



WELCOME!

From

The Gateway To Milwaukee

Tom Rave

Executive Director

The Gateway To Milwaukee



- Airport Gateway Business Association in 2005
- Airport Gateway Business Improvement District #40 in 2007
- Milwaukee Gateway Aerotropolis Corporation in 2009
- Area around the Airport

Airport Gateway Business Association



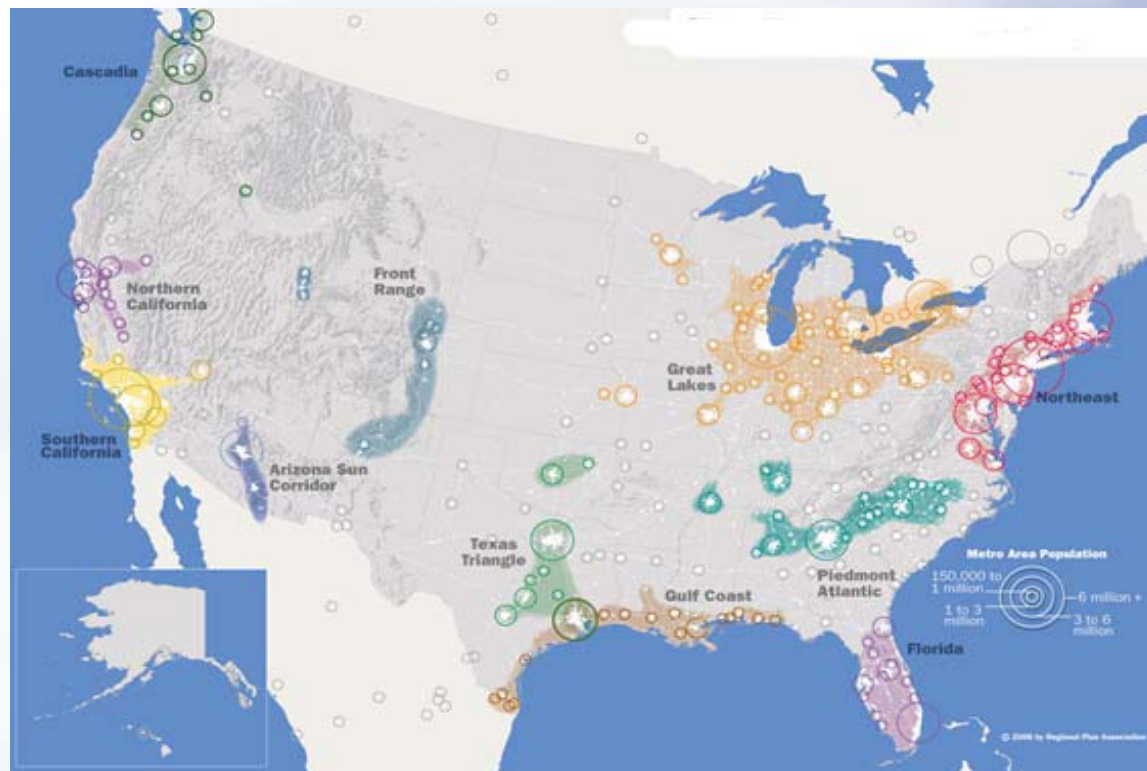
Mission:

We will take a leadership role in **planning, promoting** and **developing** the vitality of The Gateway To Milwaukee.

