

# MILWAUKEE MOMENTUM

**Milwaukee Art Museum:**  
"One of America's iconic buildings"  
- *Conde Nast*

Photo by VISIT Milwaukee





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## Case studies: Why they chose Milwaukee



# Wisconsin welcomes you

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## Wisconsin manufacturing by the numbers

**9,300**

MANUFACTURING COMPANIES

**460,000+**

MANUFACTURING EMPLOYEES

**HIGHEST  
CONCENTRATION  
OF MANUFACTURING  
EMPLOYMENT IN  
THE U.S.**

Wisconsin's manufacturing roots run deep. We are home to companies that have not only defined our community for more than a century, but have shaped the broader character of manufacturing across the entire U.S. Names like Harley-Davidson, Rockwell Automation, Briggs & Stratton, SC Johnson, GE Healthcare, Miller Brewing, Johnson Controls, Milwaukee Tool and Komatsu Mining are synonymous with Milwaukee. Together, these firms and our workforce built Milwaukee into a manufacturing colossus — and that legacy is alive and well today. We make highly engineered products that require a deep technical workforce, and those products make their way to every corner of the globe.

Milwaukee continues to be a destination for billions in new manufacturing investment, such as German confectionary maker HARIBO, which is building its first North American gummy production facility in suburban Milwaukee, and Milwaukee Tool, which continues to expand in our region. Milwaukee is fast becoming a destination for engineering and digital talent.

Want to learn more? The M7 Regional Economic Development Partnership is here to help. We represent a seven-county region united to attract, retain and grow business — including yours.



## EXPANSION OR RELOCATION IS ALWAYS A CHALLENGE.

The M7 is your local advocate, simplifying and streamlining the investment process.

We help you understand and compare:

- Cost of doing business
- Real estate options
- Supply chain partners
- Talent recruitment & retention
- Incentives & financing
- Regulatory approvals

Since 2006, M7 has partnered with more than 100 businesses from around the world, providing guidance and support throughout the site-selection process – from initial inquiry to successful launch.

We're here.  
Every day.  
Ready to help.

**ChooseMilwaukee.com**  
866/596-6463

*Photo by VISIT Milwaukee*



# "MILWAUKEE WAS JUST STUNNING, PRISTINE. I THOUGHT, GOD, THIS PLACE IS HEAVEN ON EARTH."

**SATYA NADELLA**

CEO of Microsoft and  
University of Wisconsin -  
Milwaukee graduate



## EMBRACING OUR PLACE IN THE WORLD

Milwaukee has always had a distinctive sense of place. From its beginning as an Algonquin Native American settlement, to its days as a booming Great Lakes port and its rise as the nation's manufacturing epicenter, Milwaukee has retained its rich traditions while embracing innovation. Today, the region stands proudly as a leader in advanced manufacturing. We are diverse, we are growing, and we are ready to help your company make Milwaukee home.



### GREAT LAKES REGION

Wisconsin, along with seven U.S. states and two Canadian provinces, form a region that is the third-largest economy in the world. The Great Lakes Region is home to 95 million people.

Within 500 miles of Milwaukee (percentages of U.S. total):

- ▶ **38% manufacturing volume**
- ▶ **36% capital investment by industry**
- ▶ **33% population**

**2 MILLION**  
RESIDENTS

**1 MILLION**  
JOBS

**52,000**  
BUSINESSES

# THE MILWAUKEE REGION

Madison ..... 70 MINUTES

90 MINUTES

Chicago

**5<sup>TH</sup>**

"up-and-coming"  
tech city in the U.S.

**Forbes**

**2<sup>ND</sup>**

best U.S. city for  
manufacturing jobs

**Forbes**

**TOP 10**

state for business

Chief Executive  
magazine



Harley-Davidson began production of its electric motorcycle, LiveWire, in January 2018.



MILWAUKEE RANKS

4<sup>TH</sup>

for number of  
Fortune 500  
headquarters per capita.

