

Executive Update

Milwaukee County Executive Scott Walker's Weekly Newsletter

April 9, 2010

Message from County Executive Walker

Tax Day is just around the corner.

*In 2002, I promised **not** to introduce a county budget that raised the property tax levy from the previous year. For eight straight budgets, I've kept this promise.*

Now, as we look forward to work on the 2011 county budget, I am convinced more than ever that we need to hold the line on taxes. In fact, I think the current economic crisis facing our families, our seniors and our small businesses in this region is yet another reason to look to lowering the property tax burden in the coming year.

We want more jobs and more residents in our county. To that end, we are going to make it easier to live and work here with a 2011 budget that actually lowers the tax levy from 2010. And we are going to encourage other levels of government to do the same.

Scott



AirTran hub at GMIA



County Executive Walker spoke at the official opening of the pilot and flight attendant bases for AirTran Airways this week. L-R photo above: AirTran Senior VP Kevin Healy, Supervisor Michael Mayo, AirTran President and CEO Bob Fornaro, Executive VP Klaus Goersch and crew members.

"Having AirTran Airways establish this hub at General Mitchell International Airport is outstanding news," said Walker. "We welcome both the jobs that AirTran is creating in Milwaukee, along with their phenomenal growth at Mitchell. Their increased operations bode well for our region. I congratulate them on their success."

The Milwaukee crew bases include more than 50 pilots and 50 flight attendants. "Opening these crew bases is the next natural step of our expansion in Milwaukee," said Fornaro. "We are extremely proud of the fact that we have been able to keep every single promise we've made to this community."



7th annual tourism ride



County Executive Walker announced details for his 7th Annual Executives' Ride this week at the House of Harley-Davidson (HOH) in Greenfield. Joining Walker at the news conference were (L-R in photo) AirTran Airways Senior VP Kevin Healy, VISIT Milwaukee VP Brent Foerster, HOH owner John Schaller, and other ride participants. The ride will take place May 15 – 20.

Walker will lead a group of more than 100 motorcycle riders on the 1700-mile, six-day, five-state tour, that will wind throughout Wisconsin, as well as into Illinois, Iowa, Michigan and Minnesota, stopping in more than 35 communities.

AirTran Airways and VISIT Milwaukee will present this year's ride, offsetting any taxpayer-related expenses. According to an estimate calculated by VISIT Milwaukee, the media generated by last year's ride for Milwaukee-area tourism was valued at \$183,000.

Walker will promote attractions including: Milwaukee County's National Gold Medal Award-winning parks, golf courses, and water parks; the Milwaukee County Zoo's popular tiger cubs and upcoming *Adventure Dinosaur!* exhibit; Summerfest; Milwaukee Public Museum; Milwaukee Brewers; our State Fair; the Harley-Davidson Museum; and the advantages of General Mitchell International Airport.

A map of the route and tour schedule can be found at: www.countyexecutivesride.com.

County news

County Executive Walker invited Ted Kellner, Chairman and CEO of Fiduciary Management and Co-Chair of the 2010 United Performing Arts Campaign (UPAF), to speak to the cabinet members about the \$9.3 million goal. UPAF contributes to more than 34 local arts organizations. To learn more about the campaign or to donate, visit: <http://www.upaf.org/>.

The public sector 2010 county employee Combined Giving Campaign manager also met with the county executive and loaned executives this week to plan for the fall campaign.

Walker also met with members of a new initiative, *Creativity Works! Milwaukee Regional Creative Economy Project*. The project is designed to establish a regional creative economic industry sector integrating nonprofit arts/culture, artists, and for-profit creative enterprises.

Free Family Day at Zoo

North Shore Bank and **Fox 6** sponsor six Family Free Days at the Milwaukee County Zoo each year. All visitors gain free admittance on Saturday, April 10. The parking fee remains in effect. Check out the new baby animals profiled in a Milwaukee Journal Sentinel story: <http://tinyurl.com/y2kaynu>.



Witness actual Dead Sea Scrolls at the largest special exhibit ever produced by the Milwaukee Public Museum. The fascinating exhibit explores the archaeological history of the Holy Land and includes illustrated manuscripts and artifacts that tell a story 2,000 years in the making. The first Scrolls were discovered in the 1940s and contain the oldest known texts of the Hebrew Bible (Christian Old Testament).

<http://www.mpm.edu/dead-sea-scrolls/>