

KENOSHA • MILWAUKEE • OZAUKEE • RACINE • WAUKESHA
 WALWORTH • WASHINGTON

Lynde and Harry Bradley Foundation • Wisconsin Department of Commerce
 Wisconsin Energy Corporation • Harley-Davidson Foundation
 M&I Marshall and Ilsley Corporation • Northwestern Mutual
 AT&T Wisconsin • Johnson Controls • Quad/Graphics
 Aurora Health Care • Milwaukee Downtown BID #21
 S.C. Johnson & Son • City of Milwaukee • A.O. Smith Corporation
 Briggs & Stratton Corporation • Manpower
 Modine Manufacturing Co. • Robert W. Baird & Co.
 Children's Hospital of Wisconsin • Froedtert Memorial Lutheran Hospital
 Helen Bader Foundation • Journal Communications
 MillerCoors • Time Warner Cable • Associated Bank
 Columbia St. Mary's Health System • Deloitte
 Foley & Lardner • GE Healthcare Technologies
 The Marcus Corporation • Quarles & Brady
 Roundy's Supermarkets • U.S. Bank • American Transmission Co.
 Economic Development/Washington County
 Ernst & Young • Fiduciary Management
 Godfrey & Kahn • Irgens Development Partners
 KPMG • Ozaukee County • Park Bank
 PricewaterhouseCoopers • Racine County
 SEEK Careers/Staffing • Spancrete
 Waukesha County • Wells Fargo Bank • City of Brookfield
 FJA Christiansen Roofing Co. • Kahler Slater Architects
 Medical College of Wisconsin • Microsoft Corporation
 Reinhart Boerner Van Deuren • Sam's Club
 Sensient Technologies Corporation • Serigraph
 Shorewest Realtors • The Business Council • The Business Journal
 CKPR • Kenosha County • Midwest Airlines
 Milwaukee County • Ruekert-Mielke



DRIVING ECONOMIC GROWTH

Seven counties united around a regional agenda

▶ Economic development is the difference between prosperity and stagnation; between the past and our future. The mission of the Milwaukee 7 is to unite our seven counties around a regional agenda to grow, expand and attract diverse businesses.



Results to date include
5,378 JOBS
with a combined payroll of
\$294 MILLION.

In 2005, the City of Milwaukee, the Greater Milwaukee Committee and the Metropolitan Milwaukee Association of Commerce came together to form the Milwaukee 7 – a regional economic development platform for the seven counties of southeastern Wisconsin: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha.

We share a vision to make the Milwaukee Region globally competitive in an innovation economy. Milwaukee 7 is delivering on that mission, thanks to regional leadership, shared objectives, a focused strategy, and importantly, the funding to put this concept into action. Thank you to all who have helped develop and invest in this effort. Milwaukee 7's objective is to grow jobs, payroll and capital investment. And that work is paying off.

Here are our results to date:

5,378 jobs • \$294 million in payroll • \$206 million in new capital investment

Milwaukee 7 played an integral role in producing these wins. Our dedicated team of economic development professionals is making a difference. And as partners, we are working together to improve factors critical to the region's business climate.

We invite you to not only read more about our successes and plans, but urge you to help us exceed our campaign goal of \$7 million. There is no better time to take an active role in the future of our community.

Sincerely,



Tom Barrett

Tom Barrett
Mayor
City of Milwaukee
Milwaukee 7 Co-Chair



Michael Grebe

Michael Grebe
President/CEO
Bradley Foundation
Milwaukee 7 Co-Chair



Gale Klappa

Gale Klappa
Chairman/Pres./CEO
Wisconsin Energy Corp.
Milwaukee 7 Co-Chair



Founding Milwaukee 7 Co-Chair Dennis Kuester, M&I Bank, thanked volunteers who interviewed more than 600 CEOs as part of the Milwaukee 7 CEO Call Program. The interviews uncovered challenges and opportunities of doing business in the region.



Launched in 2005, Milwaukee 7 has moved from a concept to a functioning regional economic development partnership that is delivering on its mission. We measure our success through new and retained jobs as well as new investment in the region. The Performance Scorecard below details our bottom line results.

MILWAUKEE 7 PERFORMANCE SCORECARD

Performance Measures	2005-2009
Direct Jobs	3,220
Direct Payroll	\$184M
Total New Capital Investment	\$156M
Total Jobs	9,097
Total Payroll	\$385M
Total Projects	57
Total Project Wins	12

2010-2014	
To Date	Goal
2,158	6,440
\$110M	\$368M
\$50M	--
4,890	18,200
\$216M	\$770M
18	--
4	--

Support from Public Sector Partners	2005-09	2010 to date
Federal Earmarks	\$1.6M	\$4.9M
State Tax Credits	\$1M	\$31.8M
Other State Assistance	\$1.6M	\$.05M
TIFs	\$5M	\$2M
Other Municipal Assistance	\$200K	\$2M
Public Assistance for M7 Projects	\$9.4M	\$41.2M

Summary of State and Federal Investments in the Region	\$55.8M
<ul style="list-style-type: none"> • U.S. Dept. of Labor Workforce Grant • Milwaukee EB-5 Foreign Investment Zone • Angel Investment Tax Credit • Improved Train Service - Milwaukee to Chicago • UW-Milwaukee Growth Agenda • New Equipment for the Medical College of Wisconsin • WI Manufacturing Extension Partnership Staff Expansion 	

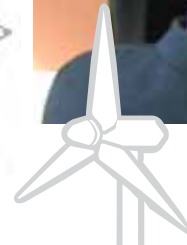
▶ SUCCESS STORIES

The Milwaukee 7 team was involved in 75 potential business relocations and expansions between 2005-2010. Following are a few examples of how that work paid off in significant jobs and capital investment for the region.



