



Update Report

To: City of Milwaukee
From: The Superlative Group, Inc.
Date: October 3, 2016

Verizon Wireless

TSG successfully secured a \$3.5m+ small cell agreement with Verizon Wireless. Through this agreement the City's relationship with TSG has been proved a profitable one including all fees and commissions. All future agreements will be even more profitable on a percentage basis as all fees that were paid have been netted out of this first agreement.

Crown Castle

Although the proposed agreement is directly in line with what Superlative negotiated with Verizon Wireless, TSG was told to terminate discussions with Crown Castle.

Superlative remains confident that assets such as advertising and Naming Rights to parking garages, Naming Rights to the streetcar, Bike Lane sponsorships and Superlative has sent introductory letters and followed up via email and/or phone to the following companies and individuals. For each company or organization, we try to draw specific attention to one asset or a package of assets that would align with that company's initiatives and marketing activity.

Immediately below is a list of organizations and the current traction that we have. Some of these organizations are still in open discussions re: the possibility of partnering with the City, and some have shown a level of interest and then subsequently passed for one reason or another. For those organizations that have passed, we fully intend to re-open communications with them after allowing some time to pass, to ensure that they are in a new budget cycle, and certain moneys may have since freed up.

Following that list is an outline of an asset that Superlative believes to be the most valuable asset available in the City. Superlative believes that the Milwaukee Streetcar is a very valuable, highly salable asset.

Finally, you will find a list of all organizations who have received some form of communication from Superlative, but have not reciprocated the interest in the program.

Johnson Controls, Inc (Initial Outreach March 2015)

Alex Molinaroli and Grady Crosby

Met with Grady Crosby and presented the list of opportunities. Of specific interest was the Streetcar Naming Rights. Superlative provided additional follow up information on the opportunity and has waited until the asset was approved.

As we all know, there was a large change at Johnson Controls over the last 12-months, and we were informed that it was not a good time for the organization to spend money on sponsorship opportunities.

Marquette University (Initial outreach March 2015)

David Murphy

Spoke with David re: overall opportunities with the City. Not in the University's marketing budget to spend on sponsorships right now.

Pabst Blue Ribbon (Initial Outreach July 2015)

Dan Mchugh

Teleconference with Dan re: city opportunities including bike lanes and Streetcar. Dan and his team are still reviewing the program opportunities. He is located in CA. We are hopeful to secure a meeting with him during our next trip into the California market.

Harley Davidson (Initial Outreach October 2015)

Joanne Bischmann

Spoke with Joanne via teleconference. Sent HD marketing materials on some of the opportunities we currently have with the City. Her team is reviewing those opportunities.

Foot Locker (Initial Outreach April 2016)

Jed Berger

Have spoken to Jed's office. In the process of setting up a meeting next time we are in NYC as he is based out of NYC. They have a large regional presence in the Milwaukee area.

Potawatomi Hotel & Casino (Initial outreach February 2016)

Tom Malloy

Spoke with Tom via phone. Showed initial interest in the program and was reviewing internally.

Hoping to secure a meeting our next time in town.

Joy Global (Initial Outreach November 2015)

Douglas Blom

We have sent initial letters to Mr. Blom and have followed up in hopes of securing a meeting next time we are in town. His office is working to get us his availability over the next month.

Orthopedic Hospital of Wisconsin (Initial Outreach May 2016)

Brian Cramer

Working with Brian's office to secure a meeting next time we are in town. We have discussed the program briefly with their team, and are hopeful to meet with them.

Rockwell Automation (Initial Outreach February 2015)

Keith Lester

Have discussed overall opportunities with Keith. He has stated that it is not currently in their budget to sponsor City assets, but that 2017 may free up a part of the marketing budget. Revisit conversation after the first of the year.

Sargento (Initial outreach February 2015)

Barbara Gannon

Spoke with Barbara on the phone re: opportunities and they elected to pass at this time.

Trek Bicycles (Initial Outreach February 2015)

Dean Gore

Have reached out to Dean Gore's office and we are in the process of trying to secure a meeting for our next trip to market. We believe Trek is a great potential sponsor of the Bike Lanes.

Cousins Subs (Initial Outreach March 2015)

Justin McCoy

Have spoken with Justin's office and provided an overview of the program. They are reviewing the opportunities and we continue to follow up.

Children's Hospital of Wisconsin (Initial Outreach February 2015)

Peggy Troy, CEO

Tricia Geraghty, VP of Marketing

In person meeting with Tricia during my last trip to discuss assets on the approved list.

Superlative was in negotiations with CHW on a package of assets. CHW was originally sent the Milwaukee Plays information when Superlative was told to work on the initiative. CHW has interest in some specific playgrounds as well as the Childrens lead program, Cribs for Kids and the City of Milwaukee's infant mortality initiatives. Ultimately, CHW passed on the opportunities with the City.

