

## APPENDIX B

### Code of Ethics



November 29, 2006

#### MILWAUKEE 7 CODE OF ETHICS

We, the members of Milwaukee 7, are committed to the economic prosperity of southeastern Wisconsin. Our mission is to support the development, retention, and attraction of world-class companies and talent in the region, which includes Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha counties.

The Milwaukee 7 economic development initiative brings together the interests of a broad range of private, public, and public/private groups to promote the region as a single economic entity. The variety of members and interests represented requires that certain standards of conduct be developed and adhered to for Milwaukee 7 to maintain a firm foundation. This Code of Ethics represents the standards that each member of Milwaukee 7 will support and practice in their daily conduct of business.

We, the members of Milwaukee 7, present the following principles of behavior and standards of conduct to guide our efforts in promoting the long-term economic health of the Milwaukee 7 region. We fully realize that a Code of Ethics is of little value without an inherent level of trust in the integrity of one another and a commitment from each of us to conduct ourselves at the highest levels of professional conduct. Milwaukee 7 is founded on the importance of respect and trust amongst its members.

In that spirit, we agree to adhere to the following:

1. We will carry out our mission with integrity, professional excellence and responsiveness to all.
2. We will work in partnership with other organizations to develop and promote the region's capabilities and talents and match them to the needs of those investing in the region.
3. We understand the importance of all members being knowledgeable about and committed to promoting the Milwaukee 7 regional assets and amenities. When working on behalf of a Milwaukee 7 regional recruitment effort, members shall commit to selling the region.
4. We are committed to sharing as much information as is necessary and prudent among our membership on any Milwaukee 7 economic development activity. Our guiding principle shall be that "more information is better than less." Any member undertaking a regional activity, such as the CEO Call Program, (targeted to or including companies in another member's community) will advise other members of the nature and purpose of the activity in advance.

5. We shall honor the confidentiality requested by our fellow Milwaukee 7 members and our prospects to the fullest extent permitted by law. Information shared with fellow Milwaukee 7 members in confidence shall remain in confidence.
  - Whenever appropriate, specific information on particular transactions shall be shared within the realm of Milwaukee 7 and appropriate state agencies. In those instances where prospects are dealing with individual communities, information will be shared only with the Milwaukee 7 members involved.
6. Any lead or prospect that comes to a Milwaukee 7 member as a result of Milwaukee 7 marketing and promotional efforts will be shared with the appropriate Milwaukee 7 members.
7. At no time shall any member of Milwaukee 7 solicit a fellow member's out-of-region prospects. If contacted by a fellow member's out-of-region prospect or if compelled by organizational mission to contact a publicly known prospect, the member shall first notify the fellow member.
8. When contacted directly by an out-of-state prospect, members shall fulfill their organizational mission to position their respective community as best meeting the needs of the prospect. If, during discussions with the prospect, it becomes clear that a regional approach is needed (for identifying sites, assets, resources or amenities that might not be available in the member community), the member shall contact the appropriate Milwaukee 7 representative to coordinate the project on a regional basis.
9. We understand the high priority that must be placed on growing, attracting and retaining investment in the Milwaukee 7 region. In the event our local community cannot meet the needs of a particular company, we shall contact our fellow members within 24 hours so the region can make its best effort to keep the company by meeting the company's needs elsewhere in the Milwaukee 7 area.
10. Members will not solicit intra-region company relocations. At no time shall any economic development organization member of Milwaukee 7 present derogatory information about another community or county in Wisconsin. "Selling against" another community or county in the Milwaukee 7 region or any Wisconsin community or region is prohibited.
11. We recognize the site selection process is driven by the client. In the event a member of Milwaukee 7 is aware of a company in the region choosing to relocate from one community to another, we will contact the originating community within two business days to make them aware of the situation. If the company has requested its project remain confidential, only generic information about the project will be shared with the originating community. Violation of this commitment shall be viewed as a breach of our membership pledge to Milwaukee 7.
12. Members are strongly discouraged from advertising within the region for prospects outside of their own market area.
13. Milwaukee 7 website lead requests generated by the ChooseMilwaukee.com website either by e-mail or phone will be answered in 48 hours or less by Milwaukee 7. Similarly, leads generated through the website will be distributed to the appropriate Milwaukee 7 members within 48 hours.