INGETEAM
Milwaukee

- 275 new jobs
- \$9M payroll
- \$15M capital investment



Ingeteam Inc., a Spanish manufacturer of wind turbine generators, is bringing 275 jobs to a new factory to be built in the Menomonee Valley that will serve as the company's North American headquarters. The company ultimately selected Milwaukee from 80 sites. A coordinated effort between the Milwaukee 7 economic development team, the City of Milwaukee and State of Wisconsin brought Ingeteam to Milwaukee. A key differentiator for Milwaukee was its labor force. Another lure was \$9 million in state and local financial incentives.

For every
\$1,022
spent through the Milwaukee 7, one job was
created with an average wage of
\$54,600



Bryan Bedford, CEO of Republic Airways, with Mayor Tom Barrett announcing the airline's consolidation of operations in Milwaukee.

REPUBLIC AIRWAYS

Oak Creek

- 800 jobs moved/created, 800 new jobs
- \$81M payroll
- \$28M capital investment

Republic Airways, parent company of Midwest Airlines (now Frontier Airlines) is moving 800 jobs to Milwaukee and Oak Creek, including the relocation of at least 300 jobs from Frontier Airlines. The consolidation creates 800 jobs and adds up to 800 more. The company employs a total of 5,700 aviation professionals across its branded network, with about 1,200 employees in Milwaukee. Frontier offers more than 45 daily departures out of Milwaukee's General Mitchell International Airport.





“The Milwaukee Region has a labor pool experienced in electrical manufacturing... the area also boasts prestigious universities with some of the highest-ranked engineering departments in the country.”

- Aitor Sotes, CEO of IngeTeam Inc.

(l to r): Ander Gandiaga, Aitor Sotes and Alex Belaustegi of IngeTeam, Mayor Tom Barrett, and Gale Klappa, Wisconsin Energy Corp. and Milwaukee 7 Co-Chair, announce IngeTeam's decision to build a new manufacturing facility in Milwaukee.

DICKTEN MASCH PLASTICS

Nashotah

- 75 new jobs, 160 retained jobs
- \$11M payroll
- \$3M capital investment

In December 2009, after considering moving its new production line to Iowa, this Waukesha County-based plastics manufacturer decided to stay and grow here. Thanks to a meeting with Milwaukee 7 officials, CEO Steve Dyer learned about tax credits available through the state to partly fund a \$2.8 million expansion. Coupled with other advantages like the region's educated workforce, business partnerships and proximity to its customer base, Dickten Masch committed to stay.



Steve Dyer, CEO, Dickten Masch Plastics
photo credit: Scott Paulus, The Business Journal serving Greater Milwaukee



U.S. Senator Herb Kohl tours C&D Technologies with CEO Jeff Graves.

C&D TECHNOLOGIES

Milwaukee

- 200 new jobs, 225 retained jobs
- \$24M payroll
- \$30M capital investment

C&D Technologies, a manufacturer of industrial batteries headquartered in Pennsylvania with a plant in Milwaukee, was having workforce and permitting issues here. Milwaukee 7 spearheaded a regional response, which helped establish 50 additional jobs. In addition, U.S. Senator Herb Kohl helped secure a federal earmark for the company that led to a \$19 million contract with the U.S. Army to develop large-format lithium-ion batteries. Milwaukee beat out Pennsylvania and Shanghai, China, for the project. The new contract is projected to create 150 local jobs.



▶ MILWAUKEE 7 GROWTH STRATEGY

Growing, expanding and attracting world-class businesses to the region requires a focused, long-term strategy. Milwaukee 7 developed a strategic framework that defines the area's advantages and prioritizes initiatives. This framework also aligns other regional groups toward a unified agenda.

We began the strategic planning process by identifying our distinctive assets – a combination of people and place-based advantages that make up our value proposition.

1 IDENTIFY REGIONAL ASSETS



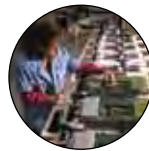
Experienced/educated talent

The region is renowned for its skilled, hard-working and problem-solving people.



Chicago/Madison connection

Milwaukee's proximity to Chicago creates a corridor with more than 10 million people and 36 Fortune 500 companies. Madison is a national research center.



Innovation capacity

The region ranks 5th in the nation for the number of *Fortune* 500 companies per capita and generates four times as many patents as Madison.



