

Gateway to Milwaukee ANNUAL REPORT 2011

The Gateway
To Milwaukee™

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The Gateway To Milwaukee
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A large red sign with a white arrow pointing left. The sign is mounted on a concrete base and is surrounded by green bushes. The background shows a blue sky with white clouds and some trees.

GENERAL MITCHELL INTERNATIONAL AIRPORT
A Milwaukee County Airport

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Letter from Tom Rave



Welcome to the first annual report from The Gateway To Milwaukee!

In this report you will read about the various activities that The Gateway leads or with which we are heavily involved.

Our ultimate focus continues to be to increase the economic values of businesses and commercial properties, and of conducting business in The Gateway.

The following goals guide our decisions:

- 1) To actively impact government directions
- 2) To enhance the community through safety and beautification
- 3) To market the area for economic development
- 4) To network for mutually beneficial purposes

As we watch globalization and national activities increasingly impact our local economy, it is becoming evident that a regional focus is needed if greater Milwaukee/southeastern Wisconsin will be competitive in attracting businesses with good-paying

jobs. Although we are not a large organization, there are two areas where we can have some influence in helping this region become more competitive.

The first is to work with governments, although we cannot lobby, to become more efficient and responsive in functions that impact the success of businesses. The second is through our role in leading the Aerotropolis Milwaukee effort with the Milwaukee Gateway Aerotropolis Corporation. We are striving to foster an awareness where "economic development" means helping create a collaborative environment in which business success increases and in which businesses will choose to locate. Such development will create the demand that is necessary for real estate values to increase and for investments in upgrades or new projects to follow.

This fall we evaluated the 10 strategic initiatives that were set in 2009 and our performance in accomplishing them. We then refined and reduced them to seven items that you will read about on

page nine of this report. Comments, questions and suggestions about our goals, initiatives and activities are welcome. They will help us be a positive influence with governments in both the local and regional economic development efforts.

Thanks for your interest and support.

Executive Director

Meet our Staff



Tom RAVE
Executive Director

Since May of 2008, Tom has served as the initial Executive Director of The Gateway To Milwaukee. He brings 38 years of commercial banking experience in Milwaukee, working with businesses and governments of all sizes on a variety of financial functions through a number of economic cycles. Those broad experiences and personal contacts serve him well to lead The Gateway and its Aerotropolis Milwaukee development.

trave@gatewaytomilwaukee.com



Jessica KONDRAKIEWICZ
Executive Assistant

Jessica graduated from the University of Wisconsin -Whitewater with a Bachelor of Science and Education degree in Elementary Education and a minor in Mathematics. She is an Executive Assistant for a Milwaukee real estate developer, where she has gained valuable experience working with various area municipalities. Her diverse skills and dedication are apparent as she serves part-time as the Executive Assistant for The Gateway To Milwaukee.

jessica@gatewaytomilwaukee.com



Jim TARANTINO
Director of Planning and Operations

While earning his Masters of Urban Planning Degree from The University of Wisconsin -Milwaukee, Jim studied the aerotropolis concept and its application to The Gateway To Milwaukee. He also has a Bachelor of Arts degree in Urban Studies and Economics from the University of Connecticut. Jim brings experience in economic development, urban design, and business assistance to his role of Planning and Operations.

jim@gatewaytomilwaukee.com

Strengthening the Communities Around the Airport

The Gateway To Milwaukee...

... is a brand name for the area around General Mitchell International Airport that is supported by three related entities - Airport Gateway Business Association (AGBA), Airport Gateway Business Improvement District #40 (AGBID) in the City of Milwaukee, and Milwaukee Gateway Aerotropolis Corporation (MGAC).

In 2005, AGBA was created to provide leadership in planning, promoting, and developing the vitality to The Gateway To Milwaukee - then viewed as the area on the west side of the Airport that also included the Amtrak station and I-94.

