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FOR IMMEDIATE RELEASE

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FOR INFORMATION CALL

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## **Time for Governor to invest within to solve workforce issues**

Milwaukee Common Council members are hoping Governor Walker makes investments in Milwaukee to attract young workers and veterans instead of spending millions to attract individuals outside Wisconsin.

The Governor is asking the Legislature to pass a \$6.8 million package to market the state. The ad and marketing campaign is to be launched during spring 2018 and would target veterans by touting access to generous state benefits and millennials by accentuating the state's affordable cost of living.

**Alderman Michael J. Murphy** said investing at home can bring the desired movement of new workers into the state that Governor Walker is hoping to achieve with the ad campaign. "It is exciting to hear that Governor Walker and the State of Wisconsin want to invest in recruiting and retaining millennials that have chosen other urban centers. Succeeding in this effort to attract workers means maximizing our dollars by investing in Milwaukee and improving our systems and amenities, creating a catalyst in attracting a new wave of workers," he said.

"For instance, improved public transit, public parks, and job training programs would go a long way in helping connect current residents with job opportunities, and attracting out-of-state workers. Milwaukee has so much to offer, and if we are provided the tools for the city to continue to offer valuable public services and amenities, which improves quality of life, there's no limit to our potential," Alderman Murphy said.

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## **Investing in Milwaukee/ADD ONE**

**Alderman José G. Pérez** said he strongly urges the Governor to maximize investments in Milwaukee's students and young adults who represent the city and region's future workforce. "We are blessed with a multitude of outstanding colleges, universities and technical colleges in Milwaukee and the region, and I believe that effective investment in growing our workforce means maximizing education and training dollars in Milwaukee," he said.

**Alderman Cavalier Johnson** said he welcomes continued state investment in Milwaukee's young and diverse human capital.

"It is critical to raise all boats as we invest in Milwaukee, and I believe a major part of that is to link minority workers in the city who have higher unemployment numbers with family-supporting wage career opportunities," Alderman Johnson said.

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