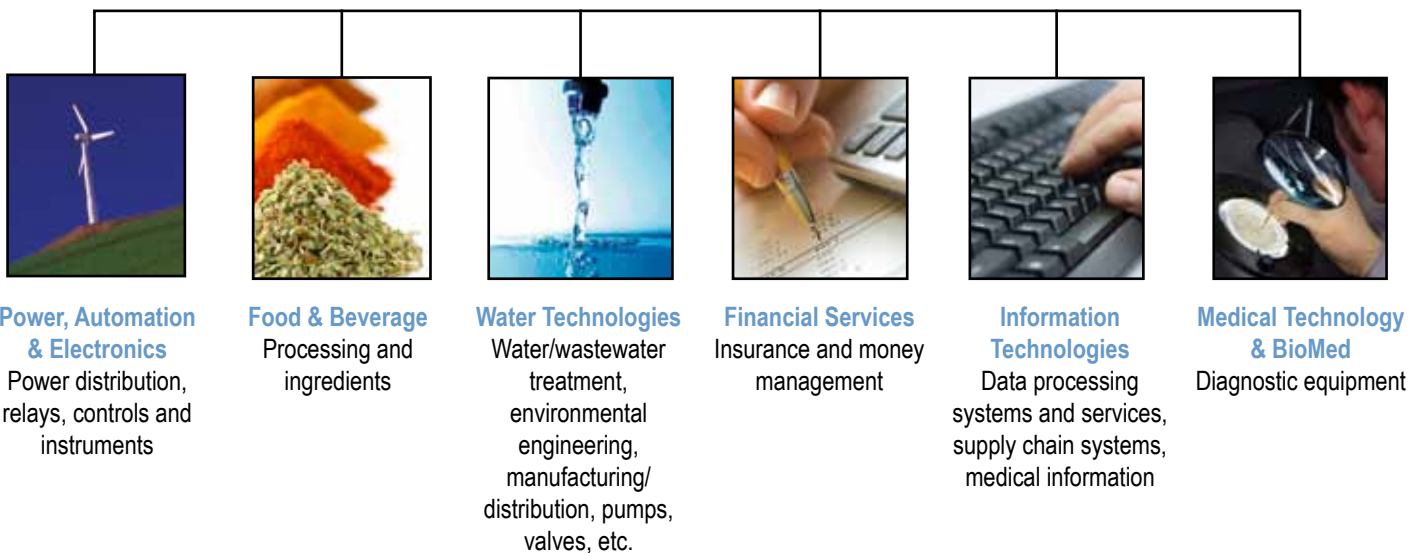
By aligning our assets with our export driver industries, we uncover the most viable opportunities for the region's long-term prosperity. We tested these theories at feedback sessions with regional business leaders and community and county representatives.

4 ANALYZE RESEARCH

We then gathered and analyzed outside research, utilizing national and international best practices. We worked with Deloitte, one of the world's leading site selection firms, to study nearly 300 industry groups and 47 location factors to evaluate operations types that align with the Milwaukee Region's strengths.

5 DEVELOP TARGETS

Through our strategic framework, research and competitive analysis, we built a business plan around six sectors we believe offer the best potential for growth, expansion and attraction. We continue to refine this plan based on changing economic conditions, new information and our results.



▶ GROWTH, EXPANSION & ATTRACTION STRATEGIES

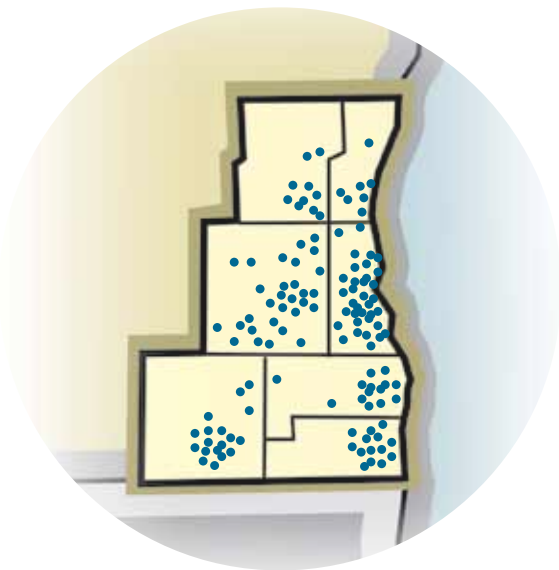
Equipped with a solid plan, the Milwaukee 7 business development team has engaged in more than 100 corporate growth, expansion and attraction projects over the past five years. We are now in a position to respond to leads with a single point of contact for the region and proactively pursue opportunities both nationally and abroad.