Great Lakes trade zone

Situated on the Great Lakes, Milwaukee is part of a regional economy that is the 3rd largest in the world – trailing only the U.S. and Japan.



Infrastructure

Efficient highways, cost-effective utilities and available land make the Milwaukee Region attractive for investment.



Fresh water location

The region is leading the nation in freshwater research and offers a coastal lifestyle for residents.



Cultural diversity

We celebrate diversity of age and ethnicity, earning the nickname "City of Festivals" for our ethnic celebrations.



Arts/entertainment

The Milwaukee Region boasts more than 100 performing groups and a vibrant entertainment scene, serving as a key factor in talent attraction and conveying a positive image.

2 FOCUS ON DRIVER INDUSTRIES

The Milwaukee 7 produces a gross regional product of approximately \$98 billion from 50,000 business establishments that employ one million people. Roughly one-third of those jobs are tied to industries that export their goods and services beyond our regional borders, thereby bringing new income back into the region, and having a positive ripple effect throughout our local economy. For every job in this "Export Driver" category, at least one additional job is created to supply and support those industries.

REGIONAL JOB GROWTH

1 MILLION JOBS



3 ASSESS OPPORTUNITIES

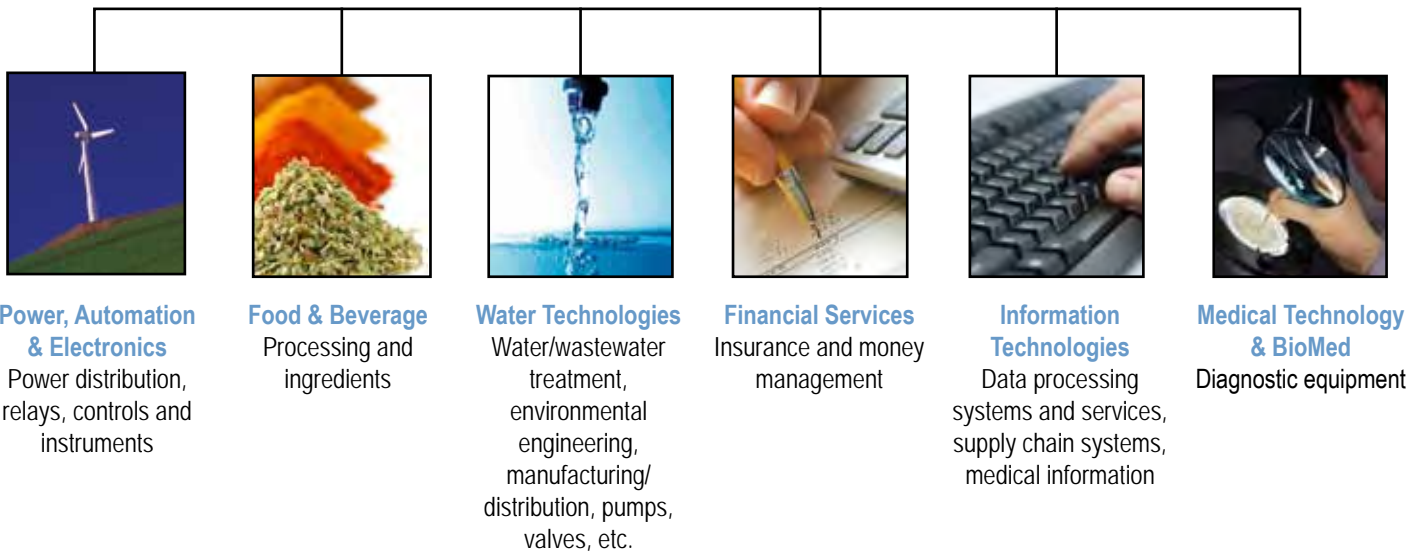
By aligning our assets with our export driver industries, we uncover the most viable opportunities for the region's long-term prosperity. We tested these theories at feedback sessions with regional business leaders and community and county representatives.

4 ANALYZE RESEARCH

We then gathered and analyzed outside research, utilizing national and international best practices. We worked with Deloitte, one of the world's leading site selection firms, to study nearly 300 industry groups and 47 location factors to evaluate operations types that align with the Milwaukee Region's strengths.

5 DEVELOP TARGETS

Through our strategic framework, research and competitive analysis, we built a business plan around six sectors we believe offer the best potential for growth, expansion and attraction. We continue to refine this plan based on changing economic conditions, new information and our results.



