



Purchase of Milwaukee-Made, Milwaukee County-Made, and American-Made Goods



2022-2024 Annual Report

Department of Administration- Purchasing Division

February 24, 2026



BACKGROUND & PURPOSE

- Milwaukee Code of Ordinances, Chapter 310-18.9, Purchase of Milwaukee-Made, Milwaukee County-Made and American-Made Goods (American-Made), was adopted on February 12, 2013 (Effective: June 2014)
- Established to increase local and U.S. based business participation in the award of various City commodity contracts
- Requires the City to purchase American-Made goods if the purchase does not increase the cost of the good by more than 12% or \$27,892 (Effective October 6, 2025)
- Applies to commodity purchases over \$50K



DEFINITION

- According to Chapter 310-18.9 a “Milwaukee, Milwaukee County, or American-Made good” means an article that is:
 - Manufactured, mined or produced in the **City of Milwaukee, County of Milwaukee** or in the **United States** whose components made in the City of Milwaukee, County of Milwaukee or in the United States exceed 50% of the total cost of all components



EXCLUSIONS

1. Raw materials such as salt, gravel, petroleum, any product derived from petroleum, or a chemical, including liquid oxygen, fluoride, or anhydrous ammonia.
2. The requirements of the legislation may be waived if any of the following conditions apply:
 - The good is not produced in the U.S. in a sufficient and reasonably available quantity and satisfactory quality.
 - The purchase responds to an emergency which endangers public health and safety and no other compliant contractor is immediately capable of responding.
 - It is impracticable to draw specifications to permit competitive bidding, items can be furnished from only one source, or items constitute a special adaptation for a special purpose, pursuant to s. 16-05-3 of the City Charter.
 - It would be in the best interests of the city to procure the goods as a cooperative purchasing arrangement with the state or other governmental entity.



REQUIREMENTS

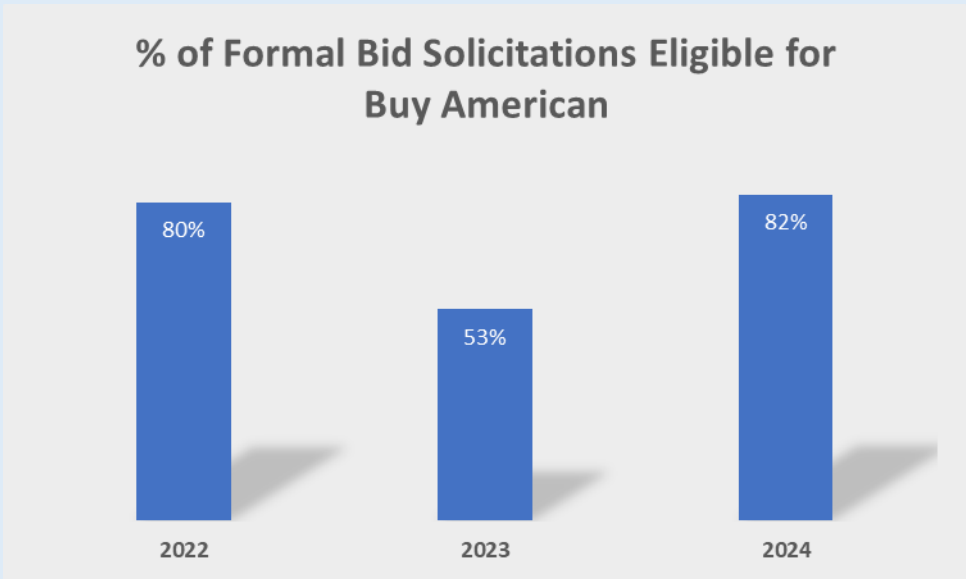
- Contracts are awarded to the lowest compliant and responsible bidder based on the 12% bid preference (**not to exceed \$27,892**).
- Effective March 1st, 2026 the bid preference will increase by 1.0% to **\$28,171** per the Code.
- The bidder must submit a notarized Affidavit of Compliance affirming that their product(s) meet the requirements of the ordinance
- The 12% bid preference is 3-tiered. If three vendors in each category qualify, they will be prioritized as follows:
 1. Buy Milwaukee
 2. Buy Milwaukee County
 3. Buy American (United States)



