



Legislative Fiscal Bureau

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February 7, 2018

TO: Members
Joint Committee on Finance

FROM: Bob Lang, Director

SUBJECT: Senate Bill 679 and Assembly Bill 811: Talent Attraction and Retention Initiatives

Senate Bill 679 was introduced on January 4, 2018, and referred to the Senate Committee on Economic Development, Commerce, and Local Government. On January 25, 2018, that committee recommended the bill for passage by a vote of 4 to 3. Assembly Bill 811, an identical companion bill to SB 679, was introduced on December 28, 2017, and referred to the Assembly Committee on Jobs and the Economy. That committee also recommended the bill for passage on January 25, 2018, by a vote of 10 to 2. Both SB 679 and AB 811 were referred to the Joint Committee on Finance on January 25, 2018.

SUMMARY OF BILLS AND FISCAL EFFECT

SB 679/AB 811 would require the Wisconsin Economic Development Corporation (WEDC) to collaborate with state agencies to develop and implement initiatives for the attraction of talent to and retention of talent in this state, including by leveraging the existing programs of state agencies for those purposes within the scopes of those existing programs. The bills would provide \$6.8 million GPR in 2017-18 in a new, continuing appropriation to fund the initiatives.

According to WEDC, the initiatives would be primarily targeted to veterans preparing to leave active duty, graduates of Wisconsin colleges, and other young adults living in other states to increase awareness of professional opportunities and other benefits of residing in Wisconsin. In addition, a mobile job center would be established to provide employment services in areas of the state where access is challenging.

WEDC has developed a tentative budget and timeline for expenditure of the \$6.8 million in funding provided under the bill. WEDC indicates that \$300,000 would be spent in 2017-18 on marketing strategy development (campaign planning and measurement; market, audience, and media research; and audience response and perception tracking) and \$1 million (\$500,000 in 2017-18 and 2018-19) would be spent on various marketing production activities (such as development

of ads, video, social media content, and experiential marketing and events). Paid media expenditures are estimated at \$1 million in 2017-18 and \$2 million in 2018-19, and \$300,000 in 2017-18 would be used to create a mobile, on-site recruitment station in conjunction with the Department of Workforce Development (DWD). Finally, \$2.2 million (\$500,000 in 2017-18 and \$1.7 million in 2018-19) would be used for trade shows and other events targeted to military veterans transitioning to the civilian workforce. These activities would be conducted in conjunction with DWD and the Department of Veterans Affairs.

Prepared by: Sean Moran