▶ GROWTH, EXPANSION & ATTRACTION STRATEGIES

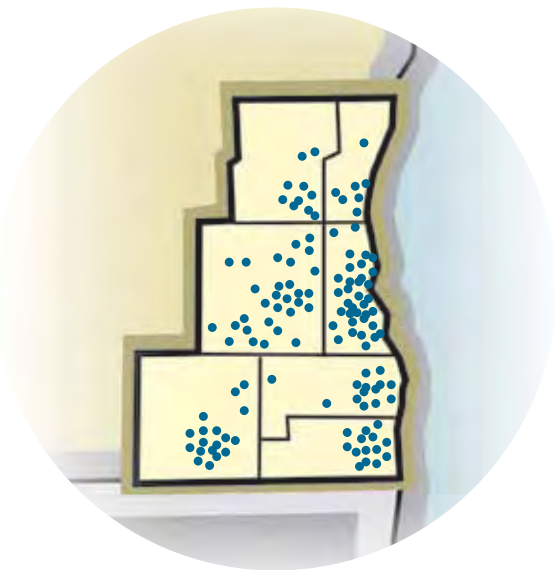
Equipped with a solid plan, the Milwaukee 7 business development team has engaged in more than 75 corporate growth, expansion and attraction projects over the past five years. We are now in a position to respond to leads with a single point of contact for the region and proactively pursue opportunities both nationally and abroad.



Manufacturing is the Milwaukee Region's top export driver industry, accounting for

\$9.2 BILLION

in payroll and 56% of export driver jobs in the region.



Business prospect activity has occurred in all seven counties of the region.

Calling on the Region's CEOs

While corporate relocations make headlines, a majority of economic development can be tied to expansion and retention of companies that are already located here. The cornerstone of our retention and expansion strategy is the ongoing CEO Call Program. We've interviewed more than 600 CEOs in the manufacturing, financial services, headquarters and water sectors, to understand issues, uncover opportunities and build collaborations. Several of our wins are a direct result of the Call Program.

Pursuing Leads

Serving as a single point of contact for the region, Milwaukee 7 responds to external leads, working directly with senior corporate decision makers. Our team coordinates a regional response – from the initial request for proposal to closing the deal – working with state and local officials and economic development practitioners.

Outreach to Site Selectors and Corporate Relocation Executives

For many business prospects, site selectors are the first point of contact in a potential deal. We are developing relationships with these individuals to educate them on the region and its advantages.

Industry Trade Shows

As our game plan for each target industry is refined, we are selectively participating in trade shows that offer the greatest exposure and opportunity for one-on-one meetings with qualified prospects.

Lead Generation

To expand our reach, Milwaukee 7 has contracted with business relocation services to generate leads and opportunities on our behalf. These companies pre-qualify business targets, set meetings and communicate the region's advantages through additional marketing channels.



▶ MILWAUKEE 7 TEAM & TOOLS

Like every effective organization, people are the reason we succeed. To advance the mission of Milwaukee 7, we put in place both the team and tools that are necessary to move our mission and objectives forward.

MILWAUKEE 7 STAFF

Pat O'Brien

Executive Director

Jim Paetsch

Vice President - Corporate Expansion, Relocation & Attraction
(Sectors: Power, Automation & Controls and Other)

Shelley Jurewicz

Vice President - Corporate Expansion, Relocation & Attraction
(Sectors: Food Processing and Other)

Jim Wall

Vice President - Investor Relations & Business Development

Julie Granger

Vice President - Communications

Bret Mayborne

Director - Economic Research

Jim Zehner

Communications Manager

Carrie Davis

Creative Director

Marjorie Yoshida

Coordinator/Administration

Jennifer Wilke

Accountant

REGIONAL ECONOMIC DEVELOPMENT REPRESENTATIVES

William Mitchell

Waukesha County Economic Development Corporation

Christian Tscheschlok

Economic Development/
Washington County

Gordon Kacala

Racine County Economic Development Corporation

Kathleen Cady Schilling

Ozaukee County Economic Development Corporation

Todd Battle

Kenosha Area Business Alliance

Mike Van Den Bosch

Walworth County Economic Development Alliance

James Scherer

Milwaukee Economic Development Corporation

Partner Organizations

- Regional Economic Partnership
- Southeastern Wisconsin Regional Planning Commission

Dedicated Staff

The Milwaukee 7 team provides a single point of service for companies looking to expand or relocate in the region. This team also supports our local economic development partners, and staffs our councils and committees. The energy, resourcefulness and commitment of the staff is directly responsible for our success.

ChooseMilwaukee.com

Our award-winning website, ChooseMilwaukee.com, serves as our region's front door with valuable deal-specific data and state-of-the-art interactive mapping that allows users to quickly and easily search available properties in the seven-county region. The site has attracted more than 580,000 unique visitors, 2.4 million pageviews and 8 million hits.

Resource Centers

The region is now home to three linked Resource Centers – in Milwaukee, Racine and Kenosha – that are powered by interactive tools funded and developed by the Milwaukee 7 to recruit and assist businesses with relocation and expansion activities. The centers have hosted hundreds of meetings with prospective businesses and area economic development organizations.

The Milwaukee 7 Resource Center at We Energies hosts business development meetings and offers high-tech presentation capabilities.



▶ BRANDING THE REGION

The Milwaukee 7 is spreading the word about the advantages of working and living in our region, with a strong emphasis on low-cost public relations tactics and local and national media coverage.



United, Midwest, AirTran and Southwest Airlines in-flight magazine features produced

\$4 MILLION

in advertising equivalency.



