

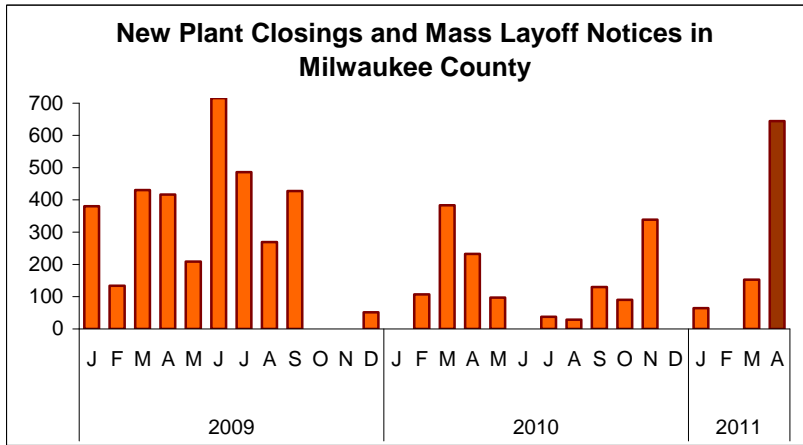


# Milwaukee Drilldown, May 2011

for the Milwaukee Area Workforce Investment Board, Inc.

## Layoffs up in April in Milwaukee and WOW Counties

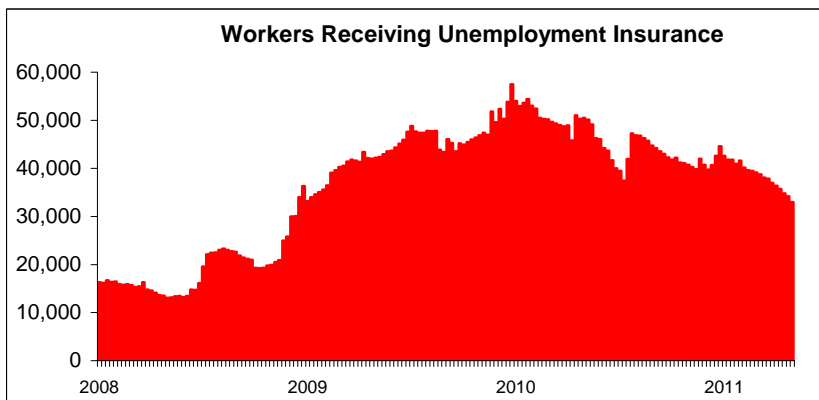
Firm closings and mass layoff notices reported to the state were up in April with Milwaukee County firms expecting to lay off 645 workers, up from 64 in January, 0 in February, and 152 in March. April layoff announcements included: TMP Directional Marketing (167 workers), Lamer's Bus Lines (150 workers), Pyramid Health Care Solutions (111 workers – expected to be offered jobs by Froedtert Health), T-Shirt International (99 workers), Atlas Transit (83 workers – may be hired by firm purchaser), and Dana Sealing Products (35 workers). In the first half of May, two additional manufacturing firms (Rock Tenn Company and Adaptive Micro Systems) announced new plant closings affecting 270 workers.



Firm closings and mass layoff notices in the WOW (Waukesha, Ozaukee and Washington) counties totaled 219 in April, up from 0 in January, 0 in February, and 96 in March. 140 of the layoffs were for bus transportation firms that reported losing contracts with Milwaukee Public Schools and a suburban district. 47 food service workers at Kohl's Department Store were expected to be rehired by Kohl's food service vendor firm.

## UI Payment Rolls Continue to Drop

In the second week of May 2011, 32,983 laid-off workers in Milwaukee County were receiving weekly unemployment insurance checks, down by over 6,100 from mid-March. Over half (52%) of new claimants for UI are minorities.



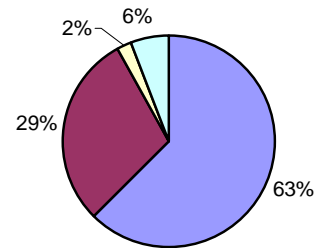
## Monthly Economic Data for Milwaukee County

**Unemployment:** The City of Milwaukee unemployment rate was estimated at 10.4% for March 2011. Suburban unemployment was estimated at 6.3%.

**Families receiving W-2:** The W-2 program reported 10,165 Milwaukee County families receiving cash assistance in April 2011, the highest level to date.

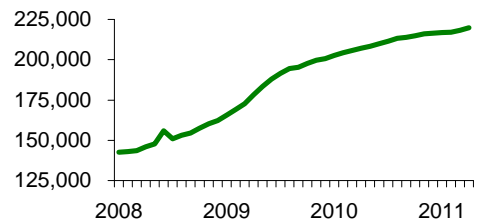
**Wisconsin Shares:** 25,632 children received subsidized child care in April 2011, up since last winter, but below the 27,000+ levels seen previously in 2009 and 2010.

**BadgerCare Plus:** In April 203,701 county residents were in the BadgerCare Plus program, with enrollments of non-parent adults in the Core Plan down 23% since six months ago. Enrollments included 127,560 children, 59,637 parents/caretakers, 4,544 pregnant women, and 11,960 single adults.



■ Children    ■ Parents  
■ Pregnant    ■ Single adults

**FoodShare:** For yet another month, enrollments in FoodShare are at an all-time high in Milwaukee County, with 219,801 residents receiving benefits.



**Drilldown Data Sources:** Wisconsin departments of Children and Families, Health Services, and Workforce Development. (5/23/2011)