

Zoning, Neighborhoods & Development Committee
May 21, 2004

Testimony of Tim Sheehy, President, MMAC

Chairman D'Amato and Members of the Committee:

On behalf of the Metropolitan Milwaukee Association of Commerce, we again urge your support for the proposed agreement between the City of Milwaukee and Harley Davidson that would pave the way for a \$95 million dollar investment in the city near 6th and Canal Streets.

The Harley project is the right project, at the right time, and in the right place, to have a catalytic impact on Milwaukee's development. At a time when this community has lost 29,000 jobs in the goods producing sector in the last three years, we have a major manufacturing employer willing to make a significant investment in jobs in this community.

The benefits are clear:

- A new world class attraction, estimated to bring 350,000 visitors with direct spending estimated at almost \$39 million per year. An international draw projecting our image and bringing real dollars back to this city.
- An investment in an underutilized area of this city, which could spur additional high value development in the valley and near downtown areas.
- A capitol investment designed to sell more motor cycles. And that is a great punch line for this story. More motorcycles sold mean more "high value, high wage jobs". The kind of jobs that are vitamin rich, impervious to the ills and chills of China and other international competition.
- Selling more motorcycles means the opportunity for more new good paying jobs, it means that the 3,600 jobs at Harley in greater

www.mmac.org

756 North Milwaukee Street, Suite 400 • Milwaukee, Wisconsin 53202

Phone (414) 287-4100 Fax (414) 271-7753

Milwaukee have a chance to grow, and the ones that are here already have greater stability.

- Selling more motorcycles means that the 250 local suppliers have a chance to sell over \$140 million worth of goods and services, supporting good paying jobs and creating the opportunity for more new ones. Over \$800 million in Harley spending in Wisconsin alone, and that's great for a city that receives millions in state revenues to support its budget.

Thank you for the due diligence that has been given to this project which has resulted in a detailed and improved agreement with Harley-Davidson. On behalf of thousands of employers in this city, it's time to kick-start this new investment, and we look forward to the definitive returns this project will deliver to the economic prosperity of greater Milwaukee.