In branding the Milwaukee Region, we have emphasized grass-roots activities to increase the overall awareness and visibility of the region. We are using messages and imagery to convey a fresh perspective of the area, focusing on the abundance of choices available to individuals and business and the efficiency and ease the region offers. And people are noticing.

The Milwaukee 7 Region earned many top rankings during the past five years, including:



4th best for total taxes paid by corporations

- KPMG, 2008



5th in nation for Fortune 500 headquarters per capita

- Fortune, 2009



3rd best place to raise a family

- Forbes, 2008



Top 20 places to educate your child

- Forbes, 2007



Beer and baseball are among Milwaukee's most recognized attributes, according to a recent national perception study.



National/Regional Perception Studies

Working with the University of Wisconsin-Milwaukee's Center for Urban Initiatives and Research, Milwaukee 7 conducted national and regional perception studies to measure the attitudes of internal and external business executives towards Milwaukee. What they found was not surprising: the overall perception of Milwaukee is generally positive, but many of the region's prominent assets – our lake, festivals, recreation and quality of life – are rated highly by internal audiences, but are largely unknown externally. Raising awareness of those attributes with business executives will support our overall mission.

Familiarization Tours

Milwaukee 7 representatives conducted tours with reporters and editors from the state's college newspapers, state legislators and Chicago-based international trade consultants. The tours were aimed at improving perceptions of the Milwaukee Region and raising awareness of job opportunities here.

Insider Briefings

"Insider Briefings" have been conducted with key business, public relations and marketing executives to keep the business community and professional communicators informed of Milwaukee 7 activities.

Creative Coalition of Greater Milwaukee

The Coalition's key goal is to develop a strategic plan that builds on the unique strengths of creative professionals throughout the seven counties. The plan will include an inventory of creative positions and is due to be completed by the end of 2010.

{ For more information, visit www.creativecoalitionmke.com



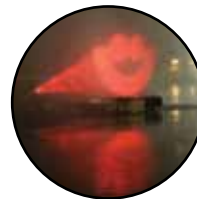
2nd nationally
for no. of best places to
work per capita

- Great Places to Work Institute, 2009



11th
fittest city
in America

- Men's Fitness, 2009



Summerfest:
world's largest
music festival

- Guinness Book of World Records



Mitchell International
is the fastest-growing
airport in the nation

- U.S. Dept. of Transportation, March 2010

▶ IMPROVING OUR BUSINESS CLIMATE

Marketing and branding the region can only take us so far. To be truly competitive in an innovation economy, we must improve the regional business climate through alliances with partners and community organizations. We must also capitalize on the potential of our unique assets and facilitate growth from within by fostering the entrepreneurial spirit.



THE MILWAUKEE WATER COUNCIL

Co-Chairs:

Rich Meeusen - Chairman, President & CEO, Badger Meter

Paul Jones - Chairman & CEO, A.O. Smith Corp.

The Milwaukee Water Council aligns the regional freshwater research community and water-related industries to establish the Milwaukee Region as the global capital for freshwater research, economic development and education. Launched in 2007, the Water Council's work includes:

University/Corporate Linkages

The Water Council is establishing a network that links ground-breaking research at our academic institutions with the applied research and development of our private sector.

Education/Talent Growth

At the heart of growing our region's water industry is people. The Water Council is building academic programs and business internships that will produce a new generation of water professionals and entrepreneurs.

World Water Research Campus

The Water Council is leveraging the wealth and proximity of our region's water-related companies, the University of Wisconsin-Milwaukee's School of Freshwater Sciences and our diverse academic programs to build a World Water Research Campus.

Global Communications

The Water Council has engaged communication and marketing experts to promote the Milwaukee Region's water industry across the United States and the world.

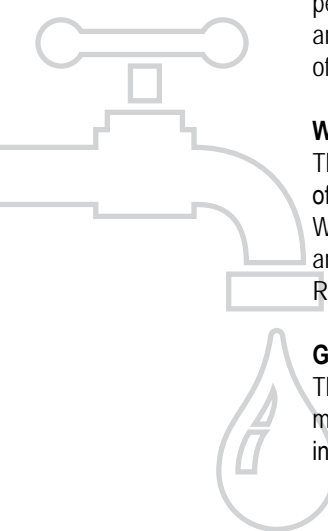
Public Policy

The Water Council is working to encourage government support for water-related research and projects, the creation of a healthy regulatory environment and the pursuit of policies that will enhance the Milwaukee Region's position as the world water hub.

U.N. Designation

Milwaukee joined an elite list of only 13 cities worldwide when it gained admission into the United Nations Global Compact Cities Programme in 2009. With this designation, Milwaukee achieves international recognition for the area's expertise and global leadership in freshwater technology and science. Milwaukee and San Francisco are the only North American cities in the program.

{ To learn more about the work of the Milwaukee Water Council, visit www.milwaukee7-watercouncil.com





“Fresh water is poised to be the world’s new oil and [the Milwaukee] region is perfectly located to lead the effort in freshwater sciences – and cash in on any commercial opportunities.”