Aurora Health (Intital Outreach (February 2015)

Kelly Ellifson, VP of Marketing

Nick Turkal, CEO

Cindy Moon-Mogush, Chief Marketing Officer

Superlative pitched the Bike Lane sponsorship to Aurora Health during both out conference call and our in person meeting. Aurora decided to pass on the opportunity.

Froedtert Health (Initial Outreach February 2015)

David Olson, Chief Strategy Officer

TSG met with David in late 2015 and he indicated a moderate level of interest in a partnership. TSG proposed to meet with David during March visit but he was not available.

David conveyed that it was not in their 2016 budget to secure a sponsorship with the City.

Amfam (Initial Outreach February 2015)

Jack Salzwed

Contacted via email and phone. Have not been able to get a response on a proposed initial meeting date/time. Will continue to pursue.

Have continued to pursue partnerships with AmFam.

US Bank (Initial Outreach February 2015)

Mary Lux

Contacted via email and phone. No return yet but will continue to pursue with the goal of organizing a meeting to discuss the list of assets.

WE Energies (Initial Outreach February 2015)

Gale Klappa

Had a phone conversation with Gale's marketing representative who indicated no interest in any kind of a partnership with the City. Primary excuse was lack of overall local marketing budget.

ManPower (Initial Outreach October 2015)

Michael Stull

Had phone conversations with Michael Stull – He intimated that they did not have an interest in a partnership at this time.

Northwestern Mutual (Initial Outreach February 2015)

John Schlifske

Contacted via email and phone. Nothing returned yet, will continue to pursue to organize meeting.

Conrad York – Debbie Ernhard

Spoke with Conrad York's office and provided an overview of all opportunities. They expressed a lack of interest due to their already significant investment in collegiate athletic sponsorships.

Columbia St. Mary's (Initial Outreach February 2015)

Travis Andersen

Contacted via email and phone. Provided information on assets on approved list. Have not received feedback or been able to secure a meeting to discuss specifics. Will continue to pursue.

Have continued to pursue, but they do not have interest at this point.

Anthem (Initial Outreach February 2015)

Christy Engel

Spoke with Christy via teleconference. Pitched overall program participation, but specifically Bike Lane Sponsorship. Anthem is still considering the opportunity.

Wheaton Franciscan Healthcare (Initial Outreach March 2015)

Ann Saqr

Erin Ninmer, Jigsaw

Met with Ann Saqr and her agency Jigsaw on multiple occasions. Ann was initially interested in working to form some kind of partnership with the City, but has since been purchased by Ascension. This purchase will have an effect on the name of their system, the brand they market, etc. Wheaton had initial interest in the bike lanes but that interest has shifted after they committed to alternative partnerships.

Coca Cola, Pepsi and Dr. Pepper Snapple Group - Pouring Rights

After initial analysis internally and discussions with Coke, Pepsi and Dr. Pepper Snapple there is little value in a pouring rights partnership. Unlike many other cities who have successfully negotiated pouring rights agreements with high dollar value, the City lacks control over one 'anchor' asset which would drive beverage volume and increase the overall value. For example, convention centers, performing arts centers, arenas and ballparks sell a large amount of beverages which increases the total value to a pouring rights partner.

ASSETS NOT ON THE APPROVED LIST

The Superlative Group has seen significant success in the sale of Naming Rights to public transit infrastructure around the country. Some of our recent successes include a Naming Rights agreement in San Diego for the San Diego Blue Line worth \$37 million, and a Naming Rights agreement for a new BRT Line in Cleveland worth \$6.2 million.

We are also in the process of securing Naming Rights for transit infrastructure in Dallas, Texas; Richmond, Virginia; Buffalo, New York; Cleveland, Ohio; Albuquerque, New Mexico and several other cities across the United States.

Our recent success in the transit space leads us to believe that the most valuable and saleable asset that the City of Milwaukee controls in the Naming Rights to the Milwaukee Streetcar System.

Superlative has already completed a Naming Rights Valuation of the streetcar based on the recommendation of the MCPI. Having already completed this valuation, it would allow Superlative to immediately take the asset to market.

We believe the City is leaving a valuable revenue stream on the table, and Superlative is confident we could secure a lucrative agreement on behalf of the City.