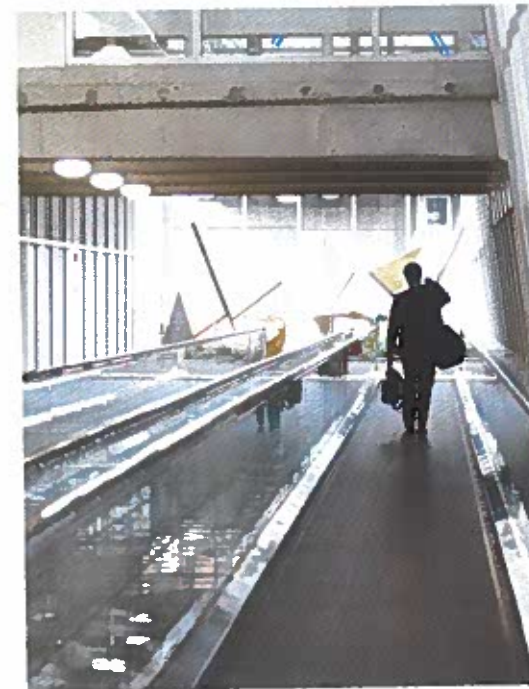
In 2006, the City of Milwaukee approved AGBID that now has 329 commercial properties. In 2009, MGAC was founded as a public-private 501(c)3 nonprofit corporation to generate economic development in southeastern Wisconsin using aerotropolis concepts.



AGBA manages its own affairs plus those of AGBID and MGAC to operate and market The Gateway To Milwaukee to create a safe and welcoming environment for consumers and travelers, further community relations, retain and attract businesses, support local and regional economic development efforts, grow property values and liaise among other Gateway To Milwaukee stakeholders.

Did you know that The Gateway:

continues to increase its recognition as a valuable source of information and influence among governments in The Gateway, including the airport and the Port of Greater Milwaukee?



Aerotropolis Milwaukee



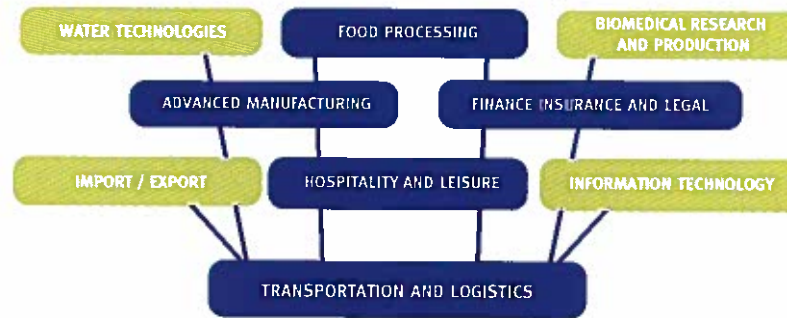
What is the Aerotropolis Concept?

It is the emerging economic urban development centered around an airport that is specifically designed to provide optimal competitive advantages for those companies and organizations whose success is based upon globalization, speed, connectivity and agility.

Aerotropolis Milwaukee is the branded initiative unveiled by The Gateway To Milwaukee in 2011. This is a collaboration of The Gateway's stakeholders working to build a planned and coordinated multimodal freight and passenger transportation system centered around General Mitchell International Airport (GMIA) that will provide efficient, cost-effective, sustainable and intermodal connectivity in southeast Wisconsin.

Our Vision:

Aerotropolis Milwaukee will be a vibrant and diverse transportation and commercial hub connecting and supporting the Milwaukee region with the rest of the world as a globally recognized economic engine that attracts business and people.



An efficient transportation and logistics system in southeast Wisconsin will make these business industries more successful

Stakeholders

In addition to AGBA's members and AGBID's property owners, other key stakeholders of The Gateway To Milwaukee include the State of Wisconsin, Milwaukee County, eight municipalities surrounding the airport, Milwaukee 7, Greater Milwaukee Committee, MMAC, VISIT Milwaukee, South Suburban Chamber of Commerce, The Port of Milwaukee and of course General Mitchell International Airport.

