

# YOUR MEMBERSHIP MATTERS

At MMAC, we focus on the issues that mean the most to your business.  
We deliver strategies that help your business thrive & transform  
the region as the best place to do business.

**MMAC**  
METROPOLITAN MILWAUKEE  
ASSOCIATION OF COMMERCE

**IMPACT REPORT**  
Summer 2023

**– and your investment is making a difference.**

## **We advocate → you benefit**

The advocacy MMAC provided over many years led to monumental changes in the recently passed state budget.

**\$200+ MILLION  
SMALL BUSINESS  
TAX SAVINGS**

in the first year following repeal of the personal property tax. Governor Tony Evers supported the repeal of this “outdated burdensome tax.”

**BLOCKED  
\$478 MILLION  
TAX INCREASE**

on businesses by retaining the manufacturing and agriculture tax credit.

## **ADDITIONAL FUNDS FOR QUALITY-OF-LIFE SERVICES**

Communities across the state – including the city of Milwaukee and Milwaukee County – will see improved public safety, transportation, libraries, parks and more after groundbreaking legislation was passed to increase revenues to local municipalities. Locally, bankruptcy will be avoided and an underfunded pension system will become solvent.

**\$1 BILLION  
INVESTMENT  
IN OUR SCHOOLS**

will ensure equitable funding among all students and improve their outcomes, including those with special needs, regardless of where they attend.

**25% R&D TAX  
CREDIT STARTING  
IN 2024**

Up from 15%, the tax credit will improve competitiveness and aid in the development of new products within the state.

**“The Milwaukee Region is on the ascent and attracting talent and investment thanks to MMAC’s focus on innovative policies like school choice while also advocating for traditional pro-growth policies like tax reductions and right-to-work policies.”**

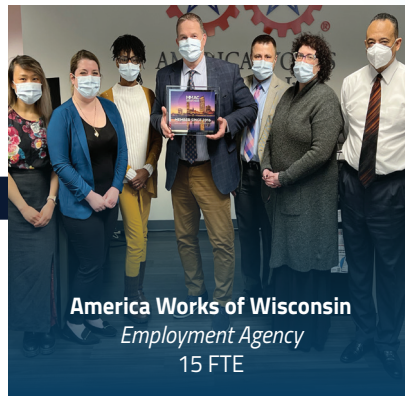
–Dale Kooyenga, MMAC President

## Looking for more ways to get engaged and have an impact?

Contact Ryan Rivas  
Membership Engagement Manager



“MMAC’s advocacy for **workforce engagement** is great – as there is potential to find employment for those coming out of correctional facilities, immigrants and the unschooled.”



**America Works of Wisconsin**  
Employment Agency  
15 FTE



**HNTB Corporation**  
Engineering/Consulting  
136 FTE

“We are members because we want to understand the **direction the state is going...**the information provided by MMAC has been very important to us.”

“It is imperative to be engaged with the business community, to **leverage policies** and make the region attractive for businesses and employees.”



**Literacy Services of Wisconsin**  
Adult Education  
20 FTE

Milwaukee 7 – MMAC’s economic development partnership – helps expand technology sector in the region

## MICROSOFT COMPANY TO INVEST AT LEAST \$1 BILLION IN MOUNT PLEASANT

- Data center campus
- Construction commenced July 2023

“Microsoft is a welcome addition to the tech ecosystem in SE WI.

The economic impact of the company’s investment will spread across our entire region in the years to come.

Microsoft has deep partnerships with Wisconsin businesses that will be further strengthened by the company’s data center investments in Mount Pleasant.”

-Jim Paetsch,  
Milwaukee 7 Executive Director