

**COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION**

DATE: June 17, 2011

TO: Lee Holloway, Chairman, County Board of Supervisors
Michael Mayo, Sr., Chairman, Transportation, Public Works and Transit Committee

FROM: Jack Takerian, Director, Transportation and Public Works

SUBJECT: **REBRANDING OF THE FORMER 440TH AIR RESERVE STATION (ARS)**

POLICY

County Board approval is requested for Milwaukee County to rebrand the property at the former 440th ARS at General Mitchell International Airport (GMIA).

BACKGROUND

The former 440th ARS was conveyed to Milwaukee County in July of 2010 through a Public Benefit Conveyance. Since the transfer, GMIA has worked to maintain, preserve, and lease space to tenants, and to accommodate various GMIA airport operations within the 102 acres, 80 plus buildings, and large aircraft ramp that comprise the area. The time has now come to move this valuable asset's image away from being identified as a former military base to a new name and image.

Currently, there is a "Mitchell International Business Park" located on South Pennsylvania Avenue east of GMIA and the "Airport Business Park" located on South 6th Street west of GMIA.

Staff is recommending "MKE Regional Business Park" as the new name for the 440th.

As a part of the rebranding effort the following actions will need to be taken to assist GMIA in the re-identification of the former 440th ARS:

- Logo development and refinement
- Creation of graphics standards for logo usage
- Signage layouts for both a new entrance sign
- News release to regional media
- GMIA website updates to maintain consistency
- Notification and mailing list development to elected officials, stakeholders, and tenants to announce new name and share logo and graphic standards
- Special event for launch of new name

RECOMMENDATION

Airport staff recommends that Milwaukee County approve the rebranding of the former 440th ARS to "MKE Regional Business Park".

FISCAL NOTE


Rebranding costs are indeterminate; sufficient funding exists in the current budget covering the 440th buildings, structures and grounds.

Prepared by: Ted J. Torcivia, Airport Business Manager

Approved by:



Jack Takerian, Director
Transportation and Public Works



C. Barry Bateman
Airport Director