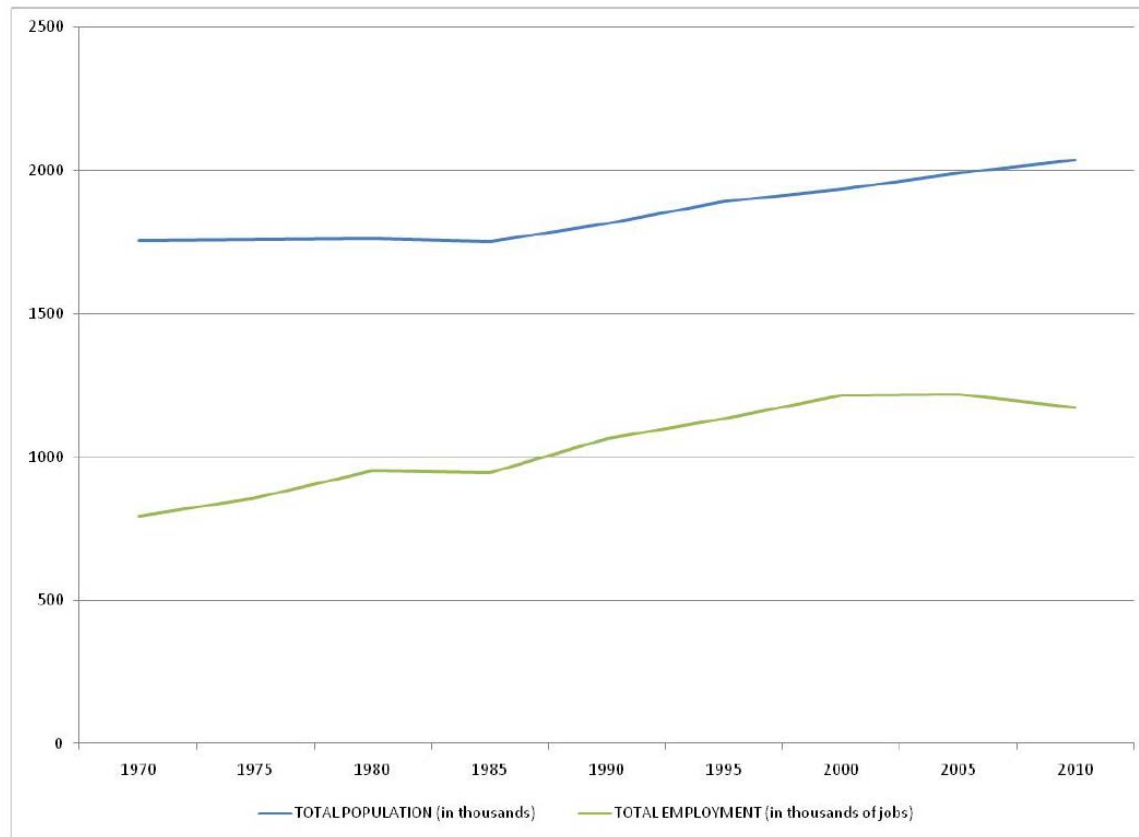
Goals:

- Actively impact government direction
- Enhance the community through safety and beautification
- Market the area for economic development
- Create mutually beneficial networking opportunities

Emerging N.A. Megaregions



Milwaukee Region Population and Employment – 1970-2010





“Despite the several areas of promise, the region appears to lack a coherent integrated economic strategy based both on the reality of the present and achieving the potential inherent in the region. Such an integrated plan would help guide public investments to support long-term economic, environmental, and social sustainability. Setting out a strategic direction could be critical in placing Milwaukee among those regions which find new purpose and a new prosperity. The absence of such a strategy could relegate the region to be among those for whom no sustainable future can be found.”

Dr. John Kasarda



“It is already clear that an increasingly fast-paced, globally networked economy is changing the rules of business competition and industrial location. These rules are being altered by a catalytic convergence of digitalization, globalization, aviation and time-based competition. The combined importance of these factors is creating a new economic geography, with commercial airports driving and shaping business location and industrial development in the 21st century as much as highways did in the 20th century, railroads in the 19th and seaports in the 18th.”

--Dr. John Kasarda

Aerotropolis Act of 2011



Definition:

“A planned and coordinated multimodal freight and passenger transportation complex which provides efficient, cost-effective, sustainable and intermodal connectivity to a defined region of economic significance centered around a major airport.”

Aerotropolis Act of 2011



- Grants will fund “eligible” projects that assist the establishment of an aerotropolis transportation system, including (but not limited to):
 - ❖ Develop or improve a **highway** or **bridge**
 - ❖ Develop or improve a **public transportation system**
 - ❖ Expand or improve freight or passenger **rail** transportation
 - ❖ Develop or improve a **port**
 - ❖ Improves access to a **port** or **terminal facility**
 - ❖ Develop or improve a **multimodal terminal facility**
 - ❖ Develop or improve an **intelligent** transportation **system** – a **cyberstructure**

- But you will need a plan

Milwaukee Gateway Aerotropolis Corporation



Private Member - Airport Gateway Business Association

Directors

- President Scott Yauck, Cobalt Partners
- Treasurer Samer Abulughod, Crystal Limousine & Coach
- Christian Bartley, World Trade Center Wisconsin
- Paul Bowers, *Airport Improvement Magazine*
- Bob Dennik, VJS Construction Services
- Gregg Lindner, Lindner Logistics

Milwaukee Gateway Aerotropolis Corporation



Public Members and Directors

- **Greendale** Village President John Hermes, and MGAC Vice President
- **Cudahy** Mayor Tony Day, and MGAC Secretary
- **Franklin** Mayor Tom Taylor
- **Greenfield** Mayor Mike Neitzke
- **Milwaukee** DCD Commissioner Rocky Marcoux
The Port of Milwaukee Director Eric Reinelt
- **Oak Creek** Mayor Dick Bolender

Milwaukee Gateway Aerotropolis Corporation



Public Members and Directors

- **South Milwaukee** Mayor Tom Zepecki
- **St. Francis** Mayor Al Richards
- **Milwaukee County** Supervisor Patricia Jursik
 GMIA Director Barry Bateman
- **SEWRPC** Director Ken Yunker

