



Legislation Text

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191180 SUBSTITUTE 1

ALD. JOHNSON, RAINEY, COGGS, ZIELINSKI AND STAMPER

Substitute resolution creating a Millennial Task Force.

This resolution creates a 16-member Millennial Task Force consisting of:

1. 4 representatives of 40 Under 40.
2. 2 representatives of the Bridge the City Podcast.
3. One representative of Galbraith Carnahan Architects.
4. One representative of Greater Milwaukee Committee.
5. One representative of Hmong Wisconsin Chamber of Commerce.
6. One representative of the Milwaukee Urban League.
7. 2 representatives of Newaukee.
8. One representative of Northwestern Mutual.
9. 2 representatives of Social X.
10. One representative of Wheel & Sprocket.

The Task Force shall:

1. Assess the major reasons Millennials leave Milwaukee after college graduation.
2. Assess the major reasons Millennials stay in Milwaukee after college graduation.
3. Analyze programs and policies, including peer city models, designed to attract and retain talented, young individuals.
4. Propose measures to attract and retain Millennials.
5. Make recommendations to the Common Council regarding potential legislative changes and other measures needed to address the Brain Drain problem.

Whereas, “Brain Drain” is the term used to refer to the movement of talented individuals from a particular location; and

Whereas, Millennials, individuals born between 1981 and 1996, typically constitute a large portion of the “Brain Drain” population; and

Whereas, In 2019, the Office of Workforce Development issued a report entitled “Recommendations on Reducing Human Capital Flight (Brain Drain) from Milwaukee and its City Government,” which indicated that Milwaukee and the state of Wisconsin in general are struggling to attract and retain young, educated workers; and

Whereas, The Report notes that:

1. The number of 25- to 34-year olds living in Milwaukee decreased by 1.8% between 2010 and 2015 while that age group increased by 3.8% nationwide.
2. Of highly-educated individuals, or those in the top one-third of the national education distribution, 10.7% more left Wisconsin than moved into the state in 2017 (Wisconsin ranks 8th highest in the nation for this statistic).
3. Wisconsin has the fourth highest gap between highly-educated people leaving the state and those staying, standing at 20.4%.
4. Between 2010 and 2014, approximately 16% of 18- to 24-year olds moved out of Wisconsin, exceeding the national out-migration rate of 11%.
5. Between 2010 and 2014, approximately 9% of 25- to 29-year olds moved out of Wisconsin, exceeding the respective national out-migration rate of 7%.

; and

Whereas, The City of Milwaukee has issued a number of reports highlighting the difficulty in attracting Millennials to open positions; and

Whereas, In 2018, 21% of City employees lived outside of the Milwaukee city limits; and

Whereas, A 2013 report by SB Friedman predicted that out-migration of City employees to surrounding areas would reduce the City's tax base by \$649 million and reduce consumer spending by \$57 million annually by 2024; and

Whereas, The City of Milwaukee has implemented a 3% wage increase incentive for employees who reside within the city limits; and

Whereas, Surveys demonstrate that Millennials seek high-performing job markets in choosing where to live; and

Whereas, Many cities and states offer incentives, campaigns, internships and programs to entice young, talented workers to their areas; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Millennial Task Force, consisting of 16 members from the following organizations, is created:

1. 4 representatives of 40 Under 40.
2. 2 representatives of the Bridge the City Podcast.
3. One representative of Galbraith Carnahan Architects.
4. One representative of Greater Milwaukee Committee.
5. One representative of Hmong Wisconsin Chamber of Commerce.
6. One representative of the Milwaukee Urban League.
7. 2 representatives of Newaukee.
8. One representative of Northwestern Mutual.

9. 2 representatives of Social X.

10. One representative of Wheel & Sprocket.

; and, be it

Further Resolved, That the members of the Task Force shall be selected by the President, Chief Executive Officer, or Executive Director of their respective organizations; and, be it

Further Resolved, That the members of the Task Force may reside either inside or outside of the City of Milwaukee; and, be it

Further Resolved, That the Millennial Task Force shall have the following duties:

1. Assess the major reasons Millennials leave Milwaukee after college graduation.
2. Assess the major reasons Millennials stay in Milwaukee after college graduation.
3. Analyze programs and policies, including peer city models, designed to attract and retain talented, young individuals.
4. Propose measures to attract and retain Millennials.
5. Make recommendations to the Common Council regarding potential legislative changes and other measures needed to address the Brain Drain problem.

; and, be it

Further Resolved, That the members of the Millennial Task Force shall select the chair of the Task Force; and, be it

Further Resolved, That the Millennial Task Force shall be staffed by the City Clerk's Office; and, be it

Further Resolved, That all City departments shall provide assistance to the Task Force as needed to accomplish the intent of this resolution; and, be it

Further Resolved, That the Millennial Task Force shall submit a report of its findings and recommendations to the Common Council by June 30, 2020, and shall thereafter be automatically dissolved, unless extended by the Common Council.

LRB174610-2
Alex Highley
11/13/2019