



February 9, 2010

Ald. Terry L. Witkowski
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Task Force to Assess Milwaukee's Identity to be Voted on Today

The Common Council will vote on a resolution that creates a task force to assess the perceptions and image of greater Milwaukee and help to identify funding for ongoing branding in the future.

The resolution, passed by the Community and Economic Development Committee last week, is a response to the fact that no single group is currently in charge of creating and sustaining a specific marketing identity for Milwaukee. According to the legislation, Milwaukee has numerous organizations promoting economic development, tourism and conventions, but we lack a strong image nationally or internationally.

Alderman Terry Witkowski, the primary sponsor of the legislation, explained, "We cannot lure new businesses to the area if no one knows we exist." The alderman sponsored the legislation to help create an organization that can be held accountable to creating and sustaining the image and monitoring the funds associated with the project.

If approved, the task force would be asked deliver its recommendations to the Common Council within the next year and consists of 24 designated members, including the mayor, the Common Council President, representatives from General Mitchell International Airport, the Greater Milwaukee Committee, the Milwaukee 7, VISIT Milwaukee and others.