HOME TO WORLD HEADQUARTERS  
& GLOBAL OPERATIONS



# FORTUNE 1000 HEADQUARTERS

(Largest public companies/worldwide employment)

Some of the world's most dynamic companies have evaluated Milwaukee's assets and found plenty of great reasons to make this their home.



Life & disability insurance  
& annuities

Annual revenue: \$29B  
5,600 employees



Temporary employment  
services

Annual revenue: \$20B  
28,000 employees



Department  
stores

Annual revenue: \$19B  
85,000 employees



Electric and  
gas utility

Annual revenue: \$7B  
8,000 employees



Motorcycles  
& accessories

Annual revenue: \$6B  
6,000 employees



Industrial automation  
controls & systems

Annual revenue: \$6B  
22,000 employees



Financial services  
technology

Annual revenue: \$6B  
23,000 employees



Commercial  
Printing

Annual revenue: \$4B  
22,600 employees



Tools

Annual revenue: \$4B  
12,100 employees



Water heating  
equipment

Annual revenue: \$3B  
15,500 employees



Specialty  
vehicles

Annual revenue: \$2B  
6,000 employees



Process & motion  
control equipment

Annual revenue: \$2B  
7,700 employees

## Forbes Largest Private Companies



Small engines

Annual revenue: \$2B  
5,500 employees



Industrial pumps  
& compressors

Annual revenue: \$2B  
6,100 employees



Household products

Annual revenue: \$10B  
13,000 employees



Building controls  
& batteries

Annual revenue: \$38B  
170,000 employees

## Functional Headquarters in Milwaukee

WISCONSIN'S MANUFACTURING  
TAX RATE IS

# 0.4%

**"Milwaukee is the strongest manufacturing  
environment in North America."**

JOHN KOETZ

*President of Komatsu Mining (formerly P&H Mining Equipment )*

**KOMATSU**







## Our leading manufacturing industries

Milwaukee is a national leader in precision manufacturing. The region's diverse mix of manufacturing companies produces everything from basic foundry parts to low-emission engines, advanced aviation systems and sophisticated industrial controls.

In addition to the many world-renowned manufacturers that call Milwaukee home, the region is home to hundreds of smaller manufacturers that create a valued supply chain.

# 15%

**OF THE REGION'S  
WORKFORCE IS EMPLOYED  
IN MANUFACTURING**

**- 2ND HIGHEST CONCENTRATION  
AMONG LARGE U.S. METROS**



# MACHINE SHOP TO THE WORLD

Milwaukee's roots are in producing the industrial equipment and farm machinery that have long powered America's economic engine. From the first time a Harley-Davidson motorcycle roared to life, to the latest artificial intelligence breakthroughs by Rockwell Automation, the region has consistently supported innovation. Today, Milwaukee manufacturing plants and research facilities are paving the way for the next generation of smart machines.

**"Manufacturing is a critical piece of  
the Milwaukee Region's history.  
As manufacturing is evolving, so are  
we. We stay ahead of the curve."**

**TODD TESKE**  
CEO/President  
Briggs & Stratton



Air-cooled engines  
for lawn & garden/  
other outdoor  
power equipment



Agricultural  
equipment &  
commercial  
vehicles



Motorcycles  
& accessories



Hydraulic &  
electro-hydraulic  
controls



Mining equipment  
& services



Power tools, hand  
tools, instruments  
& accessories



Tools





ABB ranks  
#8 on *Fortune's* list  
of "companies that  
are changing  
the world."

**ABB**

# SMART ENERGY HUB

Milwaukee is home to a robust cluster of energy, power and control companies. This cluster, known as the Smart Energy Hub, includes companies in the energy efficiency, renewable energy, distributed generation, control technologies, and energy storage verticals, as well as university research. Wisconsin has more than 900 companies in this cluster with \$38 billion in sales. It is one of the fastest-growing sectors in the state, and the market for energy technology is expected to expand dramatically in the coming years.