Scott GURHOLT,
Marketing Director, Riley Construction Co.

"The Gateway To Milwaukee's position within one of the most dynamic geographic markets in Wisconsin provides me with networking and business opportunities unlike any others in the region. Its leadership in collaborative economic development efforts like Aerotropolis Milwaukee will make the communities around General Mitchell International Airport, and throughout Greater Milwaukee, more competitive in retaining existing employers, while attracting new businesses to the area. Ultimately, this will help keep our talent pool right here in southeast Wisconsin and provide family-sustaining jobs that will lay the ground work for a brighter future for generations to come."

Dan JESSUP,
President, Grubb & Ellis / Apex Commercial

"The Gateway has been great at building its brand and making the area around the Airport become more attractive as a place to locate a business."

Jan KRIVANEK,
Territory Manager, U.S. Special Delivery

"U.S. Special Delivery experienced great support from The Gateway and its board members in helping resolve an issue that we had with the City of Milwaukee. We appreciate the influence that The Gateway has around the transportation hub of Milwaukee and are proud to have been a member for the past several years."

Rick ROZANSKE,
President, Roz Auto Salvage

"The Gateway played an essential role in working with the City to get the permit for a fence along our property on S 13th St. The fence with its landscaping in front helps improve the overall appearance of The Gateway area. Thanks for helping the process along and for recognizing the positive impact that Roz Auto Salvage has in the community."



The Year in Review



SAFETY

The Gateway's Security Watch program continued with SPI (Security Patrol, Inc.) patrolling the AGBID area mainly during the nighttime hours. Added to the patrol efforts of MPD's "hotel squad," the on-street security appearances have contributed to a 39% decline in crime and vehicle break-ins over the last three years. The program also includes "Gateway Security Watch" free metal signs for AGBID businesses plus lime-colored security vests for employees.

BEAUTIFICATION

Using landscape designs donated by KEI (Kujawa Enterprises Inc.), this fall three Islands in the median of W Layton Ave. were upgraded, two of which were at the 6th St. intersection. The third, west of Howell Ave., was done with our first use of public art, along with plants and Lannon stone linings. In addition to broadening the landscaping features beyond gardens, public art is visible all year and does not require regular maintenance.

Nine new blue metal arches set at an angle on Layton mimic the oval in The Gateway's logo and create the sense of waves breaking when drivers go past, relating to the increasing focus on fresh water in Milwaukee's economic development efforts.

More evolution occurred with the City of Milwaukee declaring the area along S 6th St. from Howard Ave. south to MATC as the "Green Corridor" to encourage environmentally sustainable activities and experiments. The City installed 41 trees and nine bioswales along S 6th St. The Gateway funded the construction of the patio for a new farmers' market at 6th St. & Norwich, and "Go Green" storm water management projects were completed by Gateway members General Mills, the Islamic Center of Milwaukee, Lindner Logistics and Salam School. We actively participate with key stakeholders in planning and promoting the developments of the Green Corridor and its impact more broadly as part of the Aerotropolis Milwaukee effort.

MARKETING

Our marketing vendor Savage Solutions, implemented a new website for The Gateway that drove steady traffic to the website increasing unique visitors to over 20,000 in 2011, with over 50,000 page views. A new format for our E-News Updates was also introduced and is sent to over 750 recipients bi-weekly. Savage Solutions also designed the new white-on-blue decorative banners that hang from 65 light poles in AGBID. In addition, they helped introduce the "Aerotropolis Milwaukee" brand name and logo for MGAC's economic development effort.

ECONOMIC DEVELOPMENT

During 2011, four parts of the State of Wisconsin formally became public members of MGAC, increasing public members to 14 with The Gateway being the sole private member. Regular board meetings and educational presentations were held, resulting in a strategic roadmap completed by Dr. John Kasarda. Research has begun on supply chain logistics in southeastern Wisconsin.