Other Outreach:

Bostik, Inc. – Bob Marquette

GE Healthcare – Michael Swinford

McCain, USA, Inc. – Dale Watson

Lands' End Business Outfitters – Carl Atwell

InSickErator – Jim Magruder

Experis – Mike Touhey

Right Management – Francie Sinnott

Bombardier Recreational Products, Inc. – Adam Vanderveen

Kimberly-Clark Corporation – Anne Jones

Kohl's Corporation – Kevin Mansell

Kraft Heinz Company – Tom Brick

BMO Financial Corporation – William Downe

Miller Electric Manufacturing Company – Suzanna Feldkamp

AmeriPrise Auto & Home Insurance – Ken Ciak

Yamaha Motor Corporation, USA – Rob Powers

RR Donnelley – Tricia Kane

Metals USA, Inc. – John Cimino

Assurant Health – Alan Colberg

BuySeasons, Inc. – Rick Barton

S.C. Johnson & Son, Inc. – Fisk Johnson

Mernard, Inc. – John Menard

Oshkosh Corporation – Wilson Jones

American Family Insurance Group – Myles Romero

American Girl – Jean McKenzie

Kohler – Herbert Kohler

Fiserv, Inc. – Jeffrey Yabuki

WisconSpectrum Brands, Inc. – Jim Heidenreich

Bemis Company, Inc. – William Austen

MillerCoors, LLC – Tom Long

Master Lock Company – Mike Bauer

Manitowoc Company, Inc. – Glen Tellock
Mercury Marine Group – John Pfeifer
Mercury Marine Racing – Rick Mackie
Brookdale Senior Living – Mark Ohlendorf
Roundy's, Inc. – Robert Mariano
Schneider National, Inc. – Steve Matheys
Alliant Energy Corporation – Diane Schuler
Snap-On, Inc. – Nicholas Pinchuk
Regal-Beloit Corporation – Mark Gliebe
Schreiber Foods, Inc. – Mike Haddad
CUNA Mutual Group – Jeff Post
Bon-Ton Stores, Inc. – Kathryn Bufano
Carson Pirie Scott & Company – Joyce Armeli
Hologic, Inc. – Michelle Garsha
Pacific Cycle, LLC – Franck Meunier
Plexus Corporation – Dean Foate
American Builders & Contractors Supply – Keith Rozolis
A.O. Smith Corporation – Roger Smith
ShopKo Stores, Inc. – Peter McMahon
Extencicare, Inc. – Tim Lukenda
Quad/Graphics – Joel Quadracci
Briggs & Stratton Corporation – Todd Teske
Bruker AXS, Inc. – Angie Grossen
Dresser Waukesha – Mark Schriener
Modine Manufacturing Company – Michael Lucareli
Generac Power Systems, Inc. – Aaron Jagdfeld
Sensient Technologies Corporation – Paul Manning
Dean Health System, Inc. – Dr. Stewart Watson
Actuant Corporation – Bob Arzbaecher
Brady Corporation – Russell Shaller
Fiskars Brands, Inc. – Jay Gillespie

