



Tim Sheehy

MMAC President



2,000 member businesses

Representing 300,000 employees

MMAC Board of Directors

75 business leaders



MMAC Chair

Jonas Prising

ManpowerGroup

35+ Staff Members

\$7 million annual budget

How is MMAC supporting your business during the pandemic?

Listen, Learn & Lead

Bringing you trusted resources

- Partnering with local, regional & state officials to coordinate re-opening plans & strategies
- Best practices from local experts

Advocating for your business

- Working with policymakers to ensure the business community is heard
- Advising companies as they navigate government programs

Providing virtual networks

- Roundtables
- Networking Forums
- Live Webcasts & Replay Library
- One on one with MMAC staff to address your problems/concerns



Health & Safety Toolkit

A one-stop shop for information, guidance and resources to keep your business running as safely as possible.

- **Employer Outbreak FAQs**
- **Preparing for the Next Wave**
- **Health & Safety Checklist**

MMAC Vision

A globally competitive region that drives high-value jobs to support a vibrant quality of life for all

- **1 million jobs**
- **\$124.7 billion GDP**

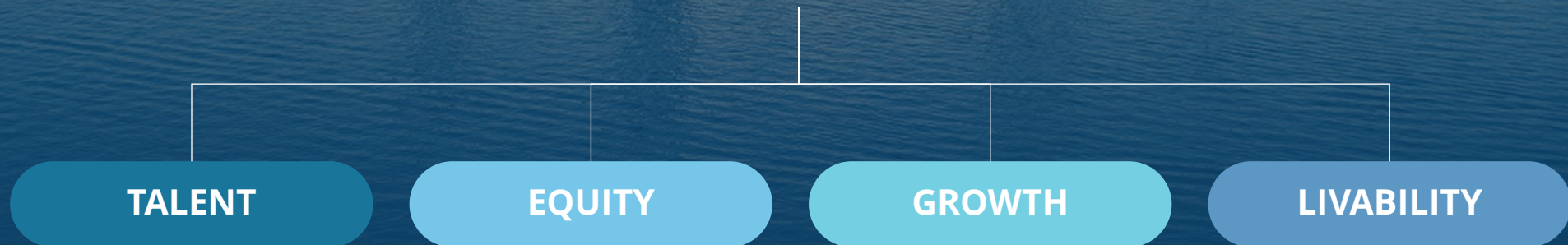


**MILWAUKEE
REGION**



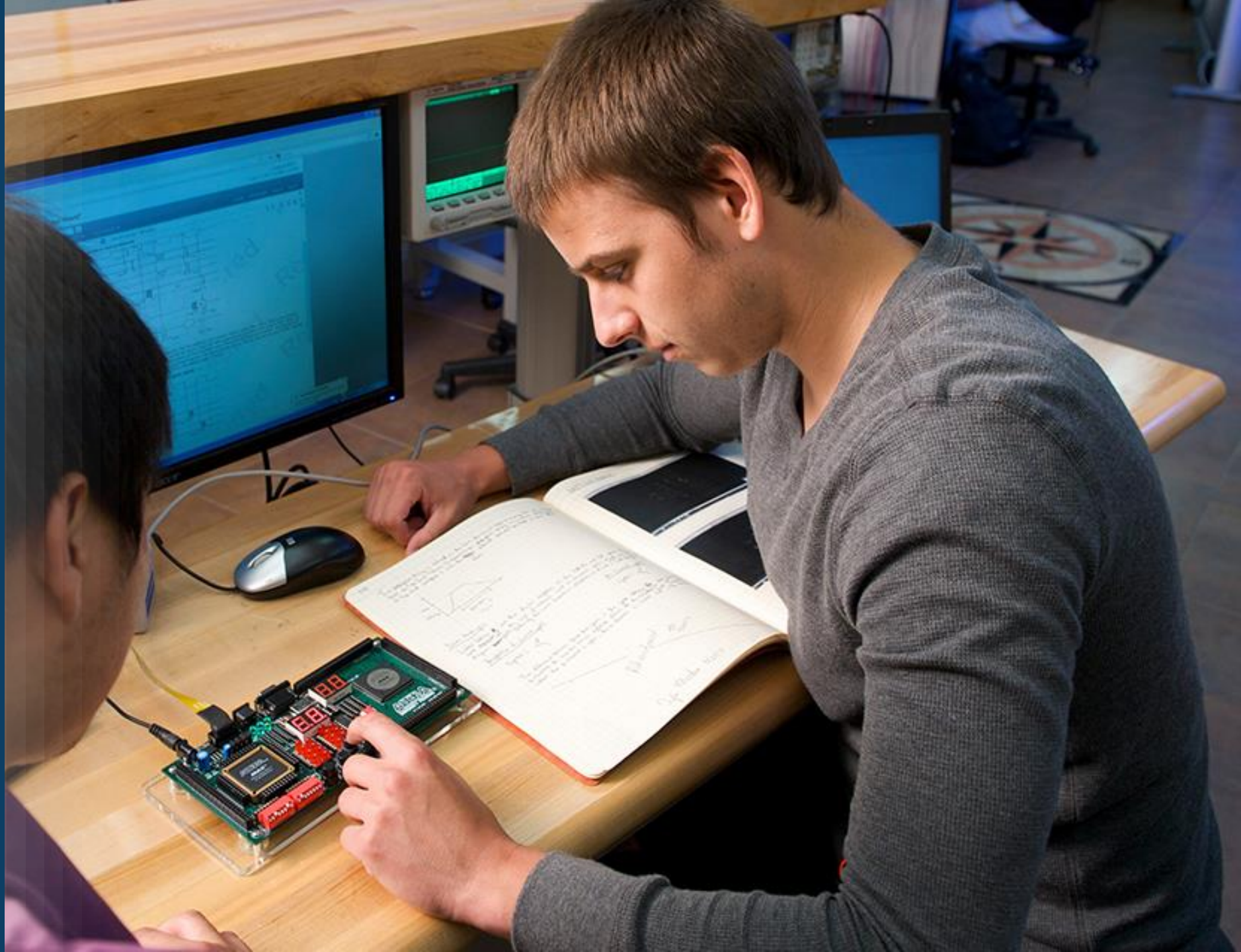
Our Plan for Regional Prosperity

Keeping the Milwaukee Region globally competitive

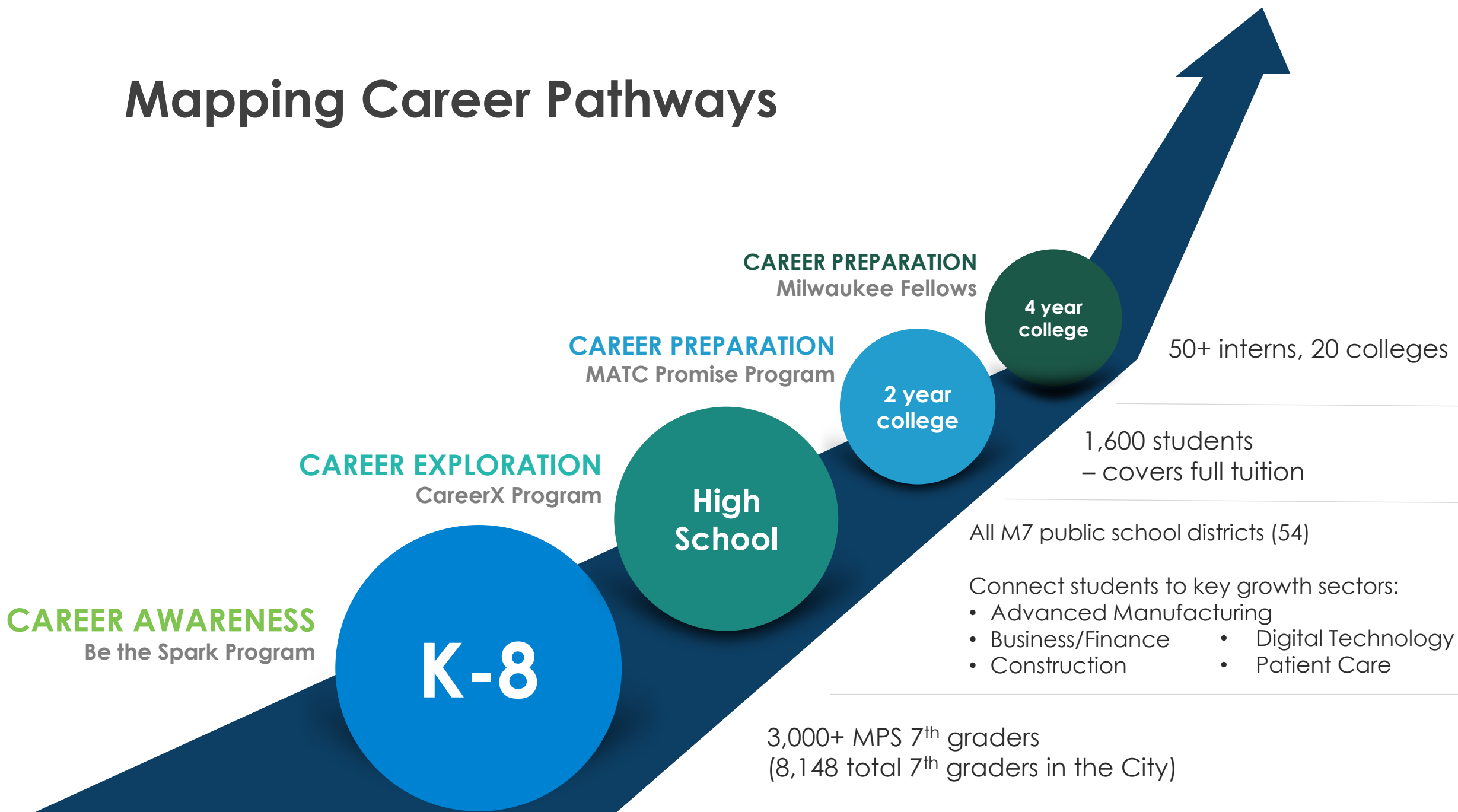


TALENT

Develop collaborative & innovative corporate partnerships to improve talent development



