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FOR INFORMATION CALL

March 4, 2022

Ald. Milele A. Coggs
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Ald. Coggs introduces file to discuss MMAC Region of Choice initiative

Alderwoman Milele A. Coggs has introduced a communication file aimed at receiving an update regarding the Metropolitan Milwaukee Association of Commerce’s (MMAC) Region of Choice Initiative.

The file (CCFN 211619) is scheduled to be heard by the Community and Economic Development Committee at **1:30 p.m. on Wednesday, March 9** in room 301-B at City Hall, 200 E. Wells St.

The Region of Choice Initiative was launched by the MMAC in 2019 with the goal of growing the overall employment of people who are African American and Hispanic by 15% over five years, and increasing the number of people in management positions who are African American and Hispanic by 25% among companies who have signed the Region of Choice pledge. A total of 120 organizations in the metro area have signed the initiative pledge, and in November 2021, the MMAC announced that it is on track to hit its stated goals.

“The Region of Choice initiative is a meaningful and impactful program as we work collectively to cultivate environments that create opportunities in the workplace for all people across a variety of sectors,” said Alderwoman Coggs. “The MMAC has reported that the initiative is on track to meet or exceed the initial benchmarks, and I look forward to a public conversation about the work they are doing to achieve the program’s goals with them and their partners.”

The Community and Economic Development Committee meeting **will be televised live** on the City Channel (channel 25 on Spectrum Cable and channel 99 on AT&T U-Verse in the City of Milwaukee) and via streaming video on the city website at city.milwaukee.gov/Channel25.