



Legislation Text

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SUBSTITUTE 1

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Substitute resolution creating a task force to assess perceptions and image of greater Milwaukee and recommend development of a Milwaukee brand identity.

This resolution creates a task force to assess greater Milwaukee's image and make recommendations to the Common Council regarding the designation of an organization to serve as primary coordinator for the perception, image marketing and brand identity of greater Milwaukee. Within 12 months of adoption of this resolution and upon submission of the report, the task force shall provide ongoing direction to the organization designated as primary coordinator for Milwaukee image and brand identity.

Whereas, Greater Milwaukee has many organizations promoting economic development, conventions and tourism within the region but lacks a recognizable image and brand identity both nationally and internationally; and

Whereas, In a 2008 national survey, "Regional and National Perceptions Studies of Milwaukee and the Milwaukee (M7) Region", conducted by the Center for Urban Initiatives & Research at the University of Wisconsin-Milwaukee, 37 businesses responded that they didn't have enough knowledge of the Milwaukee region to offer an opinion on perceptions of Milwaukee; and

Whereas, Such comments indicate the need to assess greater Milwaukee's image and establish a positive national and international identity for both the city and region; and

Whereas, Milwaukee has neither a positive or negative image but rather lacks an image both nationally and internationally; and

Whereas, An effective brand identity could stimulate economic development, and increase conventions and tourism in both Milwaukee and the region; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that a Milwaukee Image and Perception Task Force is created, comprised of the following 24 members or their designees:

1. Mayor.
2. Member of the Common Council, appointed by the Common Council President.
3. Commissioner-City Development, Department of City Development.
4. Director, Port of Milwaukee.
5. Milwaukee County Executive.
6. Member of the Milwaukee County Board of Supervisors, appointed by the Milwaukee County Board Chairman.
7. Secretary, Wisconsin Department of Commerce.

8. Secretary, Wisconsin Department of Tourism.
9. Director, General Mitchell International Airport.
10. Representative, VISIT Milwaukee.
11. Chair, Wisconsin Center District Board.
12. President, Milwaukee Metropolitan Association of Commerce.
13. President, Greater Milwaukee Committee.
14. President, Spirit of Milwaukee.
15. Executive Director, Milwaukee 7.
16. President, Cultural Alliance of Greater Milwaukee.
17. Executive Director, Business Improvement District #21 (Downtown Management District).
18. Executive Director, Business Improvement District #40 (Airport Gateway).
19. Representative, Milwaukee Water Council.
20. Chief Executive Officer, World Trade Center Wisconsin.
21. Chancellor, University of Wisconsin-Milwaukee.
22. President, Marquette University.
23. President and Chief Executive Officer, Milwaukee World Festival, Inc.
24. Executive Director, FUEL Milwaukee.

; and, be it

Further Resolved, the task force shall appoint additional members as needed through a vote of its membership; and, be it

Further Resolved, That the Milwaukee Image and Perception Task Force shall designate a chair at its first meeting; and, be it

Further Resolved, That the purpose of the task force shall be to:

- a. Assess Milwaukee's image and perceptions of Milwaukee.
- b. Devise methods, plans and ongoing monitoring for the promotion of Milwaukee, and Milwaukee's image.
- c. Make recommendations to the Common Council and community leaders regarding possible funding sources and the designation of an organization to serve as primary coordinator for Milwaukee's image marketing, perception and brand identity.

; and, be it

Further Resolved, That the Department of City Development shall provide staff assistance to the City of Milwaukee Image and Perception Task Force, and that all City departments are directed to assist the task force as needed; and, be it

Further Resolved, That the task force shall submit a report of its findings and recommendations to the Common Council within 12 months, and upon submission of the report, the task force shall provide ongoing direction to the organization designated as primary coordinator for Milwaukee image, perception and brand identity.

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AEH
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