**Actuant**  
THE DRIVE TO LEAD

Hydraulic, electromechanical &  
electronic motion-control systems

**CREE**

LED lighting products

**EATON**

Electrical products  
& services

**GENERAC**

Standby & portable power  
generation equipment

**Ingeteam**

Electrical equipment,  
components & systems

**Johnson  
Controls**

Building & controls

**MODINE**

Thermal management

**REXNORD**

Engineered power transmission,  
aerospace components

**Rockwell  
Automation**

Power, control & information  
technologies

**SPX**

High voltage power transformers,  
services & components

**YASKAWA**

Industrial drives



GE Healthcare's Wisconsin operations include medical imaging and ultrasound monitors and incubators.

# MEDICAL TECHNOLOGY

Milwaukee is home to several internationally recognized medical technology and biotech firms. GE Healthcare, a global leader in medical imaging and information technologies, patient monitoring systems and health care services, employs nearly 6,000 people at multiple facilities in the region.



Orthopedic & spinal surgery instruments



Medical equipment



Medical monitoring equipment



Medical devices



# WATER TECHNOLOGY

Milwaukee lies on the shores of the greatest single source of fresh water on the planet, the Great Lakes. Situated along Lake Michigan and uniquely spanning both the Great Lakes and Mississippi River watersheds (two of the largest watersheds in the U.S.), the region is blessed with abundant fresh water resources. Home to world-class research institutions and the highest concentration of water-related companies in North America, Milwaukee is a world hub of water technology, research and policy.



THE WATER COUNCIL

The Water Council, headquartered in the Global Water Center near Downtown Milwaukee, drives economic, technology and talent development to support the global water industry. It is focused on collaboration between public, private and academic sectors with a shared commitment to find innovative solutions to critical global water challenges. Learn more at [thewatercouncil.com](http://thewatercouncil.com)



Kohler is known for its range of products that include kitchen and bath fixtures, engines and generators, and clean water solutions.

**KOHLER**

**5** OF THE WORLD'S  
ELEVEN LARGEST  
WATER TECHNOLOGY  
COMPANIES HAVE  
MAJOR OPERATIONS  
IN MILWAUKEE



Water heating  
equipment



Water meters/flow  
measurement products



Pumps & pumping  
equipment



Wastewater treatment  
services



Engineered water  
solutions

# FOOD & BEVERAGE

Food and beverage production is where Wisconsin's core economic strengths – agriculture and manufacturing – come together. Our diverse mix of producers benefit from the region's central location, abundant water supply, high-quality workforce and statewide agricultural resources.

Home to more than 1,600 food and beverage manufacturers, the industry cluster includes ingredient/seasoning makers, packagers, equipment manufacturers and distributors.



FAB WISCONSIN is the state's food and beverage industry cluster organization. Learn more at [fabwisconsin.com](http://fabwisconsin.com).

## WISCONSIN IS:

**#1** Organic dairy  
Organic beef  
Organic hogs  
Cheese  
Beans  
Cranberries

**#2** Meat processing  
Butter

**#3** Potatoes  
Sweet corn  
Peas

MillerCoors' Milwaukee brewery has been a part of the city's landscape since 1855 and brews up to 10 million barrels of beer a year.



Fresh, frozen & pre-cooked proteins



Frozen vegetables



Fresh & frozen beef products



Food & beverage products



Candies & drinks



Cranberry drinks



Premium frozen pizzas



Pork products & deli meats



Processed meats





## Case study

# HARIBO



### PROJECT METRICS

Direct jobs: 400 employees  
Capital expenditure: \$242 million  
Real estate: 135 acres, 500,000 sq. ft. production and packaging facility  
Location: Pleasant Prairie, suburban Milwaukee

HARIBO selected Milwaukee as the site for its first manufacturing facility in North America. Founded in 1920 and based in Bonn, Germany, HARIBO is the maker of the popular "Gold-Bear" gummy candies. It is the world market leader in the fruit gum and licorice segment, with 100 million Gold-Bears produced daily. The family-owned, third-generation company employs nearly 7,000 people globally.

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"We are embarking on building one of the largest facilities in the confectionery industry and this location provides ideal conditions to further grow HARIBO's successful business in the U.S.A."

