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# Business Strategies DURING THE PANDEMIC





# Tim Sheehy

President

**Metro Milwaukee Association of Commerce**

**THANKS** to MMAC member



As MMAC transitions to our new permanent offices at The Avenue, we want to thank MMAC member Spaces for a much-needed and convenient temporary home at their North Water Street location to host our webinars. With over 3,000 global locations and 10 in Wisconsin, Spaces makes it easy to have a productive day at work. Their all-inclusive, flexible offices and coworking make getting to work easy and affordable.

Additional information:

<https://www.spacesworks.com/milwaukee/north-water-street/>

# MKE HEALTH & ECONOMY BRIEFING

*On Wisconsin's Afternoon News  
Tuesday @ 4:20pm*



**John R. Raymond, Sr., MD**  
*Medical College of Wisconsin  
President and CEO*



**Tim Sheehy**  
*MMAC President*



**620WTMJ**  
WISCONSIN'S RADIO STATION

MMAC 09.08.2020

# Virtual COVID-19 Update

**John R. Raymond, Sr., MD**  
President and CEO  
Medical College of Wisconsin

Analytics by Andrew Yaspan  
MCW Institute for Health and Equity





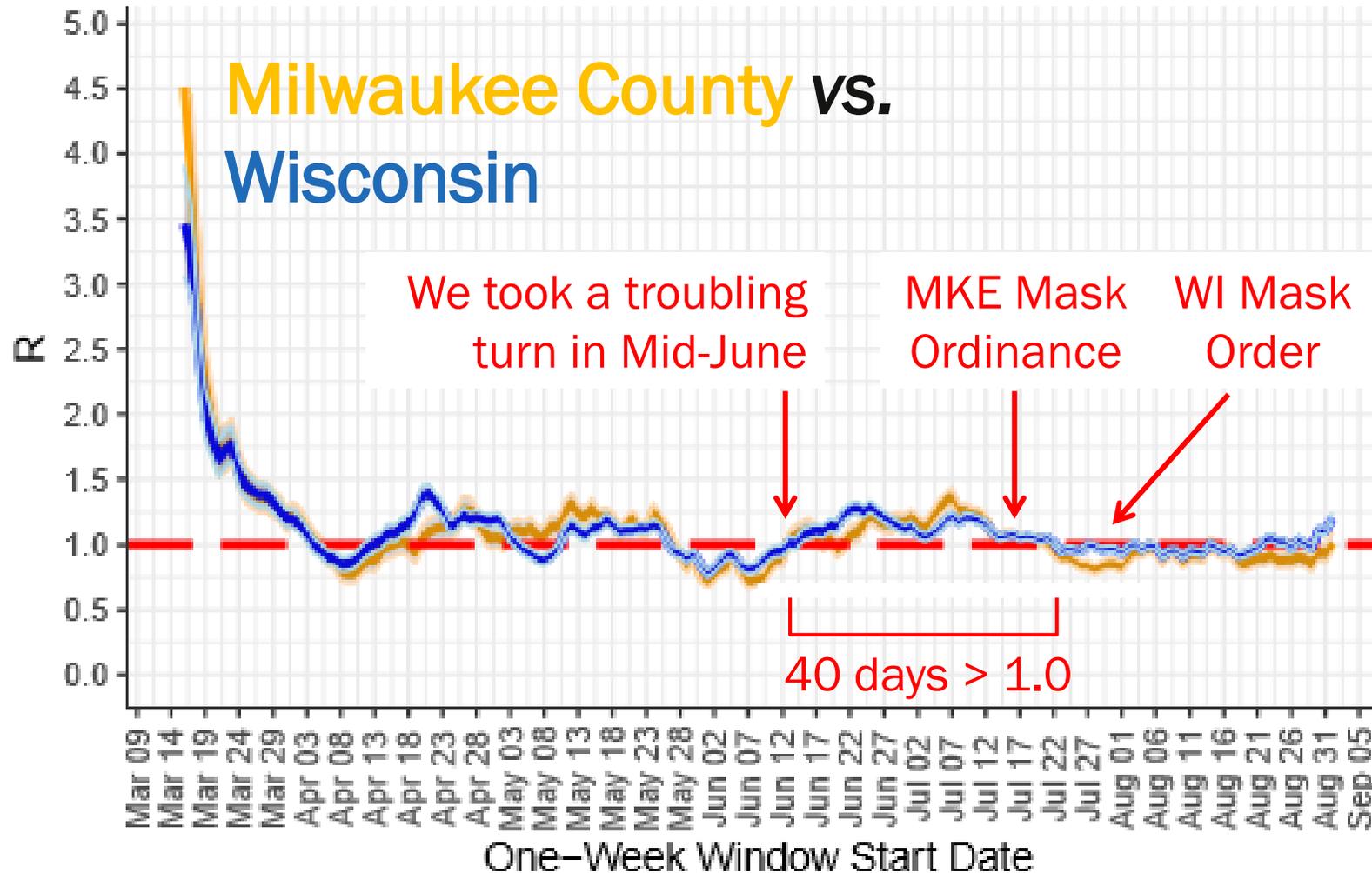
## COVID-19 HOSPITAL METRICS – 09.06.2020

