

**COUNTY OF MILWAUKEE
INTER-OFFICE COMMUNICATION**

DATE December 20, 2011

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

FROM Frank Busalacchi, Acting Director of Transportation

**SUBJECT : CAMPBELL-HILL AVIATION GROUP, LLC - AIRPORT AIR SERVICE
DEVELOPMENT & MARKET RESEARCH CONTRACT AMENDMENT**

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

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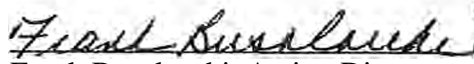
amount \$730,000), for air service development and market research for Milwaukee County's General Mitchell International Airport.


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 Qteman
Airport Director