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#### WES SABER

Executive Vice President & CFO  
HARIBO of America

## TOP REASONS HARIBO CHOSE MILWAUKEE

- 1 PROXIMITY TO SKILLED LABOR
- 2 FAVORABLE TAX CLIMATE
- 3 STRONG SUPPLIER BASE
- 4 COMPETITIVE COST OF ENERGY





## Case study



### GROWTH SINCE 2011

Jobs increase: 1,350

Sales increase: 397%

Real estate: Added 300,000 sq. ft. to  
HQ/R&D campus

Location: Brookfield, suburban Milwaukee

Milwaukee Tool manufacturers "professional grade" cordless power tools, hand tools, storage solutions and accessories used by mechanical, electrical and plumbing tradesmen and tradeswomen around the globe.

As the company's aggressive growth plan started to take shape in 2011, Milwaukee Tool faced a pivotal decision: Should they expand operations in Milwaukee or perhaps invest elsewhere? Through a partnership with state/local government and economic development officials, Milwaukee Tool chose to deepen the company's investment in Wisconsin. The collaboration allowed Milwaukee Tool to move faster and do more than it otherwise may have done on its own, resulting in an exponential increase in sales over the previous seven years.

"The products we are selling around the world are created, designed and developed by our people right here in Wisconsin. The drive, determination and obsession of our employees has been critical to our success."

**STEVE RICHMAN**

*Group President, Milwaukee Tool*

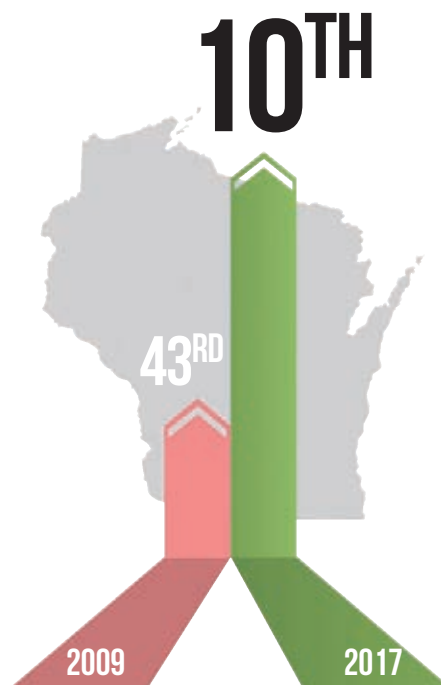


# A stable platform for investment

**W**isconsin is positioned better than any U.S. state to provide a stable foundation upon which your company can grow for decades to come. The positive climate in place today will be here long after the ribbons are cut.



Businesses in Milwaukee face a low risk of  
**NATURAL DISASTERS**  
 - decreasing the risk to people and buildings.



## BEST STATE FOR BUSINESS *-CHIEF EXECUTIVE MAGAZINE*

### WISCONSIN'S FISCAL HOUSE IS IN ORDER

Not only is Wisconsin's budget balanced, but it was accomplished while simultaneously cutting taxes. The Wisconsin Legislature passed public employee bargaining and benefit reforms that have reduced costs to state and local governments by \$5 billion in the last 5 years. Wisconsin's rainy day fund stands at \$300 million.

### FAVORABLE LABOR CLIMATE

In March 2015, Wisconsin enacted Right to Work legislation, which entitles employees to work in unionized workplaces without joining the union.

### PENSION STABILITY

Financially-strapped states will eventually be forced to make unattractive choices by raising taxes or cutting services. Wisconsin is one of only two states rated by the Pew Center as a strong performer on the most important factors driving state fiscal health: public pension obligations and legacy employee benefits (e.g., healthcare for retired public sector workers).