- **Number of cumulative hospitalizations: 6,089 (7.4% of positive tests - improving)**
- **Wisconsin hospitalizations on 09.06.2020**
  - **289 inpatients - stable** (high was 446 on 04.09.2020; low 235 on 07.04.2020)
  - **91 in ICU – stable** (high was 196 on 04.09.2020; low was 65 on 07.05.2020)
  - Hospitalizations and ICU use are **lagging indicators**
- **ICU capacity: 326 available ICU beds - stable**
- **Ventilator capacity 1,875 - stable**
- **PPE trends: Improving** (most critical needs = gowns and paper masks)
  - **There are concerns about PPE supply chains, but supplies have improved recently**

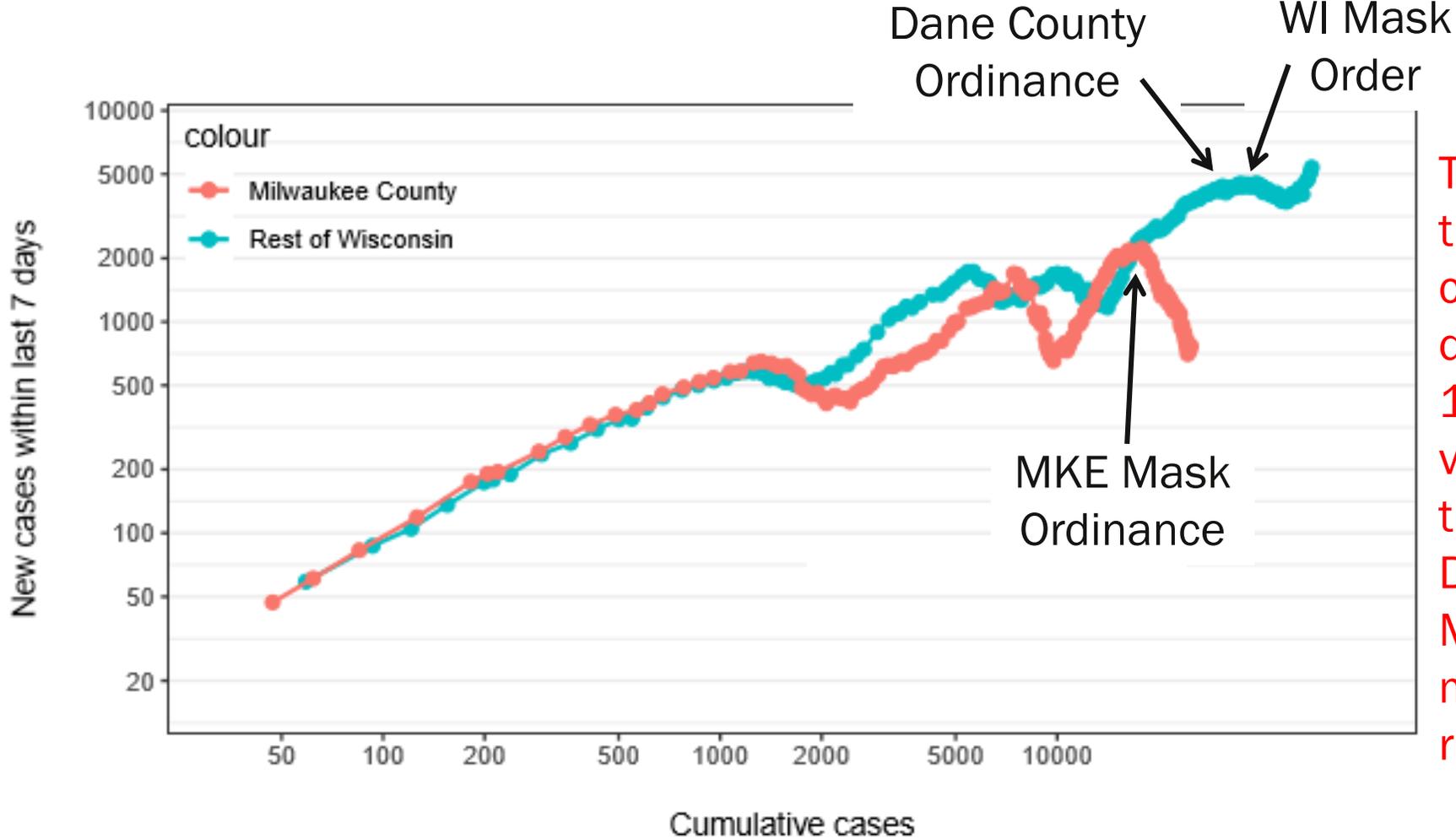
## VARIOUS COVID-19 INDICATORS – 09.07.2020

