

AEROTROPOLIS MILWAUKEE

Aerotropolis is a new type of urban development reflecting the interaction of airport-centered commerce, real-estate development and multi-modal transportation shaped by contemporary financial, marketing and strategic management processes.

Vision Statement

Aerotropolis Milwaukee will be a vibrant and diverse transportation and commercial hub connecting and supporting the Milwaukee region with the rest of the world as a globally recognized economic engine that attracts business and people.

Mission Statement

Aerotropolis Milwaukee is a public-private effort focused around General Mitchell International Airport that fosters regional economic collaboration by efficiently linking the region's air, rail, road and shipping transportation capabilities. The effort will focus effort on the evolution and implementation of a comprehensive strategy to generate regional growth of business and communities in an aesthetically inviting aerotropolis area.

Goals

- I. Retain and attract businesses and jobs in the Aerotropolis footprint by offering accessible, interrelated and efficient transportation in a commercial hub.
- II. Improve the aesthetic environment of the area to make it more inviting to businesses and people.
- III. Market the Aerotropolis Milwaukee region and its capabilities nationally and internationally to prospective businesses and industries.
- IV. Strengthen and increase the economic values of businesses, communities and real estate properties in the Aerotropolis region.
- V. Support the regional economic development initiatives of the [Milwaukee 7](#) effort.

Founding Principles

- The greater good of the Aerotropolis Milwaukee region, its communities, businesses and residents will be best achieved through a collaborative effort aimed at benefiting the region as a whole.
- Milwaukee County and City governments plus all municipal jurisdictions in the Aerotropolis region will participate in this development initiative and, where appropriate, will designate staff and assist with funding efforts for planning and implementation activities to achieve the five goals.
- This initiative will include representatives from General Mitchell International Airport, The Port of Milwaukee, relevant businesses, business associations, civic and labor organizations, local, state and federal government representatives as well as community/neighborhood groups in the Aerotropolis Milwaukee region.
- Regional and local development will take into account multi-modal transportation access, economic opportunity and aesthetics according to plans developed among the participating parties.
- All parties engaged in the Aerotropolis Milwaukee program will follow the spirit of these principles and the Vision and Mission Statements.