



2023 SENATE BILL 284

May 15, 2023 - Introduced by Senators QUINN, FEYEN, FELZKOWSKI, JAMES and TESTIN, cosponsored by Representatives VANDERMEER, MAGNAFICI, ARMSTRONG, C. ANDERSON, BEHNKE, BRANDTJEN, BROOKS, DITTRICH, EDMING, GREEN, GUNDRUM, HURD, KRUG, MAXEY, MOSES, MURPHY, MURSAU, NOVAK, OLDENBURG, PETRYK, ROZAR, SHANKLAND, SNYDER, STEFFEN, STUBBS and TRANEL. Referred to Committee on Economic Development and Technical Colleges.

- 1 **AN ACT relating to:** talent attraction and retention initiatives focusing on active
- 2 duty military personnel transitioning out of the U.S. armed forces and veterans
- 3 and making an appropriation.

Analysis by the Legislative Reference Bureau

Under current law, the Wisconsin Economic Development Corporation administers a program under which it collaborates with state agencies to develop and implement initiatives for the attraction of talent to and retention of talent in this state.

This bill requires WEDC to expend \$5,000,000 for the purpose of talent attraction and retention initiatives focused specifically on active duty military personnel transitioning out of the U.S. armed forces and veterans. The initiatives must include digital marketing, direct outreach to military personnel, and grants to local and regional economic development organizations for talent attraction and retention initiatives focused specifically on active duty military personnel transitioning out of the U.S. armed forces and veterans. The bill also requires WEDC to submit a report to the legislature that describes in detail each initiative undertaken as required under the bill in the 2023-25 fiscal biennium, the dollar amount expended on the initiative, and WEDC's assessment of the success of the initiative.

