

November 2009

THE GATEWAY

Thinking about the future...Thinking about you



is Milwaukee
ready for an aerotropolis
concept?

WORLD RENOWNED SPEAKER
VISITS MILWAUKEE AND SEES
GREAT POTENTIAL



gatewaytomilwaukee.com

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OFFICE ADDRESS

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Update from Executive Director

Tom Rave



SO WHAT IS AN AEROTROPOLIS?

An aerotropolis is a new type of urban development reflecting the interaction of airport-centered commerce, real-estate development and multi-modal transportation shaped by contemporary financial, marketing and strategic management processes.

Basically, because of growing globalization in this century, the area around a metropolis airport should be its key economic hub. We already say that The Gateway is Milwaukee's primary welcoming and transportation hub. Not only does it have the airport, an Amtrak train station and I-94 right nearby, there is already a great road—the Lake Park freeway—connecting the airport to The Port of Milwaukee plus two commercial railroads that go right past The Port and on each side of GMIA.

We want The Gateway to 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. The critical question then becomes:

"Will The Gateway aerotropolis form and grow in an organized, economically efficient, aesthetically pleasing, and environmentally

sustainable manner—or in the spontaneous, haphazard, economically inefficient, unsightly and ultimately unsustainable manner that has characterized most commercial development around major U.S. airports?"

To take the first route will require collaboration among the Airport and The Port, Milwaukee County and up to eight municipalities around GMIA, plus businesses and commercial real estate interests. In 2010 we plan to lead that effort and produce an economic development plan using the expertise of Dr. John Kasarda, who toured and spoke here in July. Dr. Kasarda was impressed with the attractiveness and existing redevelopment of Milwaukee and saw significant further economic development potential using the aerotropolis concepts, particularly as more growth occurs from greater Chicago into Wisconsin. Join The Gateway, or at least, sign up on our website to read our E-News Updates and stay in touch with developments.

THE GATEWAY SECURITY WATCH IS INTRODUCED.

In an effort to further deter break-ins to visitors' cars at hotels, restaurants and other businesses in The Gateway, we are launching The Gateway Security Watch program.

We recently changed our security patrol vendor to Security Personnel, Inc., that is patrolling The Gateway area for 8 hours each night now, instead of the former 6-hour shifts. We will be making signs for parking lots and vests that employees can wear outside that read "The Gateway Security Watch" available at no cost for members of The Gateway. We will also offer an electronic communications platform that will allow members to communicate with all other members and the Milwaukee Police Department about any security incidents that happen in The Gateway.

As greater Milwaukee's primary welcoming and transportation hub, it is important that we collaborate with businesses and the police to make The Gateway a safe and responsive environment for our visitors.



Featured Business Member

Wisco Hotels

NUMBER OF YEARS IN THE GATEWAY:

Have been in The Gateway for 10 years since the development of Comfort Suites Milwaukee Airport.

WHAT ATTRACTED YOU TO THE GATEWAY AREA?

The availability of land at an intersection that has easy access to GMIA, I-94 and corporate business. In today's market, customers are loyal to brands and their rewards programs, and it is competitive for Wisco Hotels to get multiple brands in close proximity to allow customers multiple options. The Milwaukee Airport market has been very good to Wisco Hotel Group for the 10 years the Comfort Suites has existed. The Choice Privileges rewards program has been a strong driving factor, and as has the Priority Club program with the Holiday Inn Express.

Recently there were opportunities to acquire the Marriott brand, so Wisco developed a 119 room Fairfield Inn & Suites to offer guests that preferred to stay at Marriott with its Marriott Rewards program that availability. Wisco also wanted to offer extended stay options to its customers, so a 95 room Candlewood Suites with its Priority Club program was also opened along with the Fairfield Inn by Marriott.

WHAT IS WISCO HOTEL'S PROUDEST ACCOMPLISHMENT IN THE GATEWAY?

Wisco feels strongly that it has helped an unattractive area along 13th ST become nicely upgraded, while at the same time adding jobs and tax revenues to the area. They are also extremely proud of the "green

initiatives" taken with the 4 hotels —so much so, that they have received Travel Green certification from the State of Wisconsin. In addition to using the Focus on Energy program, initiatives included solar hot water heating for pool at the Fairfield, energy controls at entrance doors to maintain even guest room temperatures, fluorescent lighting and controls in guest rooms, and electrical outlets in parking lots for hybrid cars.

WHAT IS WISCO HOTEL'S BIGGEST CHALLENGE?

Right now the biggest challenge is the economy and the slowdown in travel that has occurred. A more local challenge has been the negative impact on traffic that has occurred with the College Avenue ramps and bridge over I-94 being closed this year.

WHAT DO YOU ENVISION FOR THE FUTURE WITH YOUR BUSINESS IN THE GATEWAY?

