

MCPI Opportunities and Potential Revenue

Category	Initiative	Potential Revenue	Term
*Wireless Cellular	20 year buyout of leases	\$8 million	one-time
Wireless & Cellular	Sponsorship agreement city cell phones	\$40,000	2-year
Vending & Soft Drinks	Single source soft drinks agreement	\$50,000 - \$75,000	annual
Automotive	Pilot program for vehicle wraps (35 vehicles)	\$120,000 - \$140,000	annual
Automotive	Sponsorship of all parking garages	\$90,000 - \$130,000	annual
Automotive	E. Layton Ave. Adopt a Boulevard signs	\$125,000 - \$150,000	annual
Automotive	Sponsor ID on parking meters	\$50,000 - \$60,000	annual
Health & Wellness	Defibrillator partner replacement program	\$36,000 - \$48,000	annual
Health & Wellness	Bike Lanes sponsorship	\$75,000 - \$95,000	annual
Health & Wellness	Bike Share Program	To Be Determined	
Health & Wellness	Supplies partnership for Health Clinics	To Be Determined (In-Kind)	
Health & Wellness	Ad on Mobile Health Van	To Be Determined	
Health & Wellness	Lead Poisoning Prevention Sponsorship	To Be Determined (In-Kind)	
Health & Wellness	Community Healthcare Access Program partner	To Be Determined (In-Kind)	
Health & Wellness	Cribs for Kids sponsorship	To Be Determined (In-Kind)	
Health & Wellness	Infant Mortality sponsor/ads	To Be Determined (In-Kind)	
Health & Wellness	Citywide Health & Wellness Program sponsorship	To Be Determined (In-Kind)	
** Library and Education	Capital Donations sponsorship for facility construction/improvement	\$15,000 - \$40,000	annual
** Library and Education	Sponsor Programs (youth and adult reading and other programs)	\$75,000 - \$110,000	annual
** Library and Education	Technology partnership (e-books; broadband/digital inclusion, etc.)	\$35,000 - \$45,000	annual
Media & Communication	Ads/sponsors on City Channel/website	\$15,000 - \$20,000	annual
Media & Communication	Promotions on city communications (e-mail, mailings, newsletters, etc.)	\$5,000 - \$10,000	annual
Other Sponsorship Opportunities	Grants/sponsorships for vacant lot beautification/reuse	To Be Determined	
Other Sponsorship Opportunities	Sponsor Self-Help Centers	To Be Determined (In-Kind)	
Other Sponsorship Opportunities	Garbage Carts	\$60,000 - \$72,000	annual
Other Sponsorship Opportunities	July 4th Event	\$60,000 - \$75,000	annual
Other Sponsorship Opportunities	Special Projects (Strong Neighborhood, Street Car, 30th Street Corridor)	To Be Determined	

*Wireless Cellular (DOA recommends excluding it from Phase II)

**Milwaukee Public Library will be excluded from Phase II

ESTIMATE OF NET REVENUE FROM MCPi

Gross Revenue

Minimum	\$641,000
Maximum	\$1,110,000

Costs

TSG Retainer	\$100,000
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TSG Commission	15.0%
Minimum Comm.	\$96,150
Maximum Comm.	\$166,500

TSG Travel	Unknown
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Preliminary Net Revenue

Minimum	\$544,850
Maximum	\$943,500

Notes

Revenue does not include any revenue from cell tower lease buyout - the cell towers are excluded

Retainer is paid through the Commission paid to TSG

Travel/Lodging costs reimbursed separately from Commission
The Agreement with TSG establishes various guidelines, limits and restrictions on travel & lodging reimbursement

"Net" is after Retainer/Commission paid but before any Travel/Lodging reimbursement expenses are paid
Impossible to predict actual Travel/Lodging reimbursement amount