



Milwaukee County

County Courthouse
901 N. 9th Street, Rm.
105
Milwaukee, WI 53233

Signature Copy

Action Report: 12-58

File Number: 12-58

From the Acting Director, Department of Transportation, and the Airport Director, requesting authorization to amend by \$250,000, the December 2010 agreement with Campbell-Hill Aviation Group, LLC, for air service development and consulting and market research services at General Mitchell International Airport for a total contract value of \$730,000.

POLICY ISSUE

County Board approval is required to amend professional services contracts.

BACKGROUND

In December 2010, Milwaukee County's General Mitchell International Airport (GMIA) entered into a contract with Campbell-Hill Aviation Group, LLC. Campbell-Hill supports GMIA Marketing staff in their efforts to provide a robust level of reasonably-priced air service for travelers in the region. The Airport's intent in contracting for this work is to provide a high level of air service through the addition of seats, flights and/or new routes by new or current carriers. Campbell-Hill's staff is comprised of former airline route planning senior executives who use their knowledge of the industry, extensive industry contacts and proprietary data analysis systems to develop proposals which GMIA staff uses to interest airlines in serving GMIA. Campbell-Hill has partnered with local DBE firm Abrazo to provide market research and analysis.

GMIA has been meeting with new domestic and international airlines that are interested in exploring the possibility of serving GMIA. In order that GMIA may provide timely, in-depth proposals to these airlines, GMIA requests an amendment to Campbell-Hill's contract in the amount of \$50,000 annually for each of the remaining five years of the contract. (total amendment amount of \$250,000). The original value of the contract was \$480,000 over six years, with work beginning in January 2011.

RECOMMENDATION

Authorize the Department of Transportation - Airport Division to amend its January 2011 agreement with Campbell-Hill Aviation Group, LLC, adding \$50,000 annually (new annual amount \$130,000), for a total contract amendment of \$250,000 (new total contract amount \$730,000), for air service development and market research for Milwaukee County's General Mitchell International Airport.

FISCAL NOTE

Funding for this work will come from the Airport Division's Professional Services budget. There is no tax levy impact.

Prepared By: Patricia A. Rowe, Marketing & Public Relations Manager

Approved By:


Frank Busalacchi, Acting Director
Department of Transportation

C. Barry Bateman
Airport Director

RECORD OF COUNTY BOARD AND COUNTY EXECUTIVE ACTIONS

The attached resolution or ordinance was adopted by the Milwaukee County Board of Supervisors on 2/2/2012 by the following vote: 18-0


Certification of County
Board Passage by
County Board Chair



Lee Holloway

Date ~~FEB 02 2012~~

Certification of County
Board Passage by
County Clerk



Joseph J. Czarnecki

Date FEB 02 2012

County Executive
approval/~~veto~~ of
attached
resolution/ordinance.



Chris Abele

Date 2/17/12

Received by County
Clerk



Joseph J. Czarnecki

Date FEB 17 2012

Certification of
Publication by County
Clerk

Joseph J. Czarnecki

Date _____