Mapping Career Pathways



TALENT Deliverables

Develop collaborative & innovative corporate partnerships to improve talent development

- Continue **MMAC's Be The Spark career awareness program**, that works with local companies to provide business tours for all 7th grade classrooms in Milwaukee Public Schools.
- Continue local support for the national **Technology Education and Literacy in Schools (TEALS) program**, that pairs teachers with tech industry volunteers to create high school computer science courses.
- Partner with Milwaukee TechHub to **promote the Region's strength in IT and tech talent** and expand business attraction efforts targeting tech companies.
- Cultivate the **direct-to-employment pipeline** for businesses in key growth sectors by connecting them to K-12 schools, technical colleges, higher education institutions and in-demand skills providers.
- Develop **industry driven programs focused on addressing immediate talent needs in our region** (Manufacturing CareerX) through:
 - Labor market analysis
 - Convening a critical mass of the region's employers
 - Facilitating a collaborative process to set priorities

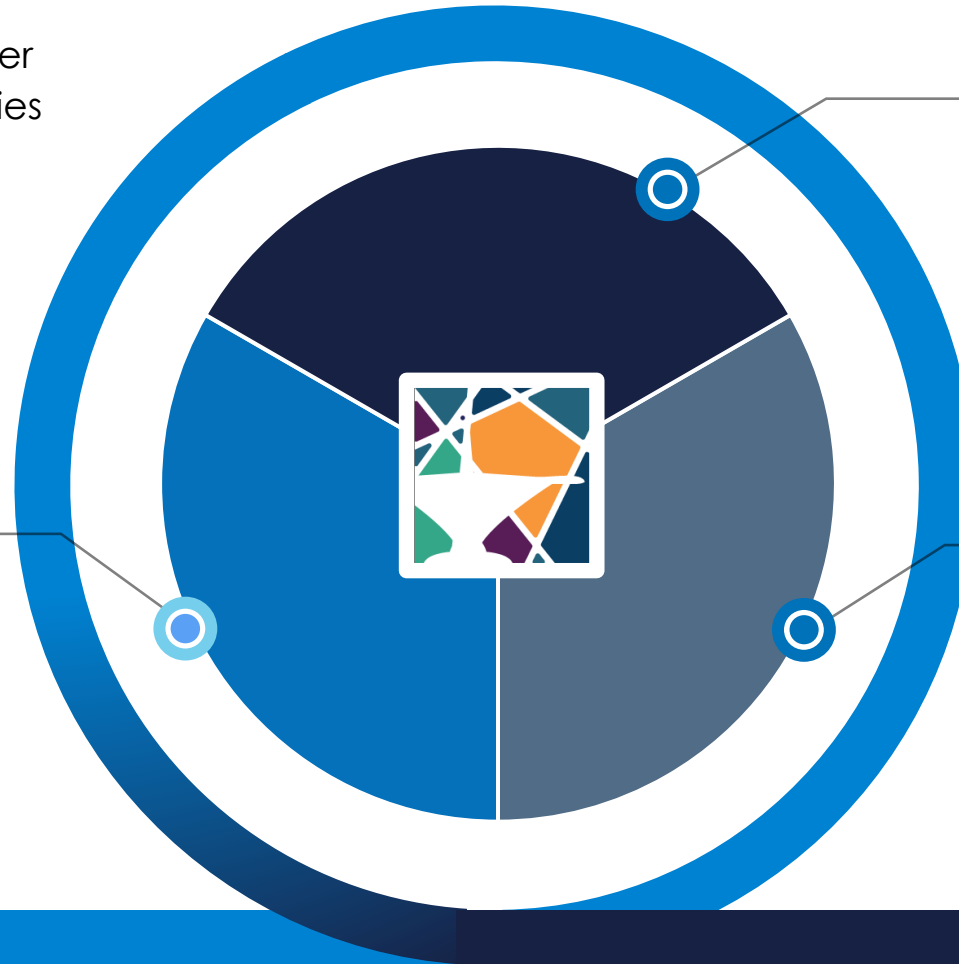
Equity

*Address racial
disparities in education,
employment, and
wealth creation*



Issues both widespread and deep manifest into disparities for our black and brown citizens across the region.

MMAC is committed to use its member resources to help close these disparities and move Metro Milwaukee forward as a region of choice for all.