Manufacturing is the Milwaukee Region's top export driver industry, accounting for

\$9.2 BILLION

in payroll and 56% of export driver jobs in the region.



Business prospect activity has occurred in all seven counties of the region.

Calling on the Region's CEOs

While corporate relocations make headlines, a majority of economic development can be tied to expansion and retention of companies that are already located here. The cornerstone of our retention and expansion strategy is the ongoing CEO Call Program. We've interviewed more than 600 CEOs in the manufacturing, financial services, headquarters and water sectors, to understand issues, uncover opportunities and build collaborations. Several of our wins are a direct result of the Call Program.

Pursuing Leads

Serving as a single point of contact for the region, Milwaukee 7 responds to external leads, working directly with senior corporate decision makers. Our team coordinates a regional response – from the initial request for proposal to closing the deal – working with state and local officials and economic development practitioners.

Outreach to Site Selectors and Corporate Relocation Executives

For many business prospects, site selectors are the first point of contact in a potential deal. We are developing relationships with these individuals to educate them on the region and its advantages.

Industry Trade Shows

As our game plan for each target industry is refined, we are selectively participating in trade shows that offer the greatest exposure and opportunity for one-on-one meetings with qualified prospects.

Lead Generation

To expand our reach, Milwaukee 7 has contracted with business relocation services to generate leads and opportunities on our behalf. These companies pre-qualify business targets, set meetings and communicate the region's advantages through additional marketing channels.



▶ MILWAUKEE 7 TEAM & TOOLS

Like every effective organization, people are the reason we succeed. To advance the mission of Milwaukee 7, we put in place both the team and tools that are necessary to move our mission and objectives forward.

MILWAUKEE 7 STAFF

Pat O'Brien
Executive Director

Jim Paetsch
Vice President - Corporate Expansion, Relocation & Attraction
(Sectors: Power, Automation & Controls)

Shelley Jurewicz
Vice President - Corporate Expansion, Relocation & Attraction
(Sectors: Food Processing)

Jim Wall
Vice President - Investor Relations & Business Development

Julie Granger
Vice President - Communications

Carrie Davis
Creative Director

Bret Mayborne
Director - Economic Research

Marjorie Yoshida
Coordinator/Administration

Jim Zehner
Communications Manager

Jennifer Wilke
Accountant

REGIONAL ECONOMIC DEVELOPMENT REPRESENTATIVES

Todd Battle
Kenosha Area Business Alliance

Kathleen Cady Schilling
Ozaukee Cty. Economic Development Corporation

Damon Dorsey
Milwaukee Cty. Economic Development

Christian Tscheschlok
Economic Development/
Washington Cty.

Gordon Kacala
Racine Cty. Economic Development Corporation

Mike Van Den Bosch
Walworth Cty. Economic Development Alliance

William Mitchell
Waukesha Cty. Economic Development Corporation

Partner Organizations
• Regional Economic Partnership
• Southeastern Wisconsin Regional Planning Commission

James Scherer
Milwaukee Economic Development Corporation

Dedicated Staff

The Milwaukee 7 team provides a single point of service for companies looking to expand or relocate in the region. This team also supports our local economic development partners, and staffs our councils and committees. The energy, resourcefulness and commitment of the staff is directly responsible for our success.

