



To: Mayor Dan Devine and Honorable Members of the Common Council, and Key Stakeholders\

From: Erin Hirn, City Administrator and Patrick Schloss, Economic Development Executive Director

Date: 1/20/2026

Subject: City of West Allis Participation in *Make My Move* Program with WEDC Grant Support

Overview



The City of West Allis is considering participating in the *Make My Move* program, a national platform designed to attract remote workers to communities. The platform utilizes relocation incentives to attract new residents and professionals to explore housing in your City. This initiative aligns with the State and our City's strategic goals of population growth, talent attraction, and economic vitality. The City has an economic development goal to welcome new residents to discover our family safe neighborhoods or maybe leasing a new apartment located throughout the City.

WEDC Grant Partnership

Wisconsin Economic Development Corporation (WEDC) is offering a grant that the City can leverage to fund this effort. The grant is up to \$500,000 and will help cover program costs and provide resources for incentive packages aimed at attracting remote and professional workers to West Allis. The grant will cover up to 80% of program costs. The disbursement of the grant is 50% at grant contract and balance at meeting the program goals for attraction.

Why This Matters



- **Population Growth:** Remote workers relocating to West Allis will strengthen our housing market and community engagement.
- **Economic Impact:** Each new household contributes to local spending, supports small businesses, and expands our tax base.
- **State Collaboration:** Partnering with WEDC demonstrates our commitment to statewide economic development strategies.

Program Details

- Incentive packages may include housing assistance, coworking memberships, and local perks.
- *Make My Move* will market West Allis nationally to remote workers seeking relocation.
- The WEDC grant offsets initial costs, ensuring fiscal responsibility while maximizing impact.

Next Steps

- Apply for the WEDC grant
- Finalize incentive package details in alignment with grant requirements.
- Launch marketing campaign highlighting West Allis's amenities and quality of life.
- Coordinate with WEDC and *Make My Move* for program rollout and performance tracking.

City of West Allis – Make My Move Program Participation

Supported by WEDC Grant

Staff will work to obtain sponsorships and support from employers and multifamily apartment developments. The goal of sponsorship will reduce the City's financial commitment to this effort.

Program Overview

The City of West Allis is partnering with Make My Move, a national platform that attracts remote workers to communities offering relocation incentives. This initiative aligns with our strategic goals of population growth, talent attraction, and economic vitality.

Why It Matters

- **Population Growth:** Remote workers relocating to West Allis strengthen our housing market and community engagement.
- **Economic Impact:** Each new household contributes to local spending, supports small businesses, builds up the talent pool for local employers, and expands the City's tax base.
- **State Collaboration:** Partnership with Wisconsin Economic Development Corporation (WEDC) demonstrates alignment with statewide economic development strategies.

Funding

- **WEDC Grant:** Covers program participation costs and supports incentive packages for remote workers.
- **City Contribution:** Minimal local investment leveraged for maximum impact.

Cost Breakdown

Households Moved	38
MakeMyMove - Platform, Products, Services	\$379,000
Incentive Cost (assumes \$4.5k/mover)	\$171,000
In-Kind Contributions	\$75,000
Total Program Cost	\$625,000
Cost per Household	\$16,447
State of Wisconsin's 80% Match	\$500,000
West Allis' 20% Cost	\$125,000
West Allis' Actual Cost (minus in-kind contributions)	\$50,000

Program Details

- Move 38 new households to West Allis, with \$4.5 of incentive per mover.
- Incentive packages may include housing assistance, coworking memberships, and local perks.
- *Make My Move* markets West Allis nationally to remote workers seeking relocation.
- Performance tracking will measure ROI and community impact.

Next Steps

1. Finalize incentive package details in compliance with WEDC grant requirements.
2. Launch marketing campaign highlighting West Allis's amenities and quality of life.
3. Coordinate with WEDC and *Make My Move* for program rollout and reporting.

Goal: Position West Allis as a welcoming, innovative community for remote professionals while driving economic growth