Milwaukee Gateway Aerotropolis Corporation



Public Members and Directors

- **WI Economic Development Corp.** SE WI Area Rep Mary Perry
- **WHEDA** ED Wyman Winston
- **WI Dept. of Transportation** Dep. Sec. Mike Berg
- **WI Dept. of Natural Resources** SE WI Regional Director

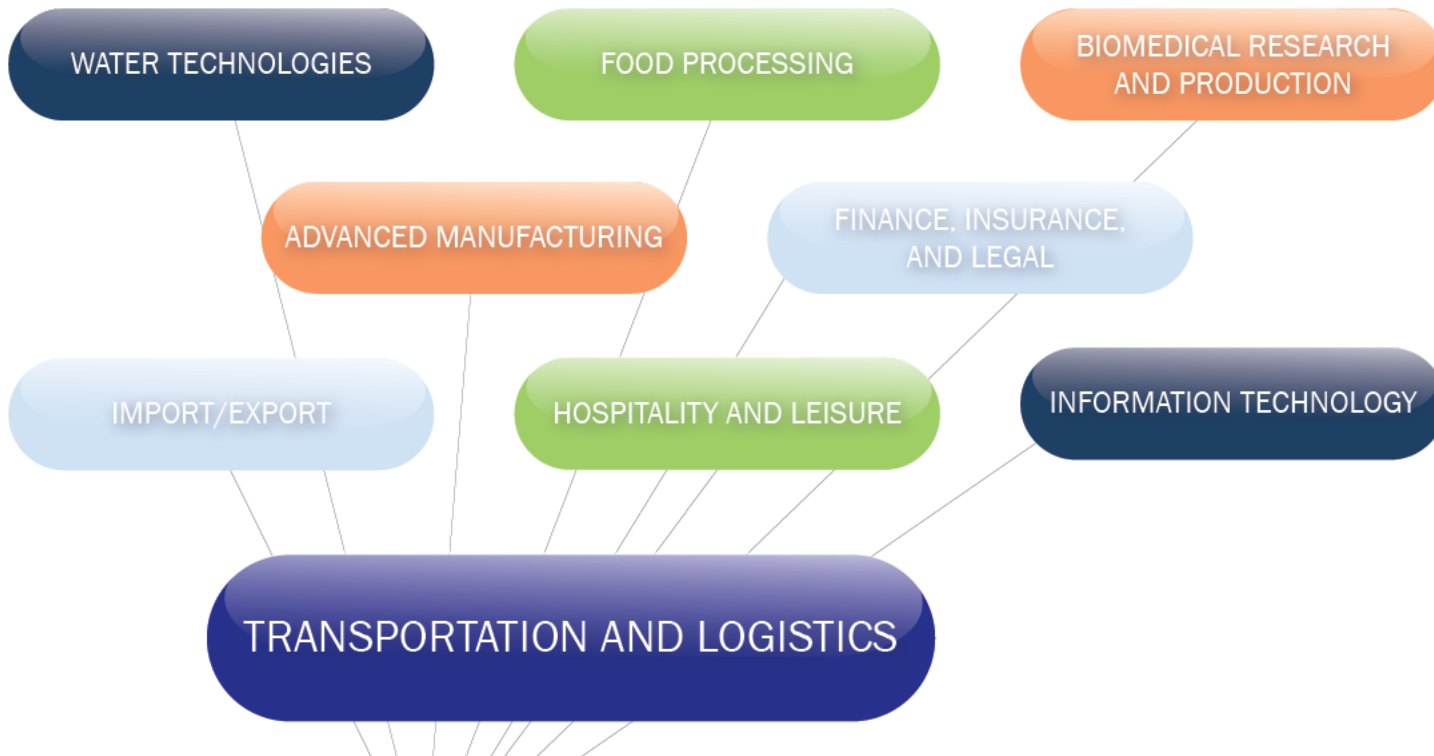


Aerotropolis
Milwaukee™
NEW OPPORTUNITIES ARRIVING DAILY



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.



Aerotropolis
Milwaukee™
NEW OPPORTUNITIES ARRIVING DAILY

Aerotropolis Milwaukee - Next Steps



- Completed strategic roadmap - Dr. Kasarda
- Strategic roadmap is not a business plan
- Detailed research
 - ❖ Logistics / supply chain analysis
 - ❖ Call on businesses - the customers
- Marketing and education
- Integrate with or stimulate regional planning
- Governance

Lessons Learned



- Allis Chalmers
- Harley-Davidson

Aerotropolis Milwaukee – A Stimulus for Change



- Competition - we are behind
 - ❖ O'Hare, Wayne County, Cleveland, Indianapolis, Memphis, St. Louis, Denver, Twin Cities
- Focus on key businesses that have better jobs - M7
- Business led - governments create an environment - do it now
- Collaborative regional governance - it's somebody's job
- We have a **vision**, mission, goals and founding principles
- It's up to us - New Opportunities Arriving Daily



Questions and Answers

THANKS

For Your Interest and Attention