ChooseMilwaukee.com

Our award-winning website, ChooseMilwaukee.com, serves as our region's front door with valuable deal-specific data and state-of-the-art interactive mapping that allows users to quickly and easily search available properties in the seven-county region. The site has attracted more than 800,000 unique visitors, 3.2 million pageviews and 10 million hits.

Resource Centers

The region is now home to three linked Resource Centers – in Milwaukee, Racine and Kenosha – that are powered by interactive tools funded and developed by the Milwaukee 7 to recruit and assist businesses with relocation and expansion activities. The centers have hosted hundreds of meetings with prospective businesses and area economic development organizations.

The Milwaukee 7 Resource Center at We Energies hosts business development meetings and offers high-tech presentation capabilities.



▶ BRANDING THE REGION

The Milwaukee 7 is spreading the word about the advantages of working and living in our region, with a strong emphasis on low-cost public relations tactics and local and national media coverage.



United, AirTran and Southwest Airlines in-flight magazine features produced

\$4 MILLION

in advertising equivalency.



In branding the Milwaukee Region, we have emphasized grass-roots activities to increase the overall awareness and visibility of the region. We are using messages and imagery to convey a fresh perspective of the area, focusing on the abundance of choices available to individuals and business and the efficiency and ease the region offers. And people are noticing.

The Milwaukee 7 Region earned many top rankings during the past five years, including:



Wisconsin has the 4th lowest effective tax rate for new investment

- Ernst & Young, 2011



3rd in nation for *Fortune* 500 headquarters per capita

- *Fortune*, 2010



3rd best place to raise a family

- *Forbes*, 2008



Top 20 places to educate your child

- *Forbes*, 2007



Beer and baseball are among Milwaukee's most recognized attributes, according to a recent national perception study.



National/Regional Perception Studies

Working with the University of Wisconsin-Milwaukee's Center for Urban Initiatives and Research, Milwaukee 7 has conducted national and regional perception studies to measure the attitudes of internal and external business executives towards Milwaukee. What they found was not surprising: the overall perception of Milwaukee is generally positive, but many of the region's prominent assets – our lake, festivals, recreation and quality of life – are rated highly by internal audiences, but are largely unknown externally. Raising awareness of those attributes with business executives will support our overall mission.

Familiarization Tours

Milwaukee 7 representatives have conducted tours with reporters and editors from the state's college newspapers, state legislators and Chicago-based international trade consultants. The tours are aimed at improving perceptions of the Milwaukee Region and raising awareness of job opportunities here.

Insider Briefings

"Insider Briefings" are conducted with key business, public relations and marketing executives to keep the business community and professional communicators informed of Milwaukee 7 activities.

Creativity Works!

Relative to the U.S. as a whole, the Milwaukee Region has a higher percentage of employment in the creative industries than many other Midwestern regions. The *Creativity Works!* project is implementing tactics to grow the creative industries into a signature regional driver, expand the region's creative talent base, and strengthen the sustainability of the creative industries infrastructure.

{ For more information, visit CreativityWorksMKE.com.



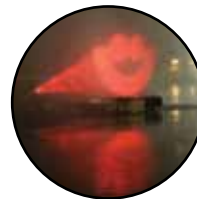
2nd nationally
for no. of best places to
work per capita

- *Great Places to Work Institute, 2009*



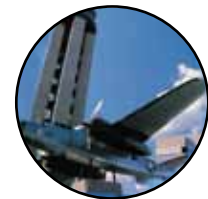
11th
fittest city
in America

- *Men's Fitness, 2009*



Summerfest:
world's largest
music festival

- *Guinness Book of World Records*



Mitchell International
is the fastest-growing
airport in the nation

- *U.S. Dept. of Transportation, March 2010*

▶ IMPROVING OUR BUSINESS CLIMATE

Marketing and branding the region can only take us so far. To be truly competitive in an innovation economy, we must improve the regional business climate through alliances with partners and community organizations. We must also capitalize on the potential of our unique assets and facilitate growth from within by fostering the entrepreneurial spirit.