CONTRACTING ACTIVITY

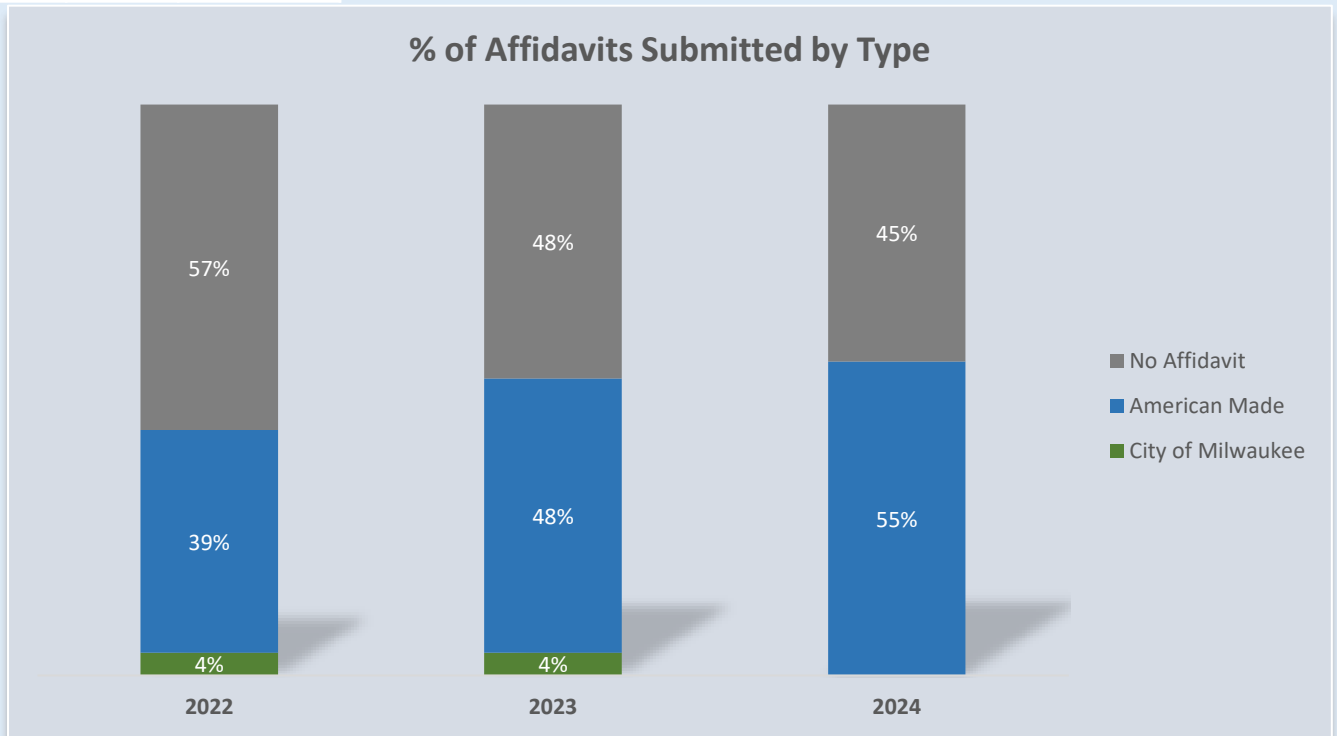
Year	Buy American Awards
2024	1

	2022	2023	2024
Buy American Bids Issued	24	36	99
Total Formal Bids Issued	30	68	121



BUY AMERICAN SUBMISSIONS

	2022	2023	2024
Buy American Bidders	24	36	99
Total Formal Bidders	56	69	179





FISCAL IMPACT 2022-2024

Dept	Contract #	Description	Contract Term	Buy American (Awardee)		Lowest Non-Buy-American		Contract Value	Incentive Cost
				Company	Bid Amount	Company	Bid Amount		
2024									
DPW	B20445	Delineators	3 years	Price and Sons, Inc.	\$ 161,082.00	Diamond Discs International, LLC	\$ 145,800.00	\$ 161,082.00	\$ 45,846.00
Total:								\$ 161,082.00	\$ 45,846.00

Jobs Created & Retained

2022 - 2024	Incentive Cost	Current # of Full Time Employees	Full Time Jobs Retained
Total	\$ 88,736.67	475	236
Average/contract	\$ 29,578.89	159	79

Contract	Dept.	Description	Total Contract Amount	Contract/ Amendment Start Date	Contract/ Amendment End Date	Prime Vendor	Location City, State	Incentive Cost	Current # of Full Time Employees	Full Time Jobs Retained
B17193	DPW-Water	VC for Valve & Service Box Parts	\$ 1,500,000.00	6/5/2020	6/4/2023	Bingham & Taylor Corporation	Culpeper, VA	\$ 46,327.50	235	235
B17961-1	DPW-Water	VC for Brass Fittings & Misc. Distribution Repair Items	\$ 510,147.00	3/4/2021	3/3/2024	Core & Main LP	New Berlin, WI	\$ 38,441.25	20	0
B17269-2	Police	VC for Vehicle Upfitting Equipment	\$ 1,000,000.00	7/20/2020	7/19/2024	TKK Electronics, LLC	Milwaukee, WI	\$ 3,967.92	220	1



CONCLUSION

- The Buy American Bid Incentive (BABI) program's fiscal impact from a contract award standpoint since inception is approximately \$158K, or \$15K per year.
- Although 15 bids were awarded based on the BABI program from 2014-2024, there does appear to be notable interest in program by the vendor community, based on the fact that on average 50% of the bidders by which the Buy American bid incentive applies, are seeking to qualify for the bid preference.
- Conversely, the realities of a complex, global supply chain undergird the challenges associated with directly impacting the number of Buy American contract awards.
- In spite of this reality, the BABI program appears to have a positive impact on job retention. Since the legislation has been enacted 260 U.S. based jobs have been retained – 258 full time jobs and one (2) part time jobs.
- To that end, the BABI program maintains relevance for the vendor community and it continues to be a helpful tool that is available to provide firms that manufacture and/or produce their products in the U.S. a competitive advantage.