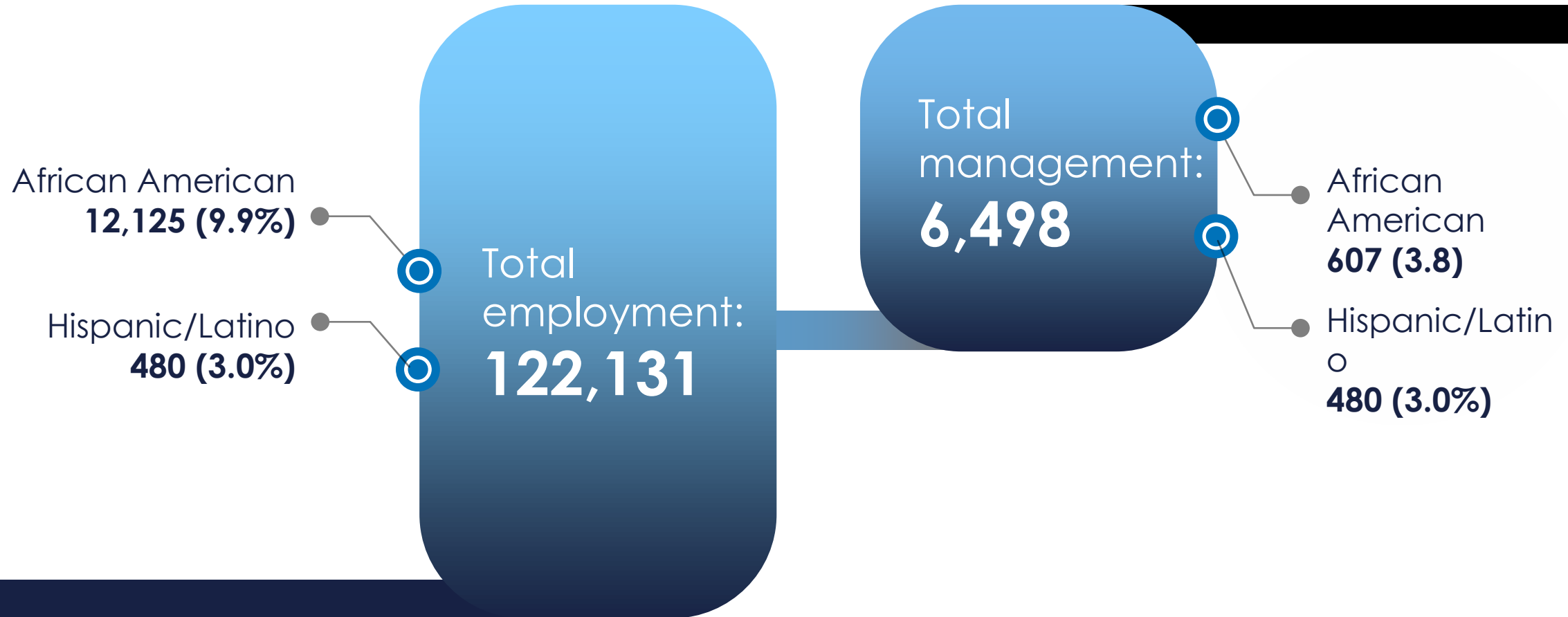
Pathway 1
Improve the recruitment, retention, and advancement of black and brown talent

Pathway 2
Increase educational attainment and career development opportunities for black and brown talent

Pathway 3
Grow the capacity of black and brown businesses to create wealth through supplier diversity and entrepreneurship

Region of Choice Initiative

Pathway 1 Metric: Current employment levels of companies that have signed the Region of Choice Pledge (2019)



Pathway 1: Deliverables

01

Companies that signed the pledge are meeting as a collective to **share best practices** and **collaborate on strategies** that will move the needle

02

Companies will have access to a learning management system and portal of **curated resources** to assist with candidate sourcing and advancement strategies.

03

Annually, we **will measure progress** against the employment and advancement goals and measure change in workplace and community culture.

04

CEOs will meet annually in a **peer feedback session** to evaluate progress.

05

Exploring **collaborative recruiting events** to attract out of market candidates.

Goal: **Increase Black/Brown talent by 15% and Black/Brown management talent by 25% by 2025.**

