



# Milwaukee County

## Legislation Details (With Text)

**File #:** 11-82      **Version:** 1      **Name:** Economic Impact Study of Milwaukee County's General Mitchell International and Lawrence J. Timmerman Airports

**Type:** Action Report      **Status:** Signed

**File created:** 2/11/2011      **In control:** County Clerk

**On agenda:**      **Final action:** 3/23/2011

**Title:** From the Director, Department of Transportation and Public Works, and the Airport Director, requesting authorization to amend by \$80,000, the January 2009 agreement with Weiss & Company to conduct an update of the 2005 Economic Impact Study of General Mitchell International and Lawrence J. Timmerman Airports.

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**Attachments:** 1. RESOLUTION, 2. FISCAL NOTE, 3. CB Resolution 08-433(a)(a), 4. Audio TPWT 03/02/11

Date	Ver.	Action By	Action	Result
3/23/2011	1	County Executive	SIGNED	
3/17/2011	1	Milwaukee County Board of Supervisors	Adopted	Pass
3/2/2011	1	Transportation, Public Works and Transit Committee	Recommended for Adoption	Pass
2/16/2011	1	Board Chairman	Assigned	

From the Director, Department of Transportation and Public Works, and the Airport Director, requesting authorization to amend by \$80,000, the January 2009 agreement with Weiss & Company to conduct an update of the 2005 Economic Impact Study of General Mitchell International and Lawrence J. Timmerman Airports.

### POLICY ISSUE

County Board approval is required to amend professional services contracts.

### BACKGROUND

As part of the adopted 2011 Airport budget, \$80,000 was included to update the 2005 study documenting the economic impact of General Mitchell International (GMIA) and Lawrence J. Timmerman (LJT) Airports on the surrounding communities, county, region and state. The study is to include:

- revenue impact, plus state, local and federal tax impact;
- direct and indirect employment impact;
- analysis of the "multiplier effect";
- impact of Master Plan and Noise Program projects;
- impact and employment related to air cargo operations;
- a passenger origin survey;

- publication and distribution of study results

Weiss & Company, a certified DBE, was contracted in January 2009 to provide marketing and public relations services for the Airport. The value of that contract is \$125,000 annually for a four-year term. Weiss & Company will use results of the economic impact study update in its marketing, public relations and communications efforts on behalf of the Airport. Weiss & Company has proposed to partner with Martin Associates, an economic research firm, on the study update.

### **RECOMMENDATION**

Authorize the Department of Public Works - Airport Division to amend its January 2009 agreement with Weiss & Company, adding \$80,000, for a total contract of \$205,000, for an update of the 2005 economic impact study of Milwaukee County's General Mitchell International and Lawrence J. Timmerman Airports.

### **FISCAL NOTE**

Funding for this work was included in the Airport Division's 2011 Professional Services Budget. There is no tax levy impact.

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Approved By:

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Jack Takerian  
Director, Transportation & Public Works

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C. Barry Bateman  
Airport Director

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