– *Milwaukee Journal Sentinel* editorial, January 11, 2009

BIZSTARTS MILWAUKEE

Co-Chairs

Dan Steininger - Steininger and Associates LLC

John Torinus - Chairman, Serigraph

BizStarts Milwaukee, a nonprofit organization dedicated to fostering and promoting entrepreneurship in the Milwaukee Region, focuses on connecting entrepreneurs with the resources to launch and grow their companies. The organization’s goal is to help launch or accelerate 50 new businesses by the end of 2010. BizStarts developed the first seamless, region-wide approach to assisting entrepreneurs in southeast Wisconsin.

Bizstartsmilwaukee.com

The BizStarts Milwaukee website serves as a one-stop address for entrepreneurs to access information, service providers and events.

BizStarts Learn

BizStarts advocates for increasing the amount of entrepreneur courses, programs and experiences offered on college campuses in the region.

In May of 2010, BizStarts received a
\$458,000 GRANT
from the U.S. Department of Commerce
for entrepreneur programs.

BizStarts Venture Track

BizStarts Venture Track is designed to substantially increase the number of innovative, fast-growing companies in our region by offering a suite of educational programs and connections for entrepreneurs. In May, 2010, BizStarts received a \$458,000 grant from the U.S. Department of Commerce that will help support Venture Track’s 10-week boot camps and volunteer mentors to help entrepreneurs develop their business plans.

{ Learn more at www.bizstartsmilwaukee.com

(l to r) Founding members of BizStarts include:
Anne Zizzo, George Dalton, Keith Burns,
Dan Steininger and John Torinus.



▶ ATTRACTING AND RETAINING TALENT

In an innovation economy, talent defines our advantage. For many companies considering expansion or relocation to the region, their top priority is ensuring that we have an ample supply of skilled knowledge workers. Working with FUEL Milwaukee and the Regional Workforce Alliance, the Milwaukee 7 is investing in its future.



“We leverage our partnership with FUEL Milwaukee to attract and retain the best talent.”

- Allan McKisson
Vice President of Human Resources, Manpower, Inc.

FUEL MILWAUKEE

FUEL's mission is to position and establish the Milwaukee Region as the region of choice for world-class talent. FUEL specializes in helping companies and individuals connect in the increasingly competitive, ever-changing world of work. Its services help businesses recruit, engage and retain talent, while offering employees the resources to connect to their community and have influence on the region.

FUEL includes more than 6,000 professionals and nearly 60 employers and works to improve the perception of the Milwaukee Region.

FUEL's vision for the region is to become:

- The national leader in workplace flexibility
- The most engaged community in the country
- A destination of choice for global talent

{ Learn more at www.fuelmilwaukee.org.

THE REGIONAL WORKFORCE ALLIANCE

The Regional Workforce Alliance (RWA) is a collaboration of organizations representing workforce development, economic development and education across southeastern Wisconsin. RWA is leading implementation of the \$5.1 million Workforce Innovation in Regional Economic Development (WIRED) grant from the U.S. Department of Labor.

Building the Regional Talent Development Network

The WIRED initiative has invested \$4.3 million in more than 50 workforce development projects throughout the Milwaukee 7 Region. Investments have been made in projects such as an agreement between two-year and four-year colleges that allows for the seamless transfer of credits.

Linking Industry Needs to Education and Workforce Development

For the emerging water industry to grow in the region, a steady supply of talent is needed. RWA is working to develop a critical mass of students, educators and industry leaders who understand and are engaged in water opportunities, from engineers to lab techs and teachers to entrepreneurs.

RWA is also fostering Science, Technology, Engineering and Math (STEM) skills, which are a necessity for today's high-tech careers. The RWA has a portfolio of STEM projects at the high school level and beyond to imbed these skills into curriculum and help educators deliver this content effectively.

Learn more about RWA and its initiatives at www.milwaukee7-rwa.net



The Milwaukee 7's Regional Policy Committee recommends support for public policy that improves the region's competitive standing. The committee suggests positions and action steps on issues and communicates positions to policymakers at the local, state and federal levels.

Milwaukee 7 Regional Policy Committee Chair

Chip Brewer - Director, Worldwide Government Relations, S.C. Johnson and Son

Incentives

In an increasingly competitive national and global marketplace, state and local governments continue to be positioned at a significant disadvantage in terms of the job creation incentives available for their use. The Milwaukee 7 lobbied for the state Jobs Tax Credit, which was passed by Governor Doyle and the state legislature. The Jobs Tax Credit gives a company creating jobs in Wisconsin up to 10% of wages for up to 10 years. The Milwaukee 7 supports expanding and creating incentive tools that allow Wisconsin to compete on a level playing field.

Transit

The Milwaukee 7 supports efforts to identify and develop a dedicated funding mechanism for existing and expanded public transit throughout the region. We are also committed to working with the existing Southeastern Wisconsin Regional Transit Authority, other regional and community partners, businesses, and elected officials to support a regional governance structure.