- Death is a **highly lagging indicator**. Case fatality rate = 1.4%
- Cumulative deaths:                      **WI = 1,168 - rate stable**    **MKE = 410 - rate declining**
  - Male                                      **WI = 634 (54.3%)**                      **MKE = 223 (54.4%)**
  - Female:                                   **WI = 534 (45.7%)**                      **MKE = 187 (45.6%)**
  - Black/African American: **WI = 226 (19.3%)**                      **MKE = 153 (37.3%)**
  - White:                                     **WI = 852 (72.9%)**                      **MKE = 180 (43.9%)**
  - Hispanic/Latinx:                      **WI = 134 (11.5%)**                      **MKE = 61 (14.9%)**
    - Totals exceed 100% due to overlap between Black/AA and Hispanic/Latin categories
- Doubling time for positive tests: **WI = 44.9 days**    **MKE = 71.7 days**
- Daily growth rate of positive tests (last 7 days): **WI = 1.1%**; **MKE = 0.5%**
- Reproductive number: **WI = 1.20**; **MKE = 0.93 (early indicator)**

# COMPARING 7-DAY REPRODUCTIVE NUMBER



# COVID-19 PANDEMIC TRAJECTORY – 09.07.2020



This log:log plot shows the trajectory of new cases over last seven days vs total cases since 12 March 2020. It gives a visual depiction of trajectory. Downward is favorable. MKE is trending much more favorably than the rest of Wisconsin.



# Kevin Anderson

Wisconsin Region CEO

Old National Bank



# Ryan Festerling

President and Chief Operating Officer

**QPS Employment Group**



# Tracy Johnson

President and CEO

**Commercial Association of Realtors Wisconsin**





# COVID-19: Commercial Real Estate Impacts and Trends

# Office Market



- Work from home impacts
- Create certainty for client
- Lease options
- Future trends

# Industrial Market



- e-commerce driving demand
- Current construction
- Essential business
- Future trends

# Retail Market



- Immediate impacts
- Malls and e-commerce
- Future trends

# Housing Market



- Increasing median home price
- Supply
- Interest rates
- Price of new construction

# Acceleration



- Flexibility
- Integration
- Technology
- Productivity
- Strong balance sheet



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# Business Strategies DURING THE PANDEMIC



# coronavirus-MMAC.org

*Resources for Milwaukee businesses during the pandemic including:*

- **Safety & Health Toolkit**
- **PPE Product Marketplace**
- **Best practices for operating safely**
- **Replay our pandemic programming:**

<https://coronavirus-mmacc.org/smart-restart/toolkit/preparing-for-the-2nd-wave-of-covid-19/>

Presenting Sponsor



Tuesdays @ 11am



**Business Strategies**  
DURING THE PANDEMIC

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Find the **REPLAY** of this episode in MMAC's emails or at [coronavirus-mmacc.org/webinars](https://coronavirus-mmacc.org/webinars)