Wisco Hotel Group currently owns additional land near the Candlewood Suites and Fairfield Inn & Suites where it is currently in the process of working to build a 130-room facility that has enough conference space to seat at least 500 people.

We are very thankful for the support from the Cities of Milwaukee and Oak Creek and we are very supportive of the concepts and effort of The Gateway To Milwaukee. Collaboration to develop the area will benefit all of us.

BUSINESS / Wisco Hotel Group

LOCATIONS / Corporate Offices in Madison and Fond du Lac. Established in 1974 with the Holiday Inn Fond du Lac. Became Wisco Hotel Group in 1984. Grew with its second hotel in 1988 — Comfort Inn Fond du Lac. Now operating strong with 11 locations in Wisconsin — 4 of which are in the Gateway To Milwaukee on 13th Street, just south of College Avenue.

Comfort Suites Milwaukee Airport/ established 1999

Holiday Inn Express Hotel & Suites/ established 2005

Candlewood Suites/recently opened June 2009

Fairfield Inn & Suites/recently opened July 2009

CONTACTS / Jason Hager, Milwaukee Regional Manager and Heather Vick, Regional Sales Manager

OWNERS / William Zanetis & Walter BD Hickey Jr. partners; Todd Winkler – President & COO; Dave Phaneuf – Vice President Operations

THE GATEWAY WELCOMES ITS NEW MEMBERS

MAY

MILWAUKEE AREA TECHNICAL COLLEGE – SOUTH CAMPUS PLANT LAND, INC.

JUNE

EDWARD JONES & COMPANY IHOP KLATT EQUIPMENT, INC. WORLD TRADE CENTER WISCONSIN

JULY

AECOM COLLINS ENGINEERS, INC. THE PORT OF MILWAUKEE

AUGUST

CITY OF CUDAHY DUTCHIE'S MILITARIA FAST SIGNS OF GREENFIELD MONA'S RESTAURANT SENSA HEALTHCARE STAYBRIDGE SUITES MILWAUKEE AIRPORT SOUTH

SEPTEMBER

BIG MOUTH FROG BIZ TIMES MEDIA, LLC

OCTOBER

CANDLEWOOD SUITES CROWNE PLAZA MILWAUKEE AIRPORT CUDAHY CHAMBER OF COMMERCE FAIRFIELD INN & SUITES

To become a member, please go to gatewaytomilwaukee.com and click on YOUR BUSINESS IN THE GATEWAY.

I-94 North-South Freeway Project 2009 Recap

The success of the 2009 construction season hinged on careful coordination between the project team, contractors, residents, elected officials, businesses, media, and other stakeholders.

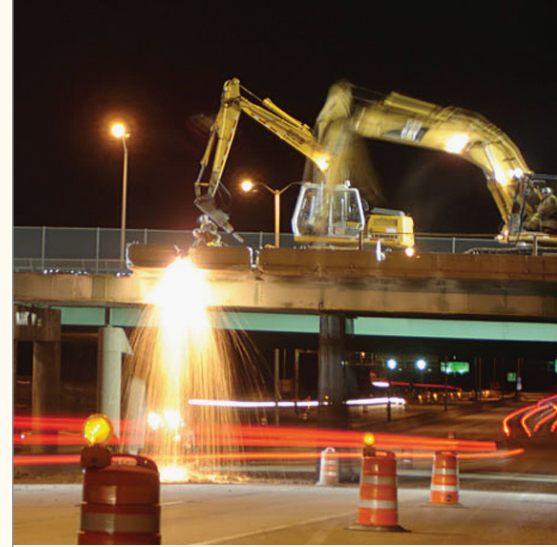
The Wisconsin Department of Transportation (WisDOT) is wrapping up the first full construction season of the I-94 North-South Freeway Project, which spans 35 miles and will be constructed in phases until 2016.

In 2009, construction crews worked vigorously in all three counties. In Milwaukee County, construction took place at the Grange Avenue bridge, College Avenue Interchange including Park and Ride lots, and 27th Street roadway and bridges between Layton Avenue and Bolivar Avenue. College Avenue is scheduled to open in November, with Grange Avenue and 27th Street bridges slated to be complete in December. Crews also began relocating utilities near the Mitchell Interchange to prepare for next year's construction.

In Racine County, work began on the County G interchange, which included the frontage roads near County G and the I-94 freeway in that area. Work will continue at County G in the 2010 construction season.

Kenosha County, along with some of the work at County G in Racine, saw an advance in scheduled work due to funding from the American Recovery & Reinvestment Act (ARRA); reconstruction and expansion of the I-94 freeway from the Illinois state line to south of WIS 50 (including the County C interchange) was one portion of the corridor that received ARRA funds. Crews also worked on the ramps and frontage roads at County E, WIS 158 and County C in Kenosha County.

