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**

<table>
<thead>
<tr>
<th>Bringing you trusted resources</th>
<th>Advocating for your business</th>
<th>Providing virtual networks</th>
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</table>
| • Partnering with local, regional & state officials to coordinate re-opening plans & strategies  
• Best practices from local experts | • Working with policymakers to ensure the business community is heard  
• Advising companies as they navigate government programs | • 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
Our Plan for Regional Prosperity

Keeping the Milwaukee Region globally competitive

- TALENT
- EQUITY
- GROWTH
- LIVABILITY
Develop collaborative & innovative corporate partnerships to improve talent development
Mapping Career Pathways

K-8

CAREER AWARENESS
Be the Spark Program

CAREER EXPLORATION
CareerX Program

CAREER PREPARATION
MATC Promise Program

High School

CAREER PREPARATION
Milwaukee Fellows

2 year college

4 year college

50+ interns, 20 colleges

1,600 students – covers full tuition

All M7 public school districts (54)

Connect students to key growth sectors:
• Advanced Manufacturing
• Business/Finance
• Construction
  • Digital Technology
  • Patient Care

3,000+ MPS 7th graders
(8,148 total 7th graders in the City)
• 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:
  o Labor market analysis
  o Convening a critical mass of the region's employers
  o Facilitating a collaborative process to set priorities

**TALENT Deliverables**

*Develop collaborative & innovative corporate partnerships to improve talent development*
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)

Total employment: 122,131
- African American: 12,125 (9.9%)
- Hispanic/Latino: 480 (3.0%)

Total management: 6,498
- African American: 607 (3.8)
- Hispanic/Latino: 480 (3.0%)
Companies that signed the pledge are meeting as a collective to share best practices and collaborate on strategies that will move the needle.

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

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

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

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

MILWAUKEE7
REGIONAL PARTNERSHIP
Corporate Attraction & Expansion

2015-2019 Scorecard

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

PROJECT METRICS

Capital expenditure
$360 million

Real estate
Manufacturing facility

Location
Pleasant Prairie

385 new jobs

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
- Energy
- Roads
- Transit
- Health Care
- Taxes
Advocacy

• 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

Advocating for your business during the pandemic
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 supplies discount
Savings online and in-store at Office Depot/Office Max

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

There’s no limit to what care can do

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
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
The Business Council

FOR ETHNICALLY-DIVERSE BUSINESSES

Hispanic Collaborative
- 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
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
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

MMAC is proud to support TEALS -- and we need to recruit more volunteers right now to bring computer science education to even more Milwaukee Region schools in 2019-20.

Can you help?
Stay informed
Watch your mail
Thank you for your investment.
Q & A

Please type in chat
or
raise your hand
Tell us your:
Name & company