

June 2012

# THE GATEWAY

New Opportunities Arriving Daily

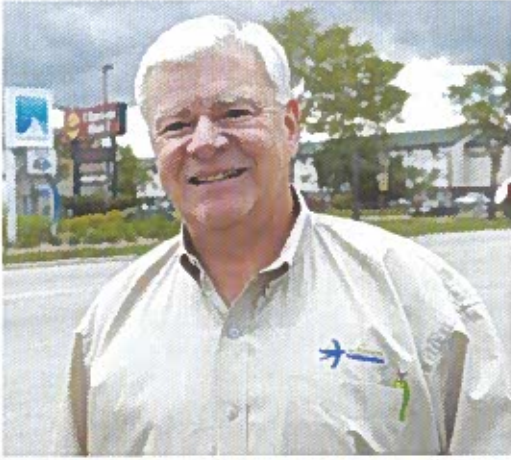
What's new  
IN  
THE Gateway To Milwaukee?



The Gateway  
To Milwaukee

[gatewaytomilwaukee.com](http://gatewaytomilwaukee.com)





## Update from Executive Director

### Tom Rave

This newsletter is sent to the owners of 328 commercial properties in the Airport Gateway Business Improvement District #40 (AGBID) in Milwaukee, to over 140 members of the Airport Gateway Business Association (AGBA) and to over 1,600 other businesses in communities surrounding our Airport. AGBID, AGBA and the Milwaukee Gateway Aerotropolis Corporation (MGAC) comprise The Gateway To Milwaukee, whose name also brands the geographic area around the Airport.

Our primary mission is to enhance business activity in this area so that businesses will be successful and property values will become more valuable relative to the market.

As summarized in the following pages, we work to make the area more secure, attractive, environmentally sustainable, and lively for consumer business. We also strive to stimulate more transportation/logistics oriented activity and bring a long-term view toward developments.

Getting feedback and, better yet, involvement from businesses in the area helps frame our work plus makes our voice stronger with governments. We welcome businesses to become members of AGBA to increase that strength. Membership costs only \$100 per year and brings other benefits, too.

To learn more and perhaps even register to become a member of AGBA, just log onto [gatewaytomilwaukee.com](http://gatewaytomilwaukee.com). As always, your comments and suggestions are welcome.

## Public Safety

Warmer weather brings more outdoor activity and, unfortunately, more people looking to do break-ins. On July 10th, we will host an event over lunch about The Gateway Security Watch program for members and property owners. Representatives from MPD's District 6 and our security vendor, SPI, will give updates about security in The Gateway plus tips for better security for businesses and employees. Just log onto [www.gatewaytomilwaukee.com](http://www.gatewaytomilwaukee.com) and click "Events" to sign up.

## Beautification

Greenfield Landscaping was selected as The Gateway's landscaping maintenance vendor for this year and began its clean-up efforts on 15 different islands and areas along West Layton and Howell Avenues. Annual flowers were added in 6 spaces and a polishing was given to the nine blue public art arches near 1st Street and West Layton Avenue.

We have begun a grant program of 50% of cost (up to \$1,000) for landscaping projects by property owners in our BID, made a \$5,000 contribution toward updating the fence along the east side of 6th Street near the new farmers market, and will be updating two more islands along West Layton. All of this ties into the development of the Green Corridor in the City of Milwaukee that aims to beautify the area and promote environmental sustainability.

## Gateway Discount Card



The Gateway continues to issue its FREE Discount Card to consumers to obtain savings when doing business with over 25 members of The Gateway. To get yours, just e-mail [jim@gatewaytomilwaukee.com](mailto:jim@gatewaytomilwaukee.com) with your request and be sure to include your mailing address.

The purpose of this program is to stimulate the business activity of its members and of The Gateway. If you are interested in participating as a merchant, simply join The Gateway. It costs only \$100 per year to be a member, and is an inexpensive advertising opportunity.

## GATEWAY DAYS

Enjoy our FREE annual networking lunch, learn about the Green Corridor, tour the Easter Seals Recreation Center and visit with local officials and directors of The Gateway.

Tuesday, June 26, 2012

11:45 a.m.–1:00 p.m.

Holler Park Pavilion

5151 S. 6th St.

Milwaukee, WI 53221

RSVP to attend by visiting

[gatewaytomilwaukee.com](http://gatewaytomilwaukee.com) or by calling

(414) 455-3323 or email

[jim@gatewaytomilwaukee.com](mailto:jim@gatewaytomilwaukee.com)

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## AGBID BOARD OF DIRECTORS

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Wyman Winston, WI Housing & Economic Development Authority  
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Tom Zepecki, Mayor of South Milwaukee

# What's next for Aerotropolis Milwaukee?

The Gateway, through Milwaukee Gateway Aerotropolis Corporation (MGAC), continues to lead the Aerotropolis Milwaukee regional economic development effort. The goal is to create an efficient, interconnected, sustainable, multimodal passenger and freight transportation complex to serve Southeastern Wisconsin and connect with metropolitan Chicago. While that sounds like a lot, the goal of an aerotropolis movement is to compete with other regions in an increasingly global economy.

The motivation for this effort is to create an attractive region for business development. Job growth in this area will result in a higher quality-of-life for more people.



A number of ongoing studies include:

- An economic analysis of business logistic needs
- An analysis of freight movements by air, rail, road and water
- A land-use study around the Airport, The Port of Milwaukee and transportation corridors
- Development of a visual display of a future Aerotropolis Milwaukee

These studies are being accomplished collaboratively by The Gateway, Southeastern Wisconsin Regional Planning Commission, and Wisconsin's Department of Transportation and Economic Development Corporation. The results will be used to shape a master plan for implementation over the coming years.

The motivation for this effort is to create an attractive region for business development. Job growth in this area will result in a higher quality-of-life for more people.

We will be publishing a new and separate website for Aerotropolis Milwaukee, a brief video to show what it might look like and a visual document to help people envision its potential for the future.

You can stay up to date on this effort by logging onto [gatewaytomilwaukee.com](http://gatewaytomilwaukee.com) and viewing the Aerotropolis section. You can also see activities around the aerotropolis concept that are going on elsewhere in the U.S. by linking to News & Articles. This section will help you understand the need to be competitively involved in the evolving aerotropolis movement.



861 W. Layton Ave.  
Milwaukee, WI 53221  
(414) 455-3323

FIFTH ANNUAL

# Gateway Golf Outing

Tuesday, August 14, 2012 at Oakwood Park Golf Course



*Support The Gateway along with either Easter Seals or the Green Corridor, and network during our 5th Annual Golf Outing.*

*Enjoy golfing, banquet, awards, on-course events and more. Expect great raffle prizes from local businesses and members of The Gateway.*

**RSVP:** [GatewaytoMilwaukee.com](http://GatewaytoMilwaukee.com)