THE MILWAUKEE WATER COUNCIL

Co-Chairs

Rich Meeusen - Chairman, President & CEO, Badger Meter

Paul Jones - Chairman & CEO, A.O. Smith Corp.

The Milwaukee Water Council aligns the regional freshwater research community and water-related industries to establish the Milwaukee Region as the global capital for freshwater research, economic development and education. Launched in 2007, the Water Council's work includes:

World Water Research Campus

The Water Council is leveraging our region's water-related companies, the University of Wisconsin-Milwaukee's School of Freshwater Sciences and our diverse academic programs to build a World Water Research Campus.

U.N. Designation

Milwaukee joined an elite list of only 13 cities worldwide when it was named to the United Nations Global Compact Cities Programme in 2009 for expertise and global leadership in freshwater technology and science. Milwaukee and San Francisco are the only North American cities in the program.

Water Summits

The Water Council's annual Water Summit convenes industry leaders to share perspectives on water technology, research and public policy.

Alliance for Water Stewardship

Milwaukee has been named the North American headquarters for The Alliance for Water Stewardship, which is working toward global water standards.

U.S. Water Prize

The Water Council received the 2011 U.S. Water Prize from the Clean Water America Alliance for its work to establish public-private collaborations that advance water technology and promote economic development.

{ To learn more about the work of the Milwaukee Water Council, visit www.thewatercouncil.com

M7 FOOD INDUSTRY NETWORK

Co-Chairs

David Carpenter - President, Chr. Hansen

Eric Olesen - Co-owner, O&H Danish Bakery

The M7 Food Network brings together the region's food industry leaders. It facilitates resources and connections to increase job growth and capital investment, develop career pathways and create an improved place to expand, locate or start a food business. The network is led by the M7 Food & Beverage Advisory Council, comprised of industry leaders, innovators and educators from around the region. Network activities include:

Executive Food Forums

Quarterly networking events put area food executives in the center of conversations, developments and issues critical to growing their operations and the food industry region-wide.

Career Pathways

To strengthen the region's food sector workforce, M7 officials are working with educators to align workforce skills that are most needed with curriculum and career pathways. Efforts to expand educational outlets for urban agriculture, food manufacturing and food science are also underway.

Showcasing the Region

Hosting corporate site selectors and food industry CEOs from around the country puts our region in the spotlight as a competitive and compelling place to locate a food business.

Food Industry Campus

To facilitate industry growth, we are exploring a food industry campus, including dedicated land with unique amenities for industry development.



“Fresh water is poised to be the world’s new oil and [the Milwaukee] region is perfectly located to lead the effort in freshwater sciences – and cash in on any commercial opportunities.”

– Milwaukee Journal Sentinel editorial, January 11, 2009

BIZSTARTS MILWAUKEE

Co-Chairs

Dan Steininger - Steininger and Associates LLC

John Torinus - Chairman, Serigraph

BizStarts Milwaukee, a nonprofit organization dedicated to fostering and promoting entrepreneurship in the Milwaukee Region, focuses on connecting entrepreneurs with the resources to launch and grow their companies. Since 2008, 29 innovative high-growth businesses have launched in the region.

BizStarts developed the first seamless, region-wide approach to assisting entrepreneurs in southeast Wisconsin through four focus areas:

BizStarts Connect

BizStarts Connect links entrepreneurs with valuable resources through an online website (bizstartsmilwaukee.com), networking events, and BizStarts' service providers.

BizStarts Buzz

BizStarts Buzz promotes and communicates the importance and spirit of innovation and entrepreneurship for the region's future prosperity.

BizStarts College Consortium

BizStarts College Consortium advocates for increasing the number of entrepreneur courses, programs and experiences offered on college campuses in the Milwaukee Region.

In May of 2010, BizStarts received a

\$458,000 GRANT

from the U.S. Department of Commerce
for entrepreneur programs.