Economic Development

*Our vision to keep Milwaukee
globally competitive*

MILWAUKEE
REGIONAL PARTNERSHIP



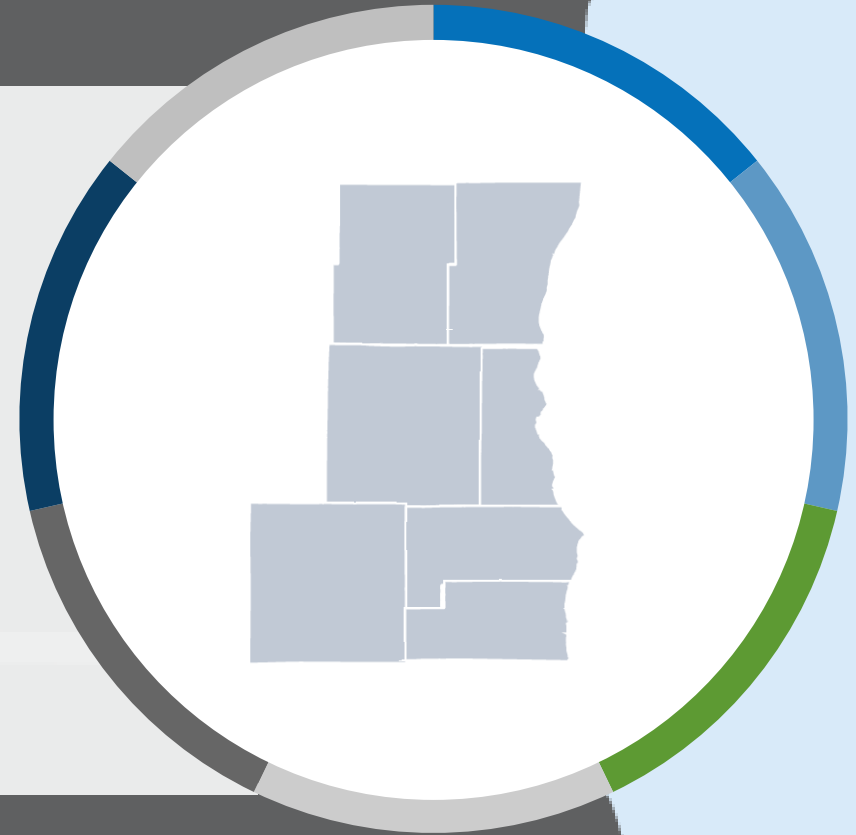
GROWTH

MMAC
METROPOLITAN MILWAUKEE
ASSOCIATION OF COMMERCE

Corporate Attraction & Expansion

2015-2019 Scorecard

- 46 Wins
- 10,521 jobs
- \$637 million payroll
- \$60,500 average wage
- \$1.9 billion capital investment



HARIBO



PROJECT METRICS

Capital expenditure
\$360 million

Real estate
Manufacturing facility

Location
Pleasant Prairie

385 new jobs

“We are building one of the largest facilities in the confectionery industry and M7 has been instrumental in helping grow HARIBO’s business in the U.S.A.”

- WES SABER
Executive Vice President & CFO, HARIBO of America



GROWTH

MMAC
METROPOLITAN MILWAUKEE
ASSOCIATION OF COMMERCE

Recent Milwaukee 7 Wins for the Region

GROWTH Deliverables

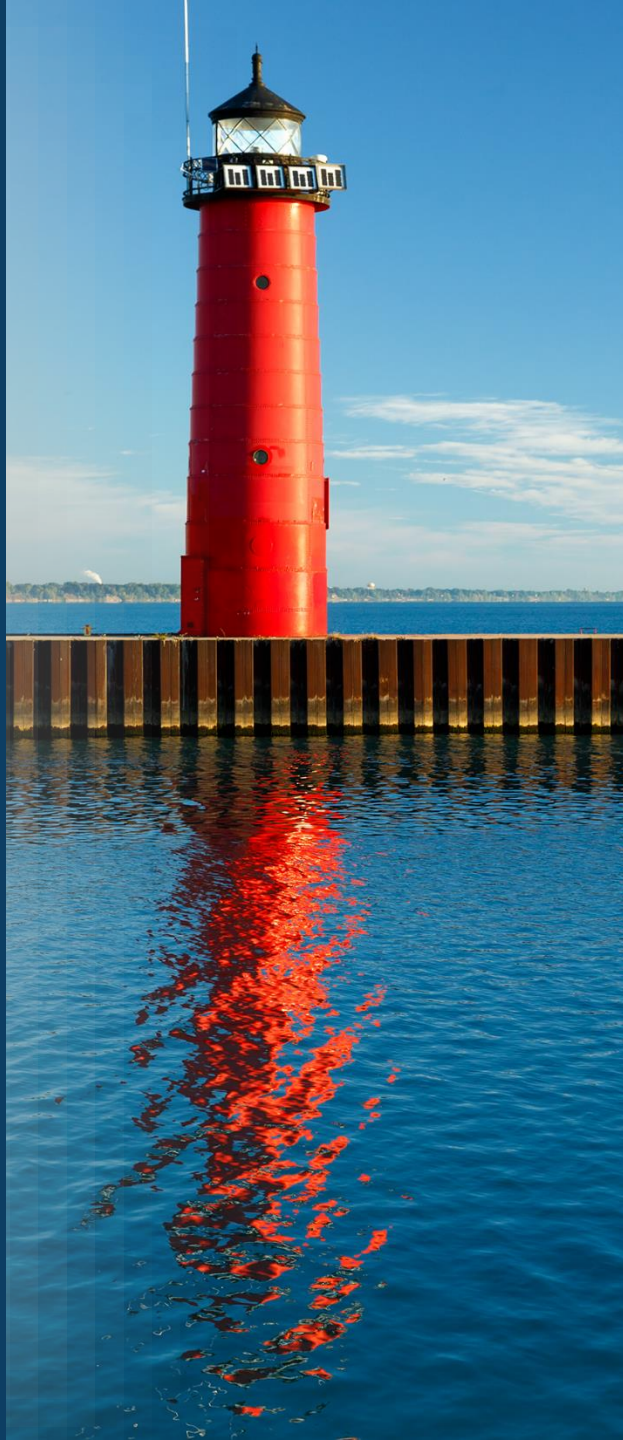
Effectively compete for capital investment and high-value jobs from corporations that sell goods and services outside the region.