# EDUCATING OUR FUTURE WORKFORCE

*Our top universities and technical colleges are committed to preparing students for ever-changing workforce demands. To accomplish this goal, institutions are working with community and industry partners – and with one another, through the recently formed Higher Education Regional Alliance (HERA).*

*Photo by VISIT Milwaukee*

	UNIVERSITY OF WISCONSIN - MILWAUKEE	UNIVERSITY OF WISCONSIN - MADISON	MARQUETTE UNIVERSITY	MILWAUKEE SCHOOL OF ENGINEERING
# of students	28,000	44,400	11,500	2,600
Academic programs	195+	450+	155+	30+
Avg. # of engineering grads per year	290	1,000	240	400
	With an elite Carnegie Institute Tier 1 ranking, UWM is in the top 2 percent of universities in the nation for their engineering program.	Ranks #2 in Nuclear engineering, and in the top- 10 in research expenditures in colleges of engineering across the country.	The Kern Entrepreneurial Engineering Network prepares students to identify new technology - based solutions by partnering with Milwaukee businesses.	With the addition of Dwight and Dian Diercks Computational Science Hall, MSOE will be positioned at the educational forefront in artificial intelligence, deep learning, cyber security, robotics, cloud computing and other next-generation technologies.



IN 2019, MILWAUKEE SCHOOL OF  
ENGINEERING (MSOE) WAS RANKED

9TH

nationally for  
undergraduate  
engineering by *U.S.  
News and World Report*

(among institutions without  
doctoral programs)

Southeastern Wisconsin's Technical Colleges

GATEWAY  
TECHNICAL  
COLLEGE

8,250

70+

13 engineering  
programs

The iMET Center -  
built in partnership  
with SC Johnson  
- is an educational  
fabrication lab and  
flexible manufacturing  
training center that  
provides programs,  
certifications and  
apprenticeships.

MILWAUKEE  
AREA TECHNICAL  
COLLEGE

35,470

200+

40+ degrees, business  
technology and  
applied sciences

The Workforce  
Solutions program  
offers training and  
instruction through  
technical assistance  
services, customized  
training, workshops  
and seminars.

WAUKESHA  
COUNTY TECHNICAL  
COLLEGE

20,100

150+

35+ degrees, business  
technology and  
applied sciences

The WCTC Integrated  
Manufacturing  
Center is guided  
by employers and  
educates advanced  
manufacturing  
automation  
technicians.

MORaine PARK  
TECHNICAL  
COLLEGE

15,300

110+

60+ degrees, business  
technology and  
applied sciences

Moraine Park provides  
skill development  
-or boot camps- in a  
variety of Manufacturing  
Skills Academies. The  
boot camps combine a  
144-hour paid internship  
and coursework.

# of students

Associate &  
technical diplomas



# AN AFFORDABLE PLACE TO LIVE WELL

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## WHAT DOES \$500,000 BUY IN THE MILWAUKEE AREA?

Milwaukee is known for its distinctive brick and stone housing stock that has a European flair. These beautiful homes come at a price tag far below what one would expect to pay in other U.S. metros. The pictures on these pages are actual homes and condos for sale with an asking price of approximately \$500,000.



The Brookings Institution, which has studied downtown population change in cities across the U.S., categorizes Milwaukee as a “Downtown on the Edge of Takeoff,” suggesting that population growth since 1990 is a harbinger of still more growth to come. Since 2004, 10,000 new housing units have been added downtown.





## COST OF EVERYDAY CONSUMER ITEMS

	Milwaukee
Apartment 900 sq. ft. rental	\$1,041.00
Haircut	\$17.00
Movie	\$9.50
Italian dinner for two	\$50.00
Monthly gym membership	\$34.00
Milk (gallon)	\$2.70



# ONE OF THE 10 MOST **EXCITING CITIES** IN THE NATION

Movato



"WE RIGOROUSLY TRACK EMPLOYEE RETENTION BY LOCATION.  
MILWAUKEE IS AMONG OUR **LOWEST TURNOVER** PLACES IN THE WORLD."

Steve Pascot - Vice President, GE Healthcare



"WE THINK MILWAUKEE IS BECOMING ONE OF THE  
**MOST LIVABLE AND ENERGETIC** URBAN AREAS."

Mark Garrison - Managing Principal, R2 Companies - Chicago



"MILWAUKEE IS ONE OF THOSE PLACES WHERE  
**LEADERS SEE WHAT'S COMING.**"

Cleveland Plain Dealer

We're here. Ready to help.



CONTACT US:

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