Maximizing our Fresh Water Advantage

The Milwaukee 7 will continue to maximize the region's competitive advantage in the area of fresh water. We are working to change state regulatory policy and law, if necessary, to allow access to fresh water at discounted prices as a way to market our region to prospective employers. We also are working to take advantage of provisions in the Great Lakes Compact that allow us to extend the economic advantage of our freshwater access to the broadest possible regional footprint.

“Incentives don't make the deal but they sure help us close a deal. The region is now in a better position to compete.”
- Pat O'Brien
Executive Director, Milwaukee 7

Foreign Investment

To attract foreign investment, we worked with the federal government's U.S. Department of Homeland Security to become a designated Regional Center for the EB-5 Immigrant Investor Visa Program. This program offers green cards to qualifying foreign investors and their families who invest a minimum of \$1 million (or \$500,000 in targeted employment areas) in businesses and create at least 10 full-time permanent jobs for U.S. workers. So far, the program has attracted \$19 million from Chinese, Korean and Venezuelan investors.

Closer ties between Milwaukee and China are creating new opportunities for foreign investment. Milwaukee accepted a gift of stone lions from its sister city, Ningbo, China, in 2008.



▶ FINANCIALS

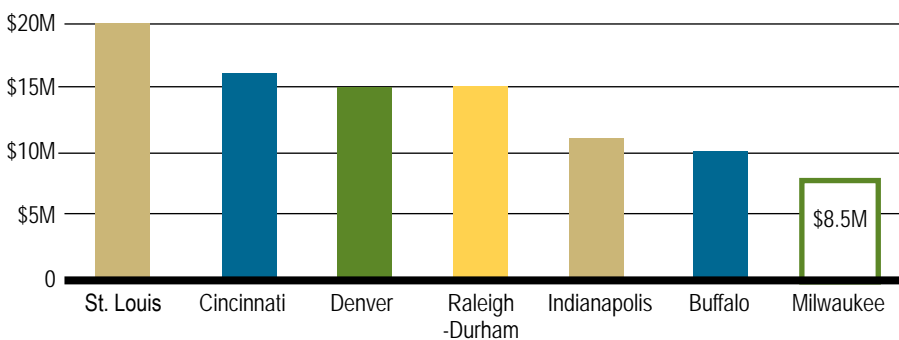
Milwaukee 7 - 1st Campaign

	<i>Audited Financials to 6/30/09</i>	<i>Budgeted 2009-10</i>	<i>Total</i>
REVENUE	4,714,671	1,214,627	5,929,298
Planning	1,468,647	314,631	1,783,278
Economic Development Resources	854,658	231,112	1,085,770
Marketing - Growth, Expansion, Attraction	1,696,820	633,150	2,329,970
Business Climate Improvement	335,181	166,852	502,033
TOTAL EXPENSE	4,355,305	1,345,745	5,701,050
Carry Forward			228,248

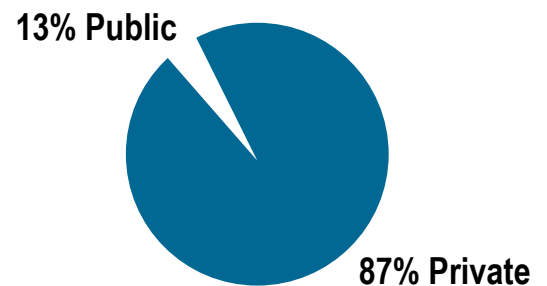
Milwaukee 7 - 2nd Campaign Budget

	2010-11	2011-12	2012-13	2013-14	2014-15	Total
Planning						
Strategic framework development, investor relations M7 Council, Exec. Partners, Regional Economic Partnership	331,203	339,600	348,251	357,159	366,335	1,742,548
Economic Development Resources						
Regional website, resource centers	208,929	212,796	216,780	220,883	225,109	1,084,497
Marketing - Retention, Expansion, Attraction						
Consulting						
Target industry development						
Targeted expansion/attraction						
Trade missions/trade shows						
Site selector & best practice visits						
Research and prospect analysis						
Projects/prospects	653,477	666,404	679,721	693,436	707,562	3,400,600
Business Climate Improvement						
Water Council, BizStarts, Regional identity/branding EB-5, policy, FUEL, RWA, STEM7	149,917	152,127	154,403	156,747	159,161	772,355
TOTAL EXPENSE	1,343,526	1,370,927	1,399,155	1,428,225	1,458,167	7,000,000
Opportunity Fund	300,000	300,000	300,000	300,000	300,000	1,500,000

Comparative 5-Year Regional Economic Development Campaigns



Milwaukee 7 Funding Sources



Thank you to the 60+ investors who contributed more than \$6.4 million in cash and in-kind donations to our initial five-year economic development campaign.

