

## MILWAUKEE:

- 1.5 million residents
- 38,700 businesses

## What's powering Milwaukee's economic surge?

You may know us as the Brew City or home to Harley. Maybe you know a little bit about our manufacturing heritage. You're a journalist, you might think it's cool that we invented the typewriter way back when. Milwaukee's economy traces its roots back to all those things – and has evolved to include so much more.

### Metro Milwaukee employment – record high of 890,800

Set October 2019

We still take pride in designing and making things, and value the creativity and work ethic it takes to get it right. To us, that's not old fashioned (even if that is the name of our signature cocktail.)

We're a technology hub without the "tech bro" culture. Instead of bragging about another must-have expensive gadget that will be obsolete in a few months, our companies are busy producing

tangible products and solutions that make a real difference in people's lives, from fresh water technology to smart energy, health care and finance.

And, yes, Harleys. Hell yeah. Did we mention the latest one is electric?



## Global consumer product brands

Headquartered in Milwaukee Region



Small engines

- \$1.8 billion annual revenue
- Local employees: 1,500
- Global employees: 5,185



Heavy-duty power tools

- \$4.0 billion annual revenue
- Local employees: 1,500
- Global employees: 12,250



Motorcycles & accessories

- \$5.7 billion annual revenue
- Local employees: 2,600
- Global employees: 5,800



Hand & power tools

- \$4.1 billion annual revenue
- Local employees: 1,000
- Global employees: 12,600



Household products

- \$10 billion annual revenue
- Local employees: 2,500
- Global employees: 13,000



Omnichannel retailer

- \$20 billion annual revenue
- Local employees: 7,000
- Global employees: 130,000

## Home to talented employees

The Milwaukee Region offers a well-educated, skilled and dedicated workforce. The Federal Reserve ranks it the most productive region in the Midwest and the ninth most productive region nationwide.

While known as a manufacturing center, the service, technology and health care sectors have experienced the most rapid growth in recent years. More than 90,000 people are employed in technology positions.

### Employers committed to diversity and inclusion

Unfortunately, not all populations are benefitting equally from Milwaukee's resurgent economy. Like many major cities, Milwaukee's African American and Hispanic populations experience significant disparities in prosperity. More than 80 companies representing 130,000 employees have committed to increasing the number of African American and

Hispanic employees and managers by 15% and 25%, respectively, by 2025. This goal will be accomplished through concerted strategies to make Milwaukee's workplaces – and the community as a whole – more inclusive, equitable and welcoming. Learn more at [www.mmac.org/diverse-talent.html](http://www.mmac.org/diverse-talent.html).

### Cost of living

Milwaukee's cost of living is slightly below the U.S. city average and ranks significantly lower than many major metropolitan areas, including Chicago, New York, Los Angeles and Minneapolis/St. Paul. According to the 2018 ACCRA cost-of-living index, \$100,000 in living costs in Milwaukee would equal:

- \$110,000 in Minneapolis/St. Paul
- \$117,000 in Denver
- \$127,000 in Chicago
- \$135,000 in Portland
- \$155,000 in Boston
- \$203,000 in San Jose

### About the chamber of commerce

For more than 150 years, the Metropolitan Milwaukee Association of Commerce (MMAC) has been serving area businesses as a private, not-for-profit organization. Today we represent approximately 1,800 member businesses with 300,000 employees in Milwaukee, Waukesha, Washington and Ozaukee counties and beyond.

**More than 110,000 students attend 21 higher education institutions in the region.**



University of Wisconsin-Milwaukee is designated as an R1-level research university, the highest classification given by the Carnegie Commission.



Marquette University's supply chain management program is rated in the top-20 nationally by *U.S. News and World Report*.



Marquette and UWM are collaborating with Northwestern Mutual on a Data Science Institute.

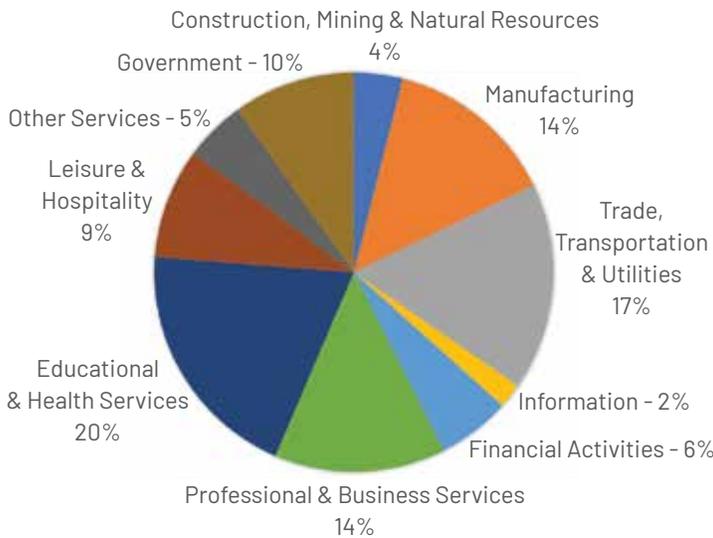


Milwaukee School of Engineering recently launched Diercks Hall, a new supercomputing facility to house programming in Artificial Intelligence and other applications.