BizStarts Venture Track

BizStarts Venture Track is designed to substantially increase the number of innovative, fast-growing companies in our region by offering a suite of educational programs and connections for entrepreneurs. In May, 2010, BizStarts received a \$458,000 grant from the U.S. Department of Commerce that will help support Venture Track's 10-week boot camps and volunteer mentors to help entrepreneurs develop their business plans.

Learn more at www.bizstartsmilwaukee.com

Founding members of BizStarts include:
(l to r) Anne Zizzo, George Dalton, Keith Burns,
Dan Steininger and John Torinus.



▶ ATTRACTING AND RETAINING TALENT

In an innovation economy, talent defines our advantage. For many companies considering expansion or relocation to the region, their top priority is ensuring that we have an ample supply of skilled knowledge workers. Working with FUEL Milwaukee and the Talent Dividend Initiative, the Milwaukee 7 is investing in its future.



“We leverage our partnership with FUEL Milwaukee to attract and retain the best talent.”

- Allan McKisson
Vice President of Human Resources,
ManpowerGroup

FUEL MILWAUKEE

FUEL Milwaukee's mission is to establish the Milwaukee Region as the region of choice for world-class talent. FUEL specializes in helping companies and individuals connect in the increasingly competitive, ever-changing world of work. Its services help businesses recruit, engage and retain talent, while offering employees the resources to connect to their community and have influence on the region.

FUEL includes more than 6,000 professionals and nearly 60 employers and works to improve the perception of the Milwaukee Region.

FUEL's vision for the region is to become:

- The national leader in workplace flexibility
- The most engaged community in the country
- A destination of choice for global talent

{ Learn more at www.fuelmilwaukee.org.

TALENT DIVIDEND INITIATIVE

Area business leaders are working to raise the region's number of college grads by more than 13,000 by 2012, through a national effort aimed at increasing educational attainment.

Milwaukee is one of 13 cities participating in the Talent Dividend Initiative, a three-year effort started by CEOs for Cities, Chicago, to grow economic development by increasing college graduation rates. The goal is to raise the number of adults with a four-year degree by one percentage point by 2012, or by 13,146 students. CEOs for Cities calculated that a one percentage point increase in college grads will translate to between \$1.2 and \$1.5 billion in total income for the region. To help increase this attainment, there is a focus on high school diplomas, smoothing the transition from two-year to four-year schools, and helping people with some college credits to complete their 4-year degrees.



The Milwaukee 7's Regional Policy Committee recommends support for public policy that improves the region's competitive standing. The committee suggests positions and action steps on issues and communicates positions to policymakers at the local, state and federal levels.

Milwaukee 7 Regional Policy Committee Chair
Chip Brewer - Director, Worldwide Government Relations,
S.C. Johnson & Son

Incentives

Creating and expanding incentive tools that help Wisconsin compete on a level playing field is critical in today's increasingly competitive national and global marketplace.

The Milwaukee 7 lobbied for the state Jobs Tax Credit, a valuable tool that was passed by the legislature and went into effect in 2010. The Jobs Tax Credit gives a company creating jobs in Wisconsin up to 10% of wages for up to 10 years.

The Milwaukee 7 supports legislation to expand Wisconsin's highly successful Enterprise Zone Program. One of the state's most effective tax credit programs, Enterprise Zones provide credits for job creation, job retention, employee training, and significant capital expenditures within the state. This combination helps us retain jobs in our region and makes us competitive with other states for large projects.

Transit

The Milwaukee 7 supports efforts to identify and develop a dedicated funding mechanism for existing and expanded public transit throughout the region. We are also committed to working with the existing Southeastern Wisconsin Regional Transit Authority, other regional and community partners, businesses, and elected officials to support a regional governance structure.

Maximizing our Fresh Water Advantage

The Milwaukee 7 will continue to maximize the region's competitive advantage in the area of fresh water. We are working to change state regulatory policy and law, if necessary, to allow access to

“Incentives don't make the deal but they sure help us close a deal. The region is now in a better position to compete.”
*– Pat O'Brien
Executive Director, Milwaukee 7*

fresh water at discounted prices as a way to market our region to prospective employers. We also are working to take advantage of provisions in the Great Lakes Compact that allow us to extend the economic advantage of our freshwater access to the broadest possible regional footprint.

