



Community Business Development Partners

MILWAUKEE COUNTY

LAMONT ROBINSON, Interim Director, DBE/ACDBE Liaison Officer,

INTER-OFFICE COMMUNICATION

DATE: July 2019

TO: Supervisor Theodore Lipscomb Sr., Chair, Milwaukee County Board of Supervisors
Supervisor Marcelia Nicholson, Chair, Economic and Community Development Committee
Supervisor John Weishan, Jr., Chair, Transportation, Public Works and Transit Committee

FROM: Lamont Robinson, Interim Director, Community Business Development Partners

SUBJECT: FAA Triennial October 2017 Through September 2020

DIRECTIVE

At the request of the Transit, Public Works, and Transportation Committee and Committee on Economic and Community Development, the Community Business Development Partners Department (CBDP) provides a quarterly update on the Disadvantaged Business Enterprise (DBE)/ Targeted Business Enterprise (TBE) utilization.

PURPOSE

Being a recipient of federal funding Milwaukee County must implement an Airport Concession Disadvantaged Business Enterprise program (ACDBE), we must establish two separate overall ACDBE goals. The first is for car rentals; the second is for concessions other than car rentals. Milwaukee County must complete the goal-setting process separately for each of these two overall goals.

Milwaukee County must review our goals annually to make sure they continue to fit our circumstances appropriately. Milwaukee County must report to the FAA any significant adjustments that we make to the goal, before our next scheduled submission. Goals established must provide for participation by all certified ACDBEs and may not be subdivided into group-specific goals.

The goal percentage is the estimated ACDBE participation that would occur if there were a "level playing field" for firms to work as concessionaires at Milwaukee Mitchell International Airport. In conducting this goal setting process, we are determining the extent, if any, to which the firms in our market area have suffered discrimination or its effects in connection with concession opportunities or related business opportunities. The concessions goal must be based on demonstrable evidence of the availability of ready, willing and able ACDBEs relative to all businesses ready, willing and able to participate in our ACDBE program.



Community Business Development Partners

MILWAUKEE COUNTY

LAMONT ROBINSON, Interim Director, DBE/ACDBE Liaison Officer,

Our market area is defined by the geographical area in which the substantial majority of firms which seek to do concessions business with the airport are located and the geographical area in which the firms which receive the substantial majority of concessions-related revenues are located.

CBDP gathered contract information from Milwaukee County departments through various sources; such as but not limited to: DocuSign, hardcopies of contracts and 1684 forms. Contract information was gathered on all contracts regardless if the contract had participation or not, such as DBE/TBE subcontractor contract value, length of contract, racial and gender composition, and other company information. The goal was to determine where County dollars were going by location, gender and by race. At the time of this analysis; no employment information was available. The above information is key in determining the economic impact Milwaukee County has in the surrounding area.

DATA SOURCES

To calculate the base of the goal, Milwaukee County considered the most recent previous 3 years of gross concession receipts and the projected potential concession revenue (gross receipts) three years into the future including upcoming new opportunities. See the attached report.

KEY FINDINGS

Overall goal of 20.8%, we will obtain 1.15% from race-neutral participation and 19.65% through race-conscious measures. Milwaukee Mitchell International Airport has a one-percent (1%) goal associated with the gross car rental revenues. Due to the lack of ACBDEs in the car rental business, the ability to gain a higher goal is not possible. Therefore, to better to achieve ACDBE participation the focus is on goods and services associated with car rental. We are adopting our Step 1 goal of 2.3%.

Lamont Robinson

Lamont Robinson, Interim Director, CBDP
CC: Chris Abele, Milwaukee County
Executive