Additional highlights of 2009 included Governor Doyle's visit to the corridor to kick off the construction season this past March...



Additional highlights of 2009 included Governor Doyle's visit to the corridor to kick off the construction season this past March, the project's booth at the Wisconsin State Fair in August, and careful attention to holidays and special events in the midst of construction scheduling in an effort to minimize delays to motorists. The success of the 2009 construction season hinged on careful coordination between the project team, contractors, residents, elected officials, businesses, media, and other stakeholders.

The project team is already looking forward and has begun planning for the 2010 construction season. Scheduled work for 2010 in Milwaukee County includes:

- Layton Avenue bridge, ramps, and roadway (demolition could begin in late February)
- Eastbound Airport Spur
- I-94/I-43 freeway lanes and temporary roadways

The I-94 North-South Freeway Team is planning to attend the January Gateway to Milwaukee meeting to give an overview about 2010 construction and traffic impacts. The project team is also available via the project hotline at (262)548-8721 or online at plan94.org, where you can send a comment to the project team or find the latest information about scheduled closures and traffic impacts.

More Gardens in The Gateway

Beautification continues in the Garden District area of The Gateway

Our first beautification effort was completed in 2008 with the installation of eight gardens along Layton Avenue near the railroad bridge at 11th Street. The work was done by Gateway member KEI and the results really began to show in this second year of growth.

Early this summer the City of Milwaukee put in two more of its “signature gardens” in the boulevard median of Howell Avenue on either side of Edgerton Avenue. These gardens are designed to require lower maintenance and related costs by using more perennials and bushes while planting colorful annuals at the toe-ends of the gardens. These two gardens were funded by The Gateway and will be maintained by the City.

This fall we are having Greenfield Landscaping, a new Gateway member this year, install gardens plus brick or crushed stone linings along the curbs of the median islands of Layton Avenue from W 13th Street back east to 10th Street. As we watch these gardens develop next year we will see if their design makes sense to use along other major corridors in The Gateway, which is our plan for the future.

These efforts along major roadways require plants that are salt-sensitive because of snow plowing, and using the bricks along the curbs will keep an attractive appearance versus the ugly grass-killing accumulation of grease and salt that results from the plowing.

We just completed some cleanup, bushes and trees removal, tree-trimming and installed some mulched beds around groups of trees along the west side of Howell Avenue under the Airport Spurs. This area is now more attractive to our guests traveling between the Airport and the hotels in The Gateway along Howell Avenue and at the intersection of 13th & College.

During 2009 we also supported other gardening efforts in The Gateway. We financially sponsored the landscape recognition program of The Garden District for residences and businesses. We also sponsored the pathways of the new rain garden in Holler Park and held our first Gateway Days celebration there to dedicate that garden. Over 100 guests, including Mayor Barrett and Alderman Witkowski, County Park officials, Gateway members and Holler Park Neighborhood Association residents attended that fun event. Finally, we paid for the plants of a small new park project along 6th Street near Maplewood done by the Holler Park Association.

Early this summer the City of Milwaukee put in two more of its “signature gardens” in the boulevard median of Howell Avenue on either side of Edgerton Avenue.



The Gateway to Milwaukee Introduces the Gateway Discount Card

Fostering Business in The Gateway



What It Is

Beginning on January 1, The Gateway Card program will allow consumers to save money on retail, restaurants and hospitality in The Gateway area. At the same time it will generate more business for Gateway To Milwaukee member organizations. The cards will be distributed by The Gateway To Milwaukee and can be used at all participating Gateway member locations. The listings of participating companies as well as available discounts will be managed and maintained by The Gateway To Milwaukee and will be displayed on gatewaytomilwaukee.com

Drive traffic and gain customers by participating in the Gateway Discount Card program.

A participating merchant will:

Offer Discounts

- We have a discount or savings goal of 20% in-order to truly incentivize consumers to spend their money in The Gateway and to try new products and services. The particular offer that you extend is entirely up to you.

Receive Free Advertising via Gateway Discount Card promotional material

- The Gateway To Milwaukee is launching an aggressive marketing campaign to promote the purchase and use of The Gateway Discount Card. This will include transit, billboard, and radio advertising in and around The Gateway area.

The Gateway to Milwaukee will also feature all available discounts on a web page dedicated to the program.

- The Gateway to Milwaukee will be communicating discounts and new opportunities to cardholders on a regular basis via e-blasts.

Increase business from your current customers and attract new local and regional ones

- Leverage the The Gateway Discount Card to drive new customers to your location by offering discounts and keep existing customers coming back more often.

More about The Gateway Discount Card:

Who it's for

- The card may be used by any consumer, regardless of age, income or place of residence.

