

TO: Members, Milwaukee 7 Regional Economic Development Council  
FR: Scott Walker, Milwaukee County Executive  
DT: Wednesday, September 20, 2006  
RE: Work of Milwaukee 7 Project

Thank you for the outstanding work being done on the Milwaukee 7 project. After attending the last regional economic development council meeting at Pier Wisconsin, I was really impressed with our progress.

More than a year ago, I expressed concern that the Milwaukee 7 project not just be about a slick website and marketing materials. I am pleased that these concerns were more than addressed in the quality of the work done through this regional partnership.

Specifically, I found the GeoEconomic Positioning Foundations for our region to be very compelling for the retention of our current employers and the recruitment of future employers to the region. These principles should be echoed at every future gathering of business and civic leaders in our region.

Finally, I would love to see the one-page summary of the GeoEconomic Positioning Foundations forwarded to every business and civic leader. One participant mentioned to be that prospective employers are more interested in the thoughts of other executives in the region than in the “pitch” from economic development professionals (although their expertise is important too). It would be nice if all of our business and civic leaders were “singing out of the same hymnal” when we talk to those outside of the region.

Again, great work and I look forward to our future progress!