

BY ALDS. JOHNSON, HAMILTON, ZAMARRIPA, COGGS, LEWIS, SPIKER, BORKOWSKI, PEREZ, RAINEY, DODD, STAMPER

Resolution recognizing the opening of Podcamp Media's first headquarters office in Milwaukee.

WHEREAS,

PODCAMP MEDIA

is a Milwaukee-based media production agency specializing in branded podcasts for businesses, and uses high-production value on-demand audio, supporting video and social media to help companies and associations engage their customers and members through targeted storytelling; and

WHEREAS, *Founded in 2019 by Dusty Weis, a former Public Relations Supervisor for the Milwaukee Common Council-City Clerk's Office, Podcamp Media has grown to serve a national portfolio of clients, including Nutrien Ag Solutions, SurePayroll, the Association of Equipment Manufacturers, the National Corn Growers Association, and the State of Wisconsin Investment Board; and*

WHEREAS, *After nearly two-and-a-half years of serving its clients via a virtual work arrangement, Podcamp Media opened its doors at a new brick-and-mortar business headquarters with the launch of a state-of-the-art podcast studio in downtown Milwaukee in the historic Colby Abbot Building at 759 N. Milwaukee Street; and*

WHEREAS, *Podcasting represents one of the fastest-growing segments in the modern American mediascape, with more than 116 million Americans reporting that they listen to podcasts regularly according to Edison Research, and the addition of Podcamp Media's new studio builds on the growing business diversity and economic vibrance of the City of Milwaukee; and*

WHEREAS, *Podcamp Media's flagship Lead Balloon Podcast was recognized by industry-leading publication Adweek as its "2020 Marketing Podcast of the Year," Podcamp was profiled in a column for Forbes, and Weis has been recognized as a leader in the field of branded podcasts with an invitation to speak on the topic at the world's largest podcasting conference, the Podcast Movement event in Nashville; now, therefore, be it*

RESOLVED, *That the Common Council of the City of Milwaukee herewith congratulates Podcamp Media on the opening of its new studio and headquarters in the City of Milwaukee, extends its appreciation on behalf of the community and wishes for its continued success; and, be it*

FURTHER RESOLVED, *That a suitably engrossed copy of the resolution be presented to Podcamp Media.*

Introduced by Common Council members Cavalier Johnson, Ashanti Hamilton, JoCasta Zamarripa, Milele A. Coggs, Russell W. Stamper, II, Mark A. Borkowski, Scott Spiker, José G. Pérez, Chantia Lewis, Khalif J. Rainey and Nikiya Dodd and approved by all members of the Milwaukee Common Council on November 2, 2021.