- Complete **corporate expansion and attraction projects** that produce:
 - 8,800 new or retained jobs at a wage that exceeds the regional median
 - Secure \$1B in new capital investment
- Explore a new competitive intelligence model to **better focus regional marketing strategies** for corporate attraction prospects.
- Execute **corporate attraction marketing campaign to Illinois companies** with direct mail and in-person site visits.
- Continue outreach to **attract foreign direct investment** from Canada, Europe, and around the world, and assess current lead generation efforts and FDI strategies.
- Advance **specific industry clusters** that offer competitive strengths, assets, and supply chain advantages in the global economy.

Livability

Position the Milwaukee Region to recover & resume its recent momentum by preserving and promoting unique assets.

Address headwinds that include high property taxes and substantial City and County budget deficits.



Livability Deliverables

Position the Milwaukee Region to recover & resume its recent momentum by preserving and promoting unique assets.

Address headwinds that include high property taxes and substantial City and County budget deficits.

- Support the Milwaukee Metropolitan Sewerage District's ongoing **restoration of Milwaukee's harbor and waterways.**
- Advocate for **restructuring the state tax system** to provide adequate revenue for City and County needs, including the ability of local governments to seek referenda to increase sales taxes.
- Pursue **catalytic real estate opportunities**, especially in distressed areas of the region.
- Promote policies and initiatives that **increase the number of affordable housing units** in the region.
- Develop **intermodal freight service** at the Port of Milwaukee.
- Maintain reliability and increase **cost competitiveness of our regional power infrastructure.**
- Encourage the State to address the **significant funding gap for public transit.**



Pro-business policies

*MMAC lobbies for policy changes
to help your company thrive*

Building a competitive business climate

Air Service



Roads



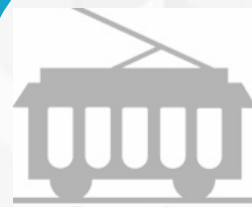
Health Care



Energy



Transit



Taxes





Advocating for your business during the pandemic

- Working with policymakers to ensure the business community is heard
- Advising businesses as they navigate government programs including:
 - ✓ Obtaining emergency funding
 - ✓ Complying with reopening & safe operating requirements
- Partner with local, regional and state officials to coordinate re-opening plans & strategies



Get involved

- Take action on advocacy alerts
- Communicate with elected officials
- Track how your legislators voted
- Support MMAC pro-business lobbying efforts



Barb Smith

MMAC Director of
Member Engagement

Welcome to



Member Orientation

DID YOU KNOW?



*Every employee
of a member company
is a MMAC member*



*We represent members
from Southeastern Wisconsin
& beyond*



*90% of member businesses
have fewer than 300
employees*

Save money

Office DEPOT[®]
OfficeMax

Office supplies discount

*Savings online and in-store at
Office Depot/Office Max*

 **UnitedHealthcare[®]**

Health insurance plan

*For companies with 5-99 employees – includes
health, dental, life and vision plans*



**There's no limit to
what care can do**



All Saver's alternate funding

Health benefits coverage with UnitedHealthcare allows small businesses to purchase big-business employee benefits.

MMAC brokers can also offer UnitedHealthcare specialty lines of coverage including:

Critical Illness

Accident Protection

Hospital Indemnity

Dental, vision and life insurance



Contact your MMAC broker or visit uhc.com/MMAC



Business Networks

- Grow revenue
- Share best practices
- Build relationships



How does MMAC support small business?

- **Executive Roundtables**
- **CEOs of Growing Businesses**



Position your business as a leader & make a difference in your community.

Members will serve as a trusted group of influencers and advisors.

- Private access to briefings with MMAC leaders
- Give input on emerging issues
- Help shape our agenda around the priorities that matter most to your business

To join, visit mmac.org/LC.html

Networking Forum

FOR LEAD GENERATION



- *Relationship-based*
- *Non-competing industries*
- *Develop leads*

RACE BRIDGE

LIVE DISCUSSIONS FOR RACIAL EQUITY
EVERY THURSDAY FROM 2PM-3PM

FUEL
MILWAUKEE

FUEL Milwaukee

FOR YOUNG PROFESSIONALS

- *Professional development*
- *Making the MKE region a destination for diverse talent*
- *Webinars: Race Bridge & Community Connect*

World Trade Assoc.

