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## **WEDA Applauds Joint Finance Committee for Passage of Talent Attraction Initiative**

**Madison, WI** – The Wisconsin Economic Development Association (WEDA) thanked members of the Joint Finance Committee for recognizing the need to address Wisconsin’s growing workforce shortage crisis and adding a \$3 million talent attraction and retention initiative to the state budget bill.

The committee on Thursday included a provision in the state budget directing the Wisconsin Economic Development Corporation (WEDC) to expend at least \$3 million over the upcoming biennium to develop and implement efforts to attract new workers to Wisconsin and to retain our current workforce.

“One of the biggest challenges facing Wisconsin businesses today is the state’s labor crunch and their inability to find enough workers to fill open jobs. The shortage has reached a crisis point for employers and is threatening Wisconsin’s future economic growth,” said Bob Dennik, WEDA Board member. “We want to thank members of the Joint Finance Committee for reviving the state’s talent attraction campaign, which will be critical to a wider strategy to attract the best and brightest minds to Wisconsin.”

WEDC’s past talent attraction efforts have shown to effectively promote Wisconsin as great place to move to for career opportunities and a better quality of life. The budget provision to revive the campaign will be highly valuable to future talent development and should remain in the final version of the state budget.

### **About WEDA**

The Wisconsin Economic Development Association, founded in 1975, is a statewide non-profit organization dedicated to growing Wisconsin’s economy. Driven by the needs of our 400-plus members, we represent the economic development interests of both the private and public sectors through advocacy, education, and leadership on statewide initiatives.

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