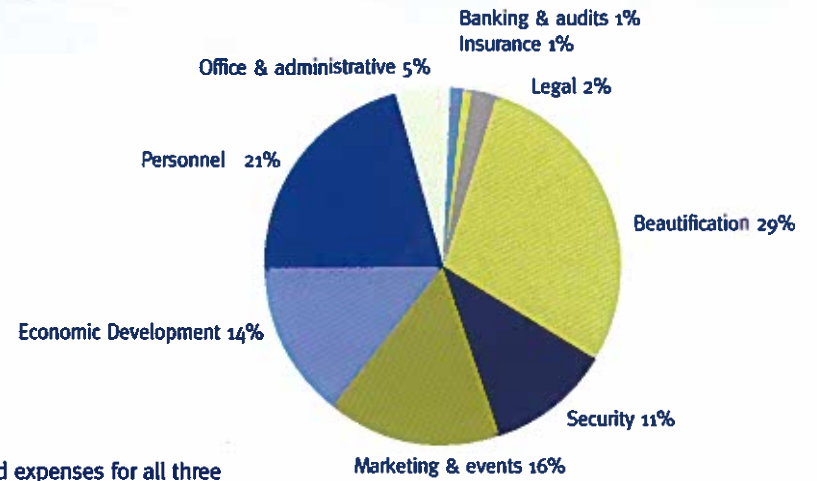
Financials

The Gateway To Milwaukee is supported by three different legal entities - AGBA, AGBID & MGAC - that work together, each having its own financial statements.

Below is an estimate of the consolidated financial performance for the combined three nonprofit organizations for 2011.

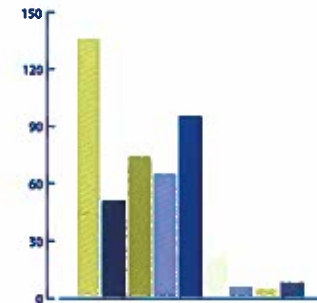
Cash on January 1	\$ 136,000
Revenues	\$ 363,000
Expenses	\$ 474,000
Cash on December 31	\$ 25,000

The expenses this year were intentionally higher than the revenues primarily because more money was spent on beautification and economic development activities in 2011 to "catch up" on budgeted but lower expenditures in those categories in previous years.



Here is a summary of combined expenses for all three organizations in 2011:

Beautification	\$135,000
Security	\$ 50,000
Marketing & events	\$ 73,000
Economic Development	\$ 85,000
Personnel	\$ 94,000
Office & administrative	\$ 21,000
Banking & audits	\$ 5,000
Insurance	\$ 4,000
Legal	\$ 7,000



Strategic Goals

In 2009, The Gateway's board of directors established 10 strategic initiatives for the organization. This fall we have reviewed our progress and have updated the initiatives. We have gained input from our members and the readers of our E-News Updates that have helped provide us with our focus for 2012.

1	2	3	4	5	6	7
Increase brand awareness and identity/sponsor catalytic projects or initiatives that the GTM can champion	Positively impact government direction	Develop Aerotropolis Milwaukee to become a self-sustaining entity	Retain and grow membership	Create and implement a beautification plan and standards	Drive member participation through events	Continue Security Watch Program



Networking and Events

The "First Thursday" of the month networking events were held through November.

Two public presentations and a press conference were held about Aerotropolis Milwaukee, with the world aerotropolis guru Dr. John Kasarda presenting the summary of his strategic roadmap for our effort.

The annual Gateway Days outdoor networking luncheon was held at the Wilson Park Youth Baseball facility, with Dr. Kasarda joining in.

The annual Gateway Golf Outing fundraiser helped raise almost \$1,000 for the Easter Seals Disability Services Recreation Center in Holler Park.