\$500,000+	Lynde and Harry Bradley Foundation	Wisconsin Department of Commerce	Wisconsin Energy Corporation
\$300,000	Harley-Davidson Foundation	M&I Marshall and Ilsley Corporation	Northwestern Mutual
\$250,000	AT&T Wisconsin	Johnson Controls	Quad/Graphics
\$200,000	Aurora Health Care	Milwaukee Downtown BID #21	S.C. Johnson & Son
\$150,000	City of Milwaukee		
\$125,000	A.O. Smith Corporation Briggs & Stratton Corporation	Manpower Modine Manufacturing Co.	Robert W. Baird & Co.
\$100,000	Children's Hospital of Wisconsin Froedtert Memorial Lutheran Hospital	Helen Bader Foundation Journal Communications	MillerCoors
\$75,000	Time Warner Cable		
\$50,000	Associated Bank Columbia St. Mary's Health System Deloitte	Foley & Lardner GE Healthcare Technologies The Marcus Corporation	Quarles & Brady Roundy's Supermarkets U.S. Bank
\$25,000	American Transmission Co. Economic Development/ Washington County Ernst & Young Fiduciary Management Godfrey & Kahn	Irgens Development Partners KPMG Ozaukee County Park Bank PricewaterhouseCoopers Racine County	SEEK Careers/Staffing Spancrete Waukesha County Wells Fargo Bank
Other	City of Brookfield FJA Christiansen Roofing Co. Kahler Slater Architects Medical College of Wisconsin	Microsoft Corporation Reinhart Boerner Van Deuren Sam's Club Sensient Technologies Corporation	Serigraph Shorewest Realtors The Business Council The Business Journal
In-Kind	CKPR Kenosha County	Midwest Airlines Milwaukee County	Ruekert-Mielke Wisconsin Energy

▶ Milwaukee 7 Advisory Council

The Milwaukee 7 Regional Economic Development Advisory Council provides strategic direction and regional representation for the economic development program and its initiatives.

Daniel Bader*

President
Helen Bader Foundation

Tom Barrett* ⑦

Mayor
City of Milwaukee

T. Michael Bolger

President
Medical College of Wisconsin

Chip Brewer*

Director, Worldwide Government Relations
S.C. Johnson & Son

Tom Burke*

President/CEO
Modine Manufacturing Co.

Mark Cronce

Vice Chairman
Ozaukee County Board

Michael D'Amato

Representative
Kenosha County

Michael Grebe* ⑦

President/CEO
Lynde & Harry Bradley Foundation

David Halbrooks

Representative
Kenosha County

Willie Hines

President
Milwaukee Common Council

Lee Holloway

Chairman
Milwaukee County Board

Jane Hutterly

Executive Vice President
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Jeffrey Joerres*

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Mike Jones*

Vice President Corporate Affairs
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Paul Jones*

Chairman/CEO
A.O. Smith Corporation

Suzanne Kelley*

President
Waukesha County Chamber of Commerce

Gale Klappa* ⑦

Chairman/President/CEO
Wisconsin Energy Corporation

Jim Kreuser

County Executive
Kenosha County

Dennis Kuester*

Chairman
M&I Marshall & Ilsley Corporation

David Lynch

President
Lynch Automotive

William McReynolds

County Executive
Racine County

Rich Meeusen

Chairman/President/CEO
Badger Meter

Cory Nettles*

Partner
Quarles & Brady

Phillip Neuenfeldt

Secretary/Treasurer
Wisconsin State AFL-CIO

Beth Nicols*

Executive Director
Milwaukee Downtown BID #21

Aaron Olver*

Secretary
Wisconsin Department of Commerce

William Petasnick*

President/CEO
Froedtert Memorial Lutheran Hospital

Joel Quadracci*

President/CEO
Quad/Graphics

Stephen Roell*

Chairman/CEO
Johnson Controls

Nancy Russell

Chair
Walworth County Board

Carlos Santiago

Chancellor
University of Wisconsin-Milwaukee

Carol Schneider

CEO
SEEK Careers/Staffing

John Shiely*

Chairman/CEO
Briggs & Stratton Corporation

Steven Smith*

Chairman/CEO
Journal Communications

Mary Ellen Stanek*

Managing Director
Robert W. Baird & Co.

Dr. Robert Spitzer

(retired)
Milwaukee School of Engineering

Richard Telfer

Chancellor
University of Wisconsin-Whitewater

Herbert Tennes

Chair
Washington County Board

John Torinus

Chairman
Serigraph

Peggy Troy*

President/CEO
Children's Hospital of Wisconsin

Nick Turkal*

President/CEO
Aurora Health Care

Scott VanderSanden*

President-Wisconsin
AT&T Wisconsin

Dan Vrakas

County Executive
Waukesha County

Keith Wandell*

President/CEO
Harley-Davidson

Scott Walker

County Executive
Milwaukee County

Ed Zore*

President/CEO
Northwestern Mutual

* Serves as an Executive Partner
⑦ Serves as a Milwaukee 7 Co-Chair

The mission of the Milwaukee 7 is to unite our seven counties around a regional agenda to grow, expand and attract diverse businesses.

The logo for Milwaukee 7 is a large, stylized number '7' in a light blue color, set against a dark blue circular background. The '7' is composed of thick, rounded strokes. The word 'MILWAUKEE' is written in a bold, white, sans-serif font across the middle of the '7'.

MILWAUKEE



Seven counties united around a regional agenda to grow,
expand and attract diverse businesses and talent.

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