FOR GLOBAL BUSINESSES

- Education sessions
- 7-week virtual series



FOR ETHNICALLY-DIVERSE BUSINESSES



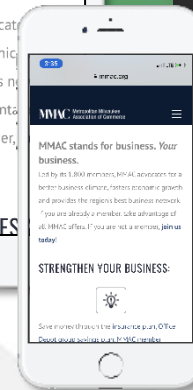
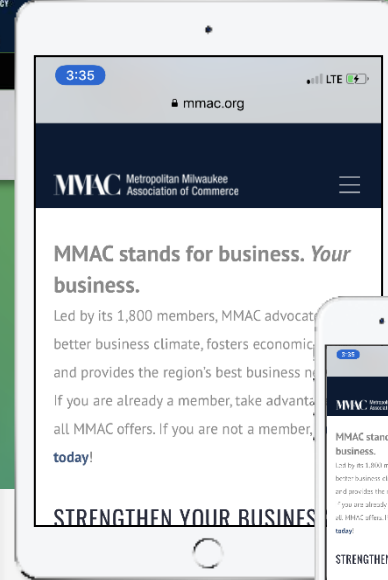
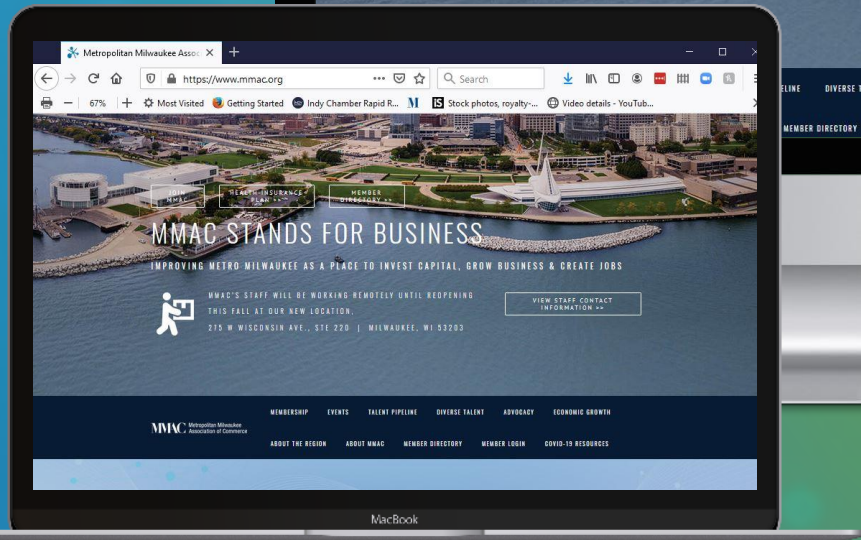
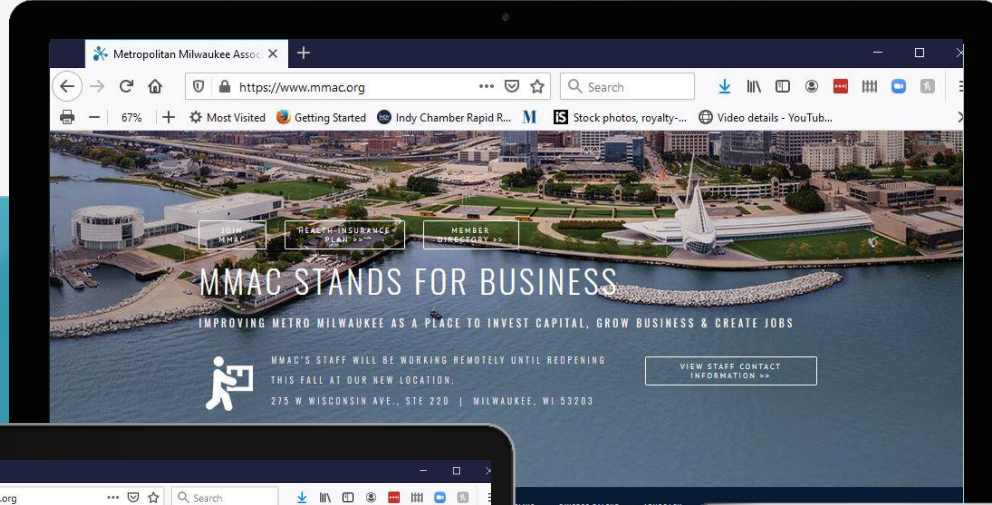
The Business Council



Hispanic Collaborative

MMAC.org

- Use the Member Directory
- Get involved in our networks & programs
- Register for webinars
- Check out economic trends & data





MMAC event calendar

Community event calendar

Sponsorship

RSS

Upcoming Events

Event Date	Appt	Event
3/12/2021		WTA Global Compliance Roundtable - Surviving a CBP Audit
3/15/2021		MMAC Talent Solutions - 101
3/17/2021		COVID-19 vaccines and your business: Experts take your questions
3/18/2021		Business After Hours
3/19/2021		Emerging Leader Series - Information Session
3/23/2021		M7 Regional Career Pathways Info Session: Accounting/Finance /Insurance

3/19/2021 

Emerging Leader Series - Information Session

REGISTRATION IS OPEN!

