Business Strategies During the Pandemic

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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

Medical College of Wisconsin
620 WTMJ
Wisconsin’s Radio Station

Metropolitan Milwaukee Association of Commerce
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 DIAGNOSTIC TESTING – 09.07.2020

• Cumulative people tested reported as of 09.07.2020: WI = 1,308,553; MKE = 243,604
  - Negative WI 1,226,793
  - Positive WI 81,760
  - # of people tested reported yesterday in Wisconsin = 5,466
  - Highest single daily total of people tested was 17,410 on 08.04.2020

• Testing capacity: Up to 27,080 in Wisconsin. Continuing concerns about supply chain!
  - 88 laboratories currently testing. 25 planning to test.

• Daily positive tests (# positive tests has been trending unfavorably in WI last week)
  - Wisconsin = 567 (10.4% positivity trending unfavorably); MKE = 54 (6.9% positivity - 7-day average stable)
  - Milwaukee is trending stable to favorably; the rest of Wisconsin is trending unfavorably
  - Numbers of positive tests and positivity rate are early indicators
  - Previous highest daily positive tests: WI: 1,498 on 09.04.2020 (reporting anomaly); MKE: 477 on 05.29.2020

Learn more at covid19.mcw.edu
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

Learn more at covid19.mcw.edu
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)
We took a troubling turn in Mid-June. Milwaukee County vs. Wisconsin. MKE Mask Ordinance and WI Mask Order. 40 days > 1.0.
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
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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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:


Tuesdays @ 11am

Find the REPLAY of this episode in MMAC’s emails or at coronavirus-mmac.org/webinars