OMNOVA Solutions, Inc. – Mike Charbonneau

MGIC Investment Corporation – Curt Culver

Kwik Trip, Inc. – Don Zietlow

Appleton Papers, Inc. – Mark Richards

University of Wisconsin Hospital & Clinics – Cathy Mike

Everett Smith Group, Ltd. – Douglas Gray

Gardner Denver, Inc. – Peter Wallace

Piggly Wiggly Midwest – Gary Suokko

Marten Transport, Ltd. – Randy Marten

Joerns Healthcare – Mark Ludwig

School Specialty, Inc. – Joseph Yorio

MGE Energy – Gary Wolter

Bay Valley Foods – Ted Kranick

Jockey International, Inc. – Debra Waller

Marcus Corporation – Christine Beuchert

Manitou Group – Dan Miller

Journal Communications, Inc. – Steven Smith

Alliance Laundry Systems – Michael Schoeb

National Presto Industries, Inc. – MaryJo Cohen

Strattec Security Corporation – Frank Krejci

Silver Star Brands – Vicki Updike

Johnson Financial Group, Inc. – Tom Mahoney

Weather Shield Manufacturing, Inc. – Mark Schield

Badger Meter, Inc. – Richard Meeusen

Air Wisconsin Airlines Corporation – Vince Portaro

Wausau Paper – Michael Burandt

The Cherry Electrical Products – Jeff Arent

Green Bay Packers – Mark Murphy

Weyco Group, Inc. – John Floesheim

Broan-Nuton, LLC – Jeff Mueller

Church Mutual Insurance Company – Mike Ravn

Kolbe & Kolbe Millwork Company, Inc. – Judy Gorski

Twin Disc, Inc. – John Batten

Uline Shipping Supplies – Dick Uihlein

St. Joseph’s Hospital – Biran Kief

Arandell Corporation – Brad Hoffman

Organic Valley – George Siemon

KI – Dick Resch

Milwaukee Brewers Baseball Club – Jim Bathey

Milwaukee Electric Tool Company – Steven Richman

Fabco Equipment, Inc. – Jere Fabick

Sub-Zero Freezer Company, Inc. – Jim Bakke

Johnson Outdoors, Inc. – Helen Johnson-Leipold

Bemis Manufacturing Company – Bob Davis

Renaissance Learning, Inc. – John Corrigan

Scion Dental – Gregory Borca

North Shore Bank – Jim McKenna

Appleton Coated Papers, LLC – Jenny Sprangers

Milwaukee Bucks – Peter Feigin

Sierra Club – Kristi Rummel

Allen-Edmonds Shoe Corporation – Paul Grangaard

Colony Brands, Inc. – John Baumann

Actuant Electric – John Lang

Batteries Plus, LLC – Russ Reynolds

Drexel, Inc. – Joel Fleischman

Travel Guard North America – Jim Koziol

Jones Dairy Farm – Philip Jones

Regal Ware, Inc. – Jeffery Reigle

BelGioioso Cheese, Inc. – Errico Auricchio

Jewelers Mutual Insurance Company – Davis Maus-Berkley

Kerry Food & Beverages – Melissa Hoebbel

Hurd Windows & Doors, Inc. – Dominic Truniger

Carma Laboratories, Inc. – Paul Woelbing
Mason Wells, Inc. – John Byrnes
Koss Corporation – Michael Koss
Andis – Karen Formico
Nueske’s – Glenn Gazzolo
OEC Graphics, Inc. – Jack Schloesser
Toppers Pizza – Scott Gittrich
Woodway USA – Doug Bayerlein
Lake Consumer Products, Inc. – John Wundrock
ShoreTrips – Julie Karp
Sajan, Inc. – Shannon Zimmerman
Wisconsin Department of Tourism – Shane Brossard
Hy City Corporation – Erik Johnson
Musicnotes, Inc. – Kathleen Marsh
Country Kitchen International, Inc. – Charles Mocco
Saris Products – Chris Fortune
Sprecher Brewing Co. – Randy Sprecher
Redfeather Snowshoes – Tim Rieck
Alto-Shaam, Inc. – Steve Maahs
Anchor BanCorp Wisconsin, Inc. – Chris Bauer
Animart, Inc. – Ruth Metz
Archer Daniel Midland Company – Jonathon Tharnstrom
Ariens Company, Inc. – Daniel Ariens
Ashley Furniture Industries, Inc. – Todd Wanek
Associated Banc-Corporation – Christopher Piotrowski
Bank Mutual Corporation – Jack Steinbrecker
Bradley Corporation – Kris Alderson
Burger Boat Company – Jim Ruffolo
C&H Distributors, Inc. – Dave Mckeon
Cardinal Stritch University – Robert Buckla
Caterpillar, Inc. – David Hoffman

Century Foods International – Tom Miskowski
Cleaning Systems, Inc. – Scott Koltz
CNH North America – Kurt Coffey
Culvers Franchising System, Inc. – Phil Keiser
CUNA & Affiliates – John Haller
Drs. Foster & Smith, Inc. – Ann Mapes
Duluth Trading Company – Suzanne Harms
Five Giddings & Lewis, LLC – Linda Kieckhafer
Foley & Lardner, LLP – Lauren Herb Schudson
Foremost Farms USA, Cooperative – Mike Doyle
Gordon Flesch Company, Inc. – Thomas Flesch
Grand Geneva Resort & Spa – Steve Marcus
Great Wolf Resorts, Inc. – Kimberly Schaefer
Hayes Bicycle Group – Michael Kenny
Ingeteam – Airoe Sotes
Innocorp, Ltd. – Michael Aguilar
Johnsonville Sausage – Ralhp Stayer
Lake of the Torches Casino – Bill Guelcher
Marathon Cheese Corporation – Mike Mathias
Milwaukee Journal Sentinel, Inc. – Elizabeth Brenner
North Star Mohican Casino – Karla Bowman
Northwire, Inc. – Katina Kravik
Perlick Corporation – Paul Peot
Promotion, Inc. – Gary Goldberg
Rexnord Industries, LLC – Todd Adams
Robert W. Baird & Company, Inc. – Paul Purcell
RockAuto, LLC – Jim Taylor
Rocky Rocco Corporation – Trey Hester
Shoutlet, Inc. – Mark Herrington
Singlewire Software – Paul Shain
St. Croix Casino – Jamie Williams

Stevens Point Brewery – Julie Birrenkott

TAB Products Company – Ted Jaroszewicz

The Mark Travel Corporation – William La Macchia Sr.

The Sportsman Channel – Gavin Harvey

Trust Media Brands, Inc. – Erin Puariea

U.S. Oil Co., Inc. – John Schmidt

University of Wisconsin – Patricia Nolan-Dickinson

Wausaukee Composites – Ed Trueman