The Milwaukee Region has one of the nation's most robust technical college systems in the country.

### WORKFORCE BY TYPE OF INDUSTRY



Here's a snapshot of some of the industries that are creating momentum in Milwaukee:

Advanced manufacturing, research & development		REVENUE	EMPLOYEES	
			<i>Local</i>	<i>Global</i>
 <b>Rockwell Automation</b>	Industrial automation, power controls & information services	\$6.7 billion	4,000	22,000
 <b>KOMATSU</b>	Mining equipment & services	NA	914	61,000
 <b>Astronautics Corporation of America</b>	Commercial and military aerospace systems	\$171.49 million	389	423
 <b>REX</b>	Specialty vehicles	\$2.38 billion	NA	7,400

Smart energy & systems controls		REVENUE	EMPLOYEES	
			<i>Local</i>	<i>Global</i>
 <b>Johnson Controls</b>	Global leader in building technologies and solutions	\$31.4 billion	2,100	120,000
 <b>REXNORD</b>	Process & motion control equipment	\$2.05 billion	1,500	6,700
 <b>WEC Energy Group</b>	Electric, natural gas and steam utility	\$7.70 billion	3,300	8,100
 <b>Gardner Denver</b>	Industrial pumps & compressors	\$2.69 billion	NA	6,700
 <b>GENERAC</b>	Hydraulic & electro-hydraulic controls	\$2.02 billion	2,800	5,700
 <b>Eaton</b>	Electrical products & services	\$21.61 billion	1,675	99,000

Water technology		REVENUE	EMPLOYEES	
			<i>Local</i>	<i>Global</i>
 <b>AC Smith</b>	Water heating equipment	\$3.19 billion	NA	16,100
 <b>Badger Meter, Inc.</b>	Water meters/flow measurement products	\$433.7 million	575	1,530
 <b>KOHLER</b>	Kitchen/bath fixtures, engines/generators, clean water solutions	\$7.0 billion	NA	37,000
 <b>PENTAIR</b>	Pumps & pumping equipment	\$2.9 billion	NA	10,000
 <b>ZURN</b>	Engineered water solutions	\$131.6 million	NA	510

Financial technology, money management & business services		REVENUE	EMPLOYEES	
			<i>Local</i>	<i>Global</i>
 <b>Northwestern Mutual</b>	Financial security integrating insurance and investments	\$29.1 billion	5,000	5,600
 <b>ManpowerGroup</b>	Global workforce solutions company	\$22.0 billion	800	29,000
 <b>Quad</b>	Leading marketing solutions provider	\$4.2 billion	8,000	22,100
 <b>FIS</b>	Business technology solutions	\$8.43 billion	3,230	55,000
 <b>fiserv.</b>	Financial services technology	\$5.8 billion	900	24,000
 <b>BARD</b>	Employee-owned wealth management/private equity firm	\$1.8 billion	1,500	3,600

Food & Beverage		REVENUE	EMPLOYEES	
			<i>Local</i>	<i>Global</i>
 <b>MOLSON COOLA</b>	Brewer of beers, ciders and flavored malt beverages brands	NA	1,355	8,000
 <b>kikkoman</b>	Asian-style sauces	\$3.6 billion	NA	5,622
 <b>rishi</b>	Specialty tea	\$10.0 million	100	NA
 <b>Campbell's</b>	Iconic snack food brands	\$8.69 billion	476	23,000

Medical technology		REVENUE	EMPLOYEES	
			<i>Local</i>	<i>Global</i>
 <b>GE Healthcare</b>	Medical imaging, ultrasound monitors and incubators	\$4.19 billion	6,000	55,000
 <b>Lubrizol LifeSciences</b>	Service - medical device contract manufacturing	\$6.50 billion	425	8,300

# Growing, attracting and expanding business in the Milwaukee Region

Launched in September 2005, the Milwaukee 7 Regional Economic Development Partnership (M7) was formed to create a cooperative platform for the seven counties of southeastern Wisconsin: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Waukesha and Washington.

Performance measures:



Major recent project wins include:



## HARIBO

- 720 new jobs
- \$325M capital investment

Based in Germany, HARIBO is the world's leading manufacturer of gummi products. Its new manufacturing facility will be among the nation's largest confectionery plants.



## Komatsu Mining

- 596 current jobs/348 new jobs
- \$250M capital investment

This provider of equipment, systems and solutions used worldwide to extract minerals is building a new campus in Milwaukee's resurgent Harbor District.



## Foxconn

Plans include a nearly 1 million square foot "Gen 6" liquid crystal display panel factory, smart manufacturing center and high-performance computing data center.



## Amazon

- 1,500 new jobs
- \$200M capital investment

A new four-story Oak Creek warehouse and distribution center will add to the online retailer's growing presence in Southeastern Wisconsin.



## Leonardo DRS

- 480 current jobs
- 220 new jobs
- \$56M capital investment

The global supplier of integrated technology to military forces, intelligence agencies and defense contractors is establishing a new manufacturing facility and offices in Menomonee Falls.



## Milwaukee Tool

- 870 new jobs
- \$32M capital investment

This global leader serving the professional construction trades recently announced a new round of expansion in Menomonee Falls, adding to several previous rounds of expansion at its Brookfield headquarters.