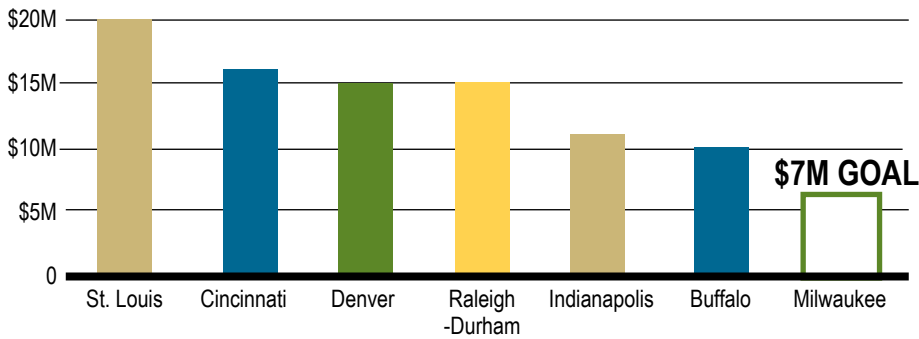
Foreign Investment

To attract foreign investment, we worked with the federal government's U.S. Department of Homeland Security to become a designated Regional Center for the EB-5 Immigrant Investor Visa Program. This program offers green cards to qualifying foreign investors and their families who invest a minimum of \$1 million (or \$500,000 in targeted employment areas) in businesses and create at least 10 full-time permanent jobs for U.S. workers. So far, the program has attracted \$23.5 million from Chinese, Korean and Venezuelan investors.

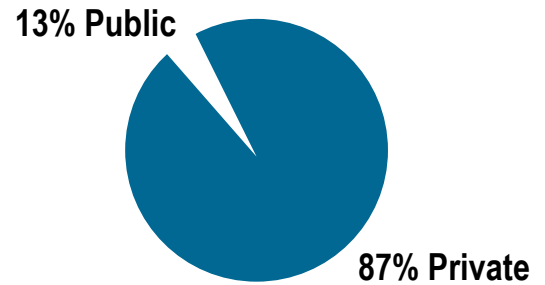
Closer ties between Milwaukee and China are creating new opportunities for foreign investment. Milwaukee accepted a gift of stone lions from its sister city, Ningbo, China, in 2008.



Comparative 5-Year Regional Economic Development Campaigns



Milwaukee 7 Funding Sources



Milwaukee 7 Operating Expenses

	2010-11	2011-12	2012-13	2013-14	2014-15	Total
Planning						
Strategic framework development, investor relations M7 Council, Exec. Partners, Regional Economic Partnership	333,703	363,800	372,450	381,359	390,536	1,841,848
Economic Development Resources						
Regional website, resource centers	221,929	223,296	227,280	231,383	235,609	1,139,497
Marketing - Growth, Expansion, Attraction						
Consulting						
Target industry development						
Targeted expansion/attraction						
Trade missions/trade shows						
Site selector & best practice visits						
Research and prospect analysis						
Project/prospect/management	708,477	724,304	737,621	751,336	765,463	3,687,201
Business Climate Improvement						
Water Council, BizStarts, Regional identity/branding Immigrant Investor Program, Public Policy, FUEL, Workforce Development, STEM7	152,417	159,526	161,803	164,147	166,562	804,455
TOTAL EXPENSE	1,416,526	1,470,926	1,499,154	1,528,225	1,558,170	7,473,001
Opportunity fund in excess of campaign goal	300,000	300,000	300,000	300,000	300,000	1,500,000

▶ Milwaukee 7 Advisory Council

The Milwaukee 7 Regional Economic Development Advisory Council provides direction and regional representation for the economic development program and its initiatives.

Chris Abele

County Executive
Milwaukee County

Mayor Tom Barrett* ↻

City of Milwaukee

Todd Battle

President
Kenosha Area Business Alliance

Richard Bliss*

President
Godfrey & Kahn, S.C.