**REGISTER FOR THE
UPCOMING
EMERGING LEADER
SERIES**

New Series Begins May 2021



Launch Date:

Tuesday, May 25, 2021
8:00 am - 12:00 pm

Recurring Dates & Times

Fourth Tuesday of the month,
8:00 am - 12:00 pm

Location:

Virtual via Zoom

OUR PROCESS INCLUDES HALF DAY WORKSHOPS AND 90-MINUTE SMALL GROUP COACHING SESSIONS

Participants of the Series will:

1. Build awareness and skills critical to strong interpersonal relationships
2. Network with peers in other organizations who are on a similar high-performance journey
3. Explore practical solutions to real-life workplace situations

Business After Hours

Virtual Networking

MMAC
METROPOLITAN MILWAUKEE
ASSOCIATION OF COMMERCE



Next event:

Thursday, March 18 | 5:00 - 6:00 PM | Virtual

Market your business

1 PUBLICIZE YOUR EVENT: Post to our online Community Calendar

2 SUBMIT NEWS: Promoted via our email newsletter or social media

3 CUSTOMIZE YOUR LISTING: Stand out on our online directory

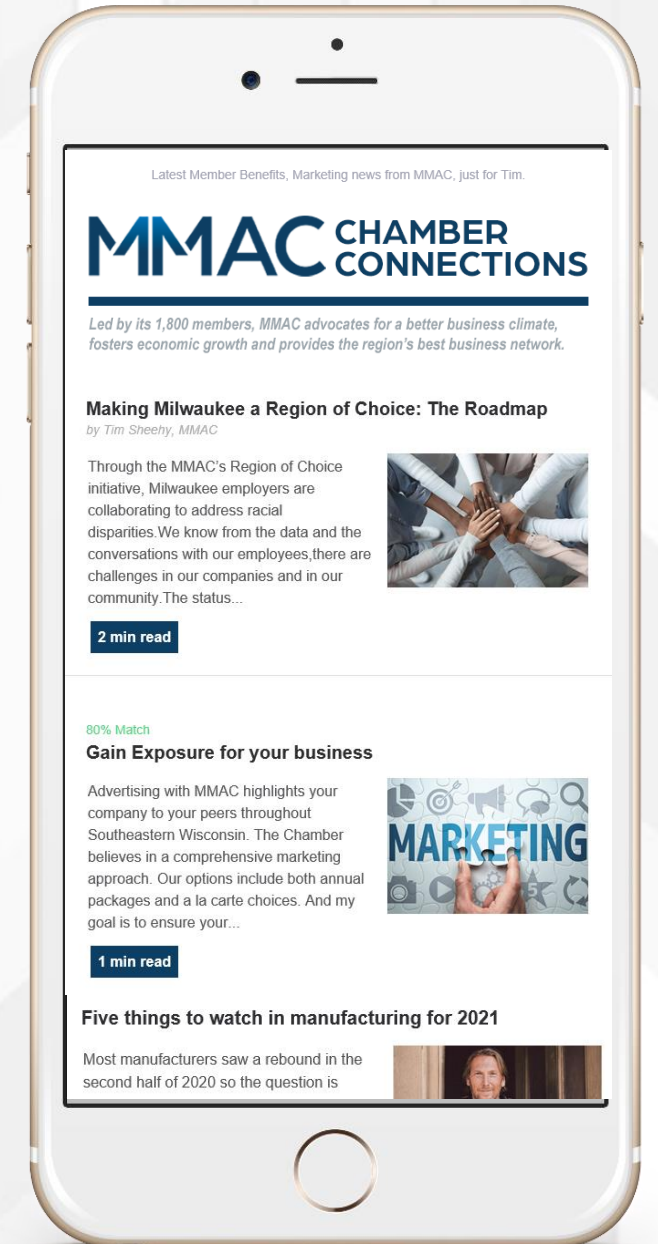
Additional marketing opportunities include:

- Advertise in print or online
- Event sponsorship
- Purchase our mailing list

Stay informed

EMAIL

- *Weekly newsletter, MMAC Chamber Connections*
- Specific industry or network newsletters



Stay informed

Social media



Stay informed

Watch your mail

MILWAUKEE COMMERCE

Winter 2020 - Volume 99, No. 4

From the President

**Vision, Strategy,
Alignment
& Execution**



Prosperity 2025

*Our blueprint to drive
the Milwaukee Region
forward*

**MMAC welcomes
new board members**

PAGE 07



**Peer Metro Comparisons
- How does Milwaukee
measure up?**

PAGE 10

Thank you
for your investment.



Q & A

Please type in chat
or
raise your hand



Tell us your:
Name & company