

REVISED

**COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION**

DATE: August 22, 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 commercial 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, "Milwaukee County's MKE Regional Business Park".

Currently, there is "Mitchell International Business Park" located on South Pennsylvania Avenue east of GMIA in Cudahy, the "Airport Business Park" located on South 6th Street west of GMIA, and the "Airport Business Center" on South Howell Avenue in Oak Creek.

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 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 "Milwaukee County's MKE Regional Business Park".

FISCAL NOTE

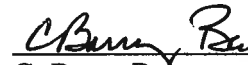
Sufficient funding exists in the current budget covering buildings, structures and grounds to cover these expenses.

Prepared by: Ted J. Torcivia, Airport Business Manager

Approved by:



Jack Takerian, Director
Transportation and Public Works



C. Barry Baeman
Airport Director

MILWAUKEE  COUNTY'S

MKE

**REGIONAL
BUSINESS PARK**

MILWAUKEE COUNTY'S 

MKE

**REGIONAL
BUSINESS PARK**

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(ITEM) From the Director of Transportation and Public Works requesting that Milwaukee County rebrand the property at the former 440th Air Reserve Station (ARS) at General Mitchell International Airport (GMIA) by recommending adoption of the following.

RESOLUTION

WHEREAS, the former 440th ARS was conveyed to Milwaukee County in July of 2010 through a Public Benefit Conveyance; and

WHEREAS, since the transfer, GMIA has worked to maintain, preserve, and lease space to commercial tenants, and to accommodate various GMIA airport operations within the 102 acres, 80 plus buildings, and large aircraft ramp that comprise the area; and

WHEREAS, 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, "Milwaukee County's MKE Regional Business Park"; and

WHEREAS, as a part of the rebranding effort actions will need to be taken to assist GMIA in re-identification of the former 440th ARS; now, therefore

BE IT RESOLVED, that the County Board hereby approve of the new name for the former 440th ARS, as "Milwaukee County's MKE Regional Business Park".

MILWAUKEE COUNTY FISCAL NOTE FORM

DATE: August 22, 2011

Original Fiscal Note

Substitute Fiscal Note

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

FISCAL EFFECT:

- | | |
|---|--|
| <input checked="" type="checkbox"/> No Direct County Fiscal Impact
<input type="checkbox"/> Existing Staff Time Required
<input type="checkbox"/> Increase Operating Expenditures
(If checked, check one of two boxes below)
<input type="checkbox"/> Absorbed Within Agency's Budget
<input type="checkbox"/> Not Absorbed Within Agency's Budget
<input type="checkbox"/> Decrease Operating Expenditures
<input type="checkbox"/> Increase Operating Revenues
<input type="checkbox"/> Decrease Operating Revenues | <input type="checkbox"/> Increase Capital Expenditures
<input type="checkbox"/> Decrease Capital Expenditures
<input type="checkbox"/> Increase Capital Revenues
<input type="checkbox"/> Decrease Capital Revenues
<input type="checkbox"/> Use of Contingent Funds |
|---|--|

Indicate below the dollar change from budget for any submission that is projected to result in increased/decreased expenditures or revenues in the current year.

	Expenditure or Revenue Category	Current Year	Subsequent Year
Operating Budget	Expenditure	0	0
	Revenue	0	0
	Net Cost	0	0
Capital Improvement Budget	Expenditure	0	0
	Revenue	0	0
	Net Cost	0	0

DESCRIPTION OF FISCAL EFFECT


In the space below, you must provide the following information. Attach additional pages if necessary.

- A. Briefly describe the nature of the action that is being requested or proposed, and the new or changed conditions that would occur if the request or proposal were adopted.
- B. State the direct costs, savings or anticipated revenues associated with the requested or proposed action in the current budget year and how those were calculated. ¹ If annualized or subsequent year fiscal impacts are substantially different from current year impacts, then those shall be stated as well. In addition, cite any one-time costs associated with the action, the source of any new or additional revenues (e.g. State, Federal, user fee or private donation), the use of contingent funds, and/or the use of budgeted appropriations due to surpluses or change in purpose required to fund the requested action.
- C. Discuss the budgetary impacts associated with the proposed action in the current year. A statement that sufficient funds are budgeted should be justified with information regarding the amount of budgeted appropriations in the relevant account and whether that amount is sufficient to offset the cost of the requested action. If relevant, discussion of budgetary impacts in subsequent years also shall be discussed. Subsequent year fiscal impacts shall be noted for the entire period in which the requested or proposed action would be implemented when it is reasonable to do so (i.e. a five-year lease agreement shall specify the costs/savings for each of the five years in question). Otherwise, impacts associated with the existing and subsequent budget years should be cited.
- D. Describe any assumptions or interpretations that were utilized to provide the information on this form.

Costs are unknown at this time; however, sufficient funds exist in the current budget covering buildings, structures, and grounds.

Department/Prepared by: Ted J. Torcivia, Airport Business Manager

Authorized Signature



Did DAS-Fiscal Staff Review? Yes No

Reviewed by:

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¹ If it is assumed that there is no fiscal impact associated with the requested action, then an explanatory statement that justifies that conclusion shall be provided. If precise impacts cannot be calculated, then an estimate or range should be provided.