T. Michael Bolger

(retired)
Medical College of Wisconsin

Dave Bretl

County Administrator
Walworth County

Chip Brewer*

Director, Worldwide Gov. Relations
S.C. Johnson & Son

Tom Burke*

President/CEO
Modine Manufacturing Co.

Michael D'Amato

Damon Dorsey

Director, Economic Development
Milwaukee County

Mark Eckhardt*

Senior Vice President & CFO
S.C. Johnson & Son

Mark Furlong*

Chairman/President/CEO
Marshall & Ilsley Corporation

Kathy Geracie

Ozaukee County Board

Michael Grebe*

President/CEO
Lynde & Harry Bradley Foundation

David Halbrooks

Willie Hines

President
Milwaukee Common Council

Lee Holloway

Chairman
Milwaukee County Board

Mark Immekus*

Executive Vice President
QPS Employment Group

Paul Jadin*

Secretary
Wisconsin Department of Commerce

Jeff Joerres*

Chairman/CEO
ManpowerGroup

Mike Jones*

Vice President
MillerCoors

Paul Jones*

Chairman/CEO
A. O. Smith Corp.

Gordon Kacala

Executive Director
Racine Co. Economic
Development Corp.

Suzanne Kelley*

President
Waukesha County Business Alliance

Gale Klappa* ↻

Chairman/President/CEO
Wisconsin Energy Corporation

Jim Kreuser

County Executive
Kenosha County

Mike Lovell

Interim Chancellor
University of Wisconsin-Milwaukee

David Lynch

President
Lynch Automotive

Bill McReynolds

County Executive
Racine County

Thomas Meaux

County Administrator
Ozaukee County

Rich Meeusen

Chairman/President/CEO
Badger Meter

William Mitchell

Executive Director
Waukesha Co. Economic
Development Corp.

Cory Nettles*

Partner
Quarles & Brady LLP

Phillip Neuenfeldt

Secretary/Treasurer
Wisconsin State AFL-CIO

William Petasnick*

President/CEO
Froedtert Health

Joel Quadracci*

President/CEO
Quad/Graphics

Steve Roell*

CEO
Johnson Controls

Nancy Russell

Chair
Walworth County Board

Kathleen Cady Schilling

Executive Director
Ozaukee Economic Development

John Schlifske*

Chairman/CEO
Northwestern Mutual

Carol Schneider

CEO
SEEK, Inc.

John Shiely*

Chairman
Briggs & Stratton Corp.

Steven Smith*

Chairman/CEO
Journal Communications

Dr. Robert Spitzer

(retired)
Milwaukee School of Engineering

Mary Ellen Stanek* ↻

Managing Director
Robert W. Baird

Tim Sullivan*

President/CEO
Bucyrus International

Richard Telfer

Chancellor
University of Wisconsin-Whitewater

Herbert Tennes

Chair
Washington County Board

John Torinus

Chairman
Serigraph

Peggy Troy*

President/CEO
Children's Hospital of WI

Christian Tscheschlok

Executive Director
Economic Dev./Washington Co.

Nick Turkal*

President
Aurora Health Care

Dan Vrakas

County Executive
Waukesha County

Mike Van Den Bosch

Executive Director
Walworth Co. Economic
Development Alliance

Scott VanderSanden*

President-Wisconsin
AT&T

Keith Wandell*

President/CEO
Harley-Davidson

Beth Wnuk*

Wisconsin Regional President
PNC Bank

* Serves as an Executive Partner

↻ Serves as a Milwaukee 7 Co-Chair

The mission of the Milwaukee 7 is to unite our seven counties around a regional agenda to grow, expand and attract diverse businesses.

A large, light blue, stylized number '7' is positioned in the background of the bottom half of the page. The '7' is composed of thick, rounded strokes and is partially obscured by the text 'MILWAUKEE'.

MILWAUKEE



Seven counties united around a regional agenda to grow,
expand and attract diverse businesses and talent

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