Cost of the Cards for consumers

- Cards can be purchased online, beginning January 1, at for \$10 annually. It will also be made available at The Gateway To Milwaukee offices.

What it will cost the merchant participate?

- Businesses have to be a member of The Gateway To Milwaukee to participate in the program.

How do I get involved?

- If you're not a Gateway To Milwaukee member already, start by joining the organization. A business can sign up by logging onto gatewaytomilwaukee.com, downloading an application under the "your Business" tab, completing and sending it along with a check for \$100 in annual membership dues that will cover 2010. Or just come to our office at 861 W. Layton Avenue.

- Sign up to participate in the Card Program:
Online: go to the gatewaytomilwaukee.com to sign up to participate.

By Fax: Fill out the attached participation form and fax it to (414) 455-8352.

At our office: Stop by 861 W. Layton Avenue.

Questions? Email discountcard@gatewaytomilwaukee.com with your questions or call us at (414) 455-3323.

Aerotropolis Introduction Document

As we seek commitments from the municipalities around the Airport, we are introducing the concept of Milwaukee's Gateway Aerotropolis with the following document that will serve as the guideline for organizing and decision-making the process of economic development in The Gateway:

Aerotropolis is a new type of urban development reflecting the interaction of airport-centered commerce, real-estate development and multi-modal transportation shaped by contemporary financial, marketing and strategic management processes.

Vision Statement

The Gateway to 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.

Mission Statement

The Gateway aerotropolis is a public-private partnership focused around General Mitchell International Airport that fosters regional economic collaboration by efficiently linking the region's air, rail, road and shipping transportation capabilities. The partnership will focus on the evolution and implementation of a comprehensive strategy to generate the growth of business and communities in an aesthetically inviting aerotropolis area.

Goals

- Retain and attract businesses and jobs in the Gateway aerotropolis footprint by offering accessible, interrelated and efficient transportation in a commercial hub.
- Improve the aesthetic environment of the area to make it more inviting to businesses and people.
- Market the Gateway region and its capabilities nationally and internationally to prospective businesses and industries.
- Strengthen and increase the economic values of businesses, communities and real estate properties in the Gateway region.
- Support the regional economic development initiatives of the Milwaukee 7 effort.

Founding Principles

- The greater good of the Gateway region, its communities, businesses and residents will be best achieved through a collaborative effort aimed at benefiting the region as a whole.
- Milwaukee County and City governments plus all municipal jurisdictions in the Gateway region will participate in this development initiative and, where appropriate, will designate staff and assist with funding efforts for planning and implementation activities to achieve the Gateway's goals.
- This initiative will include representatives from General Mitchell International Airport, The Port of Milwaukee, relevant businesses, business associations, civic and labor organizations, local, state and federal government representatives as well as community/neighborhood groups in the Gateway region.
- Regional and local development will take into account multi-modal transportation access, economic opportunity and aesthetics according to plans developed among the participating parties.
- All parties engaged in the Gateway program will follow the spirit of these principles and the Vision and Mission Statements.

EVENT CALENDAR

DECEMBER

TUESDAY, DECEMBER 8

5:30 p.m.-7:30 p.m. / Annual Holiday Party
(see ad on back page)

JANUARY

WEDNESDAY, JANUARY 20

8:15 a.m. / AGBA Annual Meeting

FRIDAY, JANUARY 29

7:30 a.m. / WISDOT Construction Plans for 2010

MAY

MONDAY, MAY 19

8:00 a.m. / AGBID #40 Annual Meeting

Watch gatewaytomilwaukee.com and Gateway E-News updates for details.



Key supporters of The Gateway, City of Milwaukee Alderman Terry Witkowski (on the right) and Milwaukee County Supervisor Chris Larson (second from the left), join Tom Rave in welcoming Southwest Airlines and its CEO Gary Kelly to The Gateway To Milwaukee at Southwest's kick-off event at GMIA. The addition of Southwest Airlines plus the increase in competitively-priced flights offered by AirTran, Frontier and Midwest will bring more traffic to GMIA and businesses in The Gateway.



The Gateway
To Milwaukee™

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ANNUAL HOLIDAY PARTY

Take flight with us this holiday season! Attend our **FREE** Annual Holiday Party.

Please come join business people, property owners, government officials and supporters of the Gateway To Milwaukee. It's a great chance to meet and mingle with people who are committed to economic development around the Airport.

Tuesday, December 8, 2009

5:30 p.m. – 7:30 p.m. | Cocktails and Appetizers

6:00 p.m. | Presentation

Crowne Plaza Hotel, Milwaukee Airport

6401 South 13th Street

Milwaukee, WI 53221

RSVP to attend

gatewaytomilwaukee.com

or by calling (414) 455-3323