On November 17th, The Gateway's first session of our new education series was hosted by Savage Solutions about Search Engine Optimization (SEO) for smaller businesses.

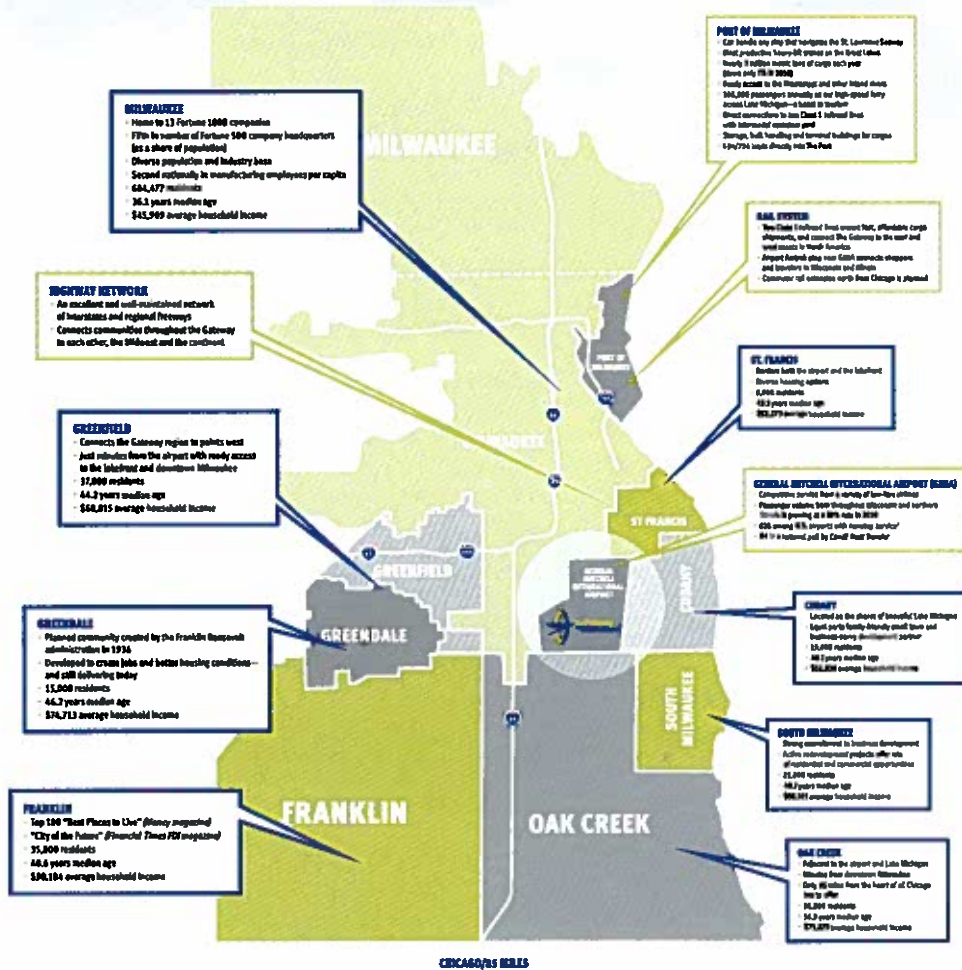
Our holiday party took place at the Best Western PLUS Hotel on December 6th.

With the exception of the golf outing, all of The Gateway's events were free for AGBID property owners and members of The Gateway as we try to offer networking opportunities for businesses in The Gateway.

Upcoming Events

- AGBA's annual meeting will be held at 8 a.m. on Wednesday, January 18th at the new Courtyard by Marriott - 4620 S 5th St.
- AGBID's annual meeting will be held at 8 a.m. on Wednesday, May 16th at the Clarion Hotel - 5311 S Howell Ave.
- Next Luncheon Series Me2 Financing: Thursday, January 26 from noon to 1 p.m. at the Green Corridor in The Gateway at the Energy Exchange - 4121 S 6th St.





