

AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT #40

sponsored by

AIRPORT GATEWAY BUSINESS ASSOCIATION

branded as

THE GATEWAY TO MILWAUKEE

2009 -2010 REPORTS and 2010 - 2011 PLANS

Formed in early 2005, the Airport Gateway Business Association (AGBA) established its mission and goals that continue today. AGBA will take a leadership role in planning, promoting and developing the vitality of the gateway to Milwaukee with goals to:

1. Actively impact government direction.
2. Enhance community image through safety and beautification.
3. Market and develop gateway area for economic growth.
4. Network for mutually beneficial opportunities.

To fund the continuing achievement of the mission and goals, in late 2006 the City of Milwaukee approved the establishment of the Airport Gateway Business Improvement District #40 (AGBID), which was established under the Wisconsin Statutes and the City's guidance.

Our efforts have broadened in each of the four years of AGBID's existence. Toward each of the goals above, here are some of the implemented and ongoing activities:

Safety

In 4Q 2009 we changed to a new vendor for our security patrol services that resulted in two additional hours of coverage up to eight hours each night for the same price we paid for six hours. We also kicked off The Gateway Security Watch program that was moderately received by participating hotels. That program includes signs on properties, employees wearing vests similar in appearance to County Sheriff's vests and an electronic communications package that honestly has not been used by properties in AGBID. Thus we will probably discontinue the use of that communications package in 4Q of 2010 and save \$6,000 annually.

The Milwaukee Police Department's District Six started a "hotel squad" that also patrols the AGBID area at night. We will work to partner with District Six and that squad more as we work to deter vehicle break-ins that negatively impact the experiences of guests to The Gateway To Milwaukee area.

Beautification

Irrigation and trees were done in 4Q 2009 in four islands in the median on W Layton AV from 13th ST east to 10th ST, with annul and perennial flowers plus bushes being installed in 2Q of 2010. We paid for the City to install two of its “signature gardens” in the Howell AV median on both sides of the Edgerton AV intersection. Ugly bushes were removed at the SW corner of Howell and Grange Avenues, and we paid for pathways in a new rain garden at the Holler Park Pavilion and for some benches on the veranda there. Maintenance of those and older gardens is being done and that will obviously continue in the future.

We are just about to have a landscaping concept be completed by KEI that will have consistent threads of appearance throughout AGBID and hopefully the broader Gateway area, too. Those plans will use some public art which will help with areas close to airport runways and will keep future maintenance costs lower than if only plants were being used. With that basis, this year we will install plants at the SW corner of Howell and Grange plus some gardens, plants, trees and art in islands of the median of W Layton AV working east from 10th ST. These plans will be the structure for more landscaping primarily along W Layton AV in 2011.

We continue to work with neighborhood associations in The Garden District and fund the rewards and celebration ceremony for those businesses and residents in that District who have been recognized as having landscape that helps beautify the whole area, which includes AGBID and The Gateway.

Finally, we had some rough designs be completed for a decorative permanent screen that welcome drivers to The Gateway and would cover the Canadian Pacific Railroad bridge that crosses W Layton AV near 11th ST. The City applied to WisDOT for a transportation enhancement award that would help fund that the completion of that structure.

Marketing

Over the last three years we have continued to promote the trademarked name “The Gateway To Milwaukee” with banners on light poles, online and print advertising about The Gateway and our events, two newsletters each year that are sent to over 1800 recipients around GMIA, and with a weekly E-News Update that is now sent to over 500 recipients. We encourage the AGBID property owners to contact us with their e-mail addresses so that we may more readily communicate with them.

We introduced The Gateway Discount Card in 2010 that is free for consumers to use at participating merchants who offer discounts to Discount Cardholders. We want to create more business transactions in The Gateway area, help businesses generate revenue and hopefully add new regular customers plus further have The Gateway become recognized as an attractive regional area for consumers, visitors and businesses. As we spread the awareness of The Gateway to a broader area, this ultimately will help lead to higher business and property values in the AGBID.

With the support of six cities, including Milwaukee, in May of 2010 we exhibited The Gateway To Milwaukee’s aerotropolis effort to approximately 25,000 attendees at the International Council of Shopping Centers annual convention in Las Vegas. We developed marketing and promotion materials for that effort that will be used elsewhere in the future and introduced “New Opportunities Arriving Daily” as our marketing tag. This reflects that opportunities that occur from the four avenues of transportation that take place in The Gateway - air, rail, roads and water.

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In 4Q 2010, the third version of our website will be introduced which allows viewers to even more easily get to specific information. This version will have a separate section for the aerotropolis effort and a section where AGBID property owners and Gateway members can list real estate opportunities for purchase, lease or rent.

Network for Mutual Business Opportunities

Some of the marketing efforts mentioned above are devoted toward this goal. We occasionally host informational meetings, now regularly have a holiday gathering, just completed our third golf outing and in 2010, we began "First Thursday" networking gatherings each month. These are held alternatively for breakfast, lunch or late afternoon refreshments at businesses in the AGBID and The Gateway. We are offering friends of the Gateway the opportunities to get to know each other and different hospitality venues in the area.

As we solicit vendor relationships, we first ask related businesses in the area to bid and meet our needs, as we work toward the best overall value we can find in vendor relationships. Please contact us if you would like an opportunity to be included among our potential vendors.

Impact Government Direction

Many activities mentioned in prior years' reports continued.

City Alderman Terry Witkowski and County Supervisor Chris Larson often attend our monthly board meetings as we work to share information, challenges and opportunities that mutually impact all of us.

We regularly attend and give input at government meetings, town hall gatherings and other associations' events where government and related business affairs are addressed. In 2009 and 2010, we have strongly supported the effort to stop the mandated sick pay legislation that would negatively impact our businesses.

We continue to work with WisDOT and the Ctiy about road construction and regional transit matters. We also work with the Departments of Public Works of the City and County, the Department of City Development in Milwaukee, Milwaukee and Oak Creek Police Departments and General Mitchell International Airport.

We are also involved with these entities plus 7 other municipalities, state and federal elected officials, the office of the Governor, commercial real estate entities, UWM and businesses as part of a 50+ person Airport Area Economic Development Task Force (AAEDTF) that began in the second quarter of 2008. That effort led to the formation of Milwaukee Gateway Aerotropolis Corporation that is a public/private nonprofit entity that, in 4Q of 2010, will begin to develop a road map for an economic development plan to make The Gateway To Milwaukee an efficient multimodal transportation hub centered around General Mitchell International Airport. The businesses and properties in the AGBID will be best positioned to benefit from the growth that will result from this effort.

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Our old slogan of “thinking about the future, thinking about you” still guides our efforts. We hope you find that our actions reflect that approach, particularly about growing the economic value of The Gateway, its businesses and properties, which includes you. We want thoughts and observations from stakeholders in The Gateway to Milwaukee, which will help us be more successful and have more strength in working with government partners.

So please contact us at any time - our information is on our web site at www.gatewaytomilwaukee.com. And please consider joining AGBA itself. The \$100 annual dues will cover 2011 as well.

Thank you and respectfully submitted on September 8, 2009,

Gregg Lindner

Chairman, AGBID and President, AGBA

Tom Rave

Executive Director, AGBA