Did you know that The Gateway:

sends out "E-News Updates" about activities within The Gateway? Just log onto Gatewaytomilwaukee.com to sign up.



Being a Gateway Member

Member Benefits

- Increase your company's visibility by displaying your business description, logo and URI 24/7 within the Online Business Directory on our website.
- Link your business through Gatewaytomilwaukee.com to high-profile websites such as VISIT Milwaukee (Milwaukee.org), Milwaukee 7 (Choosemilwaukee.com), and General Mitchell International Airport (Mitchellairport.com).
- Offer discounts to attract consumer business by accepting the Gateway Discount Card.
- List your property for sale/lease/rent on our website.
- The addition of your business will help strengthen The Gateway's voice when working to impact government direction.
- For more information on becoming a Gateway member please visit: Gatewaytomilwaukee.com and click on "Membership."

Discounts in The Gateway

The Gateway distributed over 4,000 free Gateway Discount Cards in 2011 for use at participating Gateway member establishments that offer discounts to attract business.

At no cost beyond the \$100 of annual dues, Gateway members can participate in the Discount Card program and offer discounts on products or services

to attract more business. Business discounts will be listed on the website and will also be mailed to Discount Cardholders.

To participate in the program, just contact The Gateway office. Or to get your own Gateway Discount Card, log onto the website and click on the Discount Card link.

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Did you know that The Gateway:
is a leading participant in the Milwaukee Image and Perception Task Force?
.....



AGBA Board of Directors

Gregg Lindner, Lindner Logistics, *President*
Jaime Malliszewski, Reliable Plating Works, *Vice President*
Phil Devlin, Wells Fargo Banks, *Secretary*
Dimitri Dimitropoulos, Culver's, *Treasurer*
Samer Abulughod, Crystal Limousine & Coach Inc.
Becky Alsup, Milwaukee Area Technical College
Glenn Gerschke, Collins Engineers, Inc.
Scott Gurholt, Riley Construction Company
Mark Johnson, Best Western PLUS
Dr. Mike Lischak, Columbia St. Mary's Corporate WORx
Thomas F. Philbin, CenterPoint Properties
Doug Seymour, City of Oak Creek
Bryan Simon, Simon Landscape Co.
Mike Sweeney, Sweeney's Gym
Ted J. Torcivia, General Mitchell International Airport
Scott Yauck, Cobalt Partners, LLC

AGBID Board of Directors

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Jaime Malliszewski, Reliable Plating Works, *Vice Chairman*
Mike Sweeney, Sweeney's Gym, *Secretary*
Dimitri Dimitropoulos, Culver's, *Treasurer*
Samer Abulughod, Crystal Limousine & Coach
Bryan Simon, Simon Landscape Co.

MGAC Board of Directors

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John Hermes, President of Greendale, *Vice President*
Tony Day, Mayor of Cudahy, *Secretary*
Samer Abulughod, Crystal Limousine & Coach, *Treasurer*
Christian Bartley, World Trade Center Wisconsin
Barry Bateman, General Mitchell International Airport
Paul Bowers, Airport Improvement Magazine
Bob Dennik, VJS Construction Services
Patricia Jursik, Milwaukee County Supervisor
Gregg Lindner, Lindner Logistics
Rocky Marcoux, City of Milwaukee Commissioner
Michael Neitzke, Mayor of Greenfield
Eric Nitschke, WI Dept. of Natural Resources
Mary Perry, WI Economic Development Corporation
Eric Reinelt, The Port of Milwaukee
Al Richards, Mayor of St. Francis
Tom Taylor, Mayor of Franklin
Wyman Winston, WI Housing & Economic Development Authority
Ken Yunker, Southeastern WI Regional Planning Commission
Tom Zepecki, Mayor of South Milwaukee
To be Designated, Representative of Oak Creek



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