



ADMINISTRATIVE POLICY

1. SUMMARY

The Airport frequently receives requests to display/exhibit items on Airport property or to accept donations of items for display at the Airport. This includes art exhibits as well as objects of recognition for display in the terminal or on the Airport's exterior property.

Requests from any outside organization that is commercial in nature shall be forwarded to the Airport's business development team as appropriate and shall be subject to any conditions governed by the Airport advertising concession agreement and policies. Proposed displays that include advertising, sponsorships, and/or commercial branding of any kind will be referred to the Airport's advertising concessionaire as appropriate.

Requests must be proposed in detail and in writing to the Airport Director. Airport staff evaluate each request on a case-by-case basis, in accordance with criteria outlined in the policy below, and issue an approval or denial. In some cases, requests may be subject to additional review and/or approval by the Milwaukee County Executive and the Milwaukee County Board of Supervisors.

2. PURPOSE

From time to time, the Airport receives requests from community groups or organizations to place exhibits or displays in the Airport. The Airport has limited space available beyond that required for airport operations and cannot accommodate the number of requests submitted. Therefore, the Airport must carefully evaluate these offerings to determine what the connection or value is to the Airport or traveling public is, if any.

3. DEFINITIONS

Exhibit. In this policy, an Exhibit is any item that is requested to be temporarily loaned to or donated to the airport for public use or display.

Exhibitor. In this policy, an Exhibitor is any organization that wishes to donate, loan, or place an item within the Airport property for public or private display.

Airport Sponsor Assurances ("Grant Assurances"). Those contractual obligations that are described by law in 49 U.S.C. 47107 and are undertaken by a public airport sponsor as a condition of receipt of federal airport development grants or federal surplus Property.

FAA. The Federal Aviation Administration.



4. APPROPRIATENESS

The general public uses the Airport for its travel needs or for meeting and greeting incoming travelers, and it must be accessible to everyone. Therefore, each proposed Exhibit must be reviewed in advance, and in detail, by Airport staff to determine whether the subject matter to which the item or display relates to the aeronautical mission of the Airport and is of general interest to enough Airport visitors that allotting space for the Exhibit is warranted.

The Airport receives many requests and cannot accommodate all of them. The acceptance of past displays does not guarantee acceptance of similar or other items in the future. The Evaluation is made on a case-by-case basis at the time of the request. The Airport Director will make the final decision on whether any proposed item or display can be installed in or at the Airport.

5. REFERENCES

FAA Grant Assurance 19 (Operation and Maintenance) requires that the Airport shall at all times be operated in a safe and serviceable condition and in accordance with required minimum standards promulgated by federal, state, and local agencies for maintenance and operation.

FAA Grant Assurance 22 (Economic Nondiscrimination) requires that the Airport establish reasonable and non-discriminatory conditions that must be met by all users of the Airport as may be necessary for the safe and efficient operation of the Airport.

FAA Grant Assurances 24 (Fee and Rental Structure) and 25 (Airport Revenues) require the Airport to be as self-sustaining as possible, and to charge market rate rents and fees for the use of Airport property which must, in turn, be expended for the capital or operating costs of the Airport. As a result, it is the policy of the Airport to charge anyone doing business at the Airport, or utilizing internal or external Airport property, a fair market rent or a reasonable fee in order to comply with FAA Grant Assurances.

Chapter 4.02 (General Regulations) of the Milwaukee County Code of Ordinances, and Sections 2.7 (Signage and Advertisements) and 2.15 (Temporary Use of County Land and Improvements) of the Airport's General Rules and Regulations, require that the Airport Director approve displays of any type at the Airport.

The references to the FAA Grant Assurances and the Milwaukee County Code of Ordinances does not comprise every applicable federal, state, or local law, rule, or regulation related to this policy, and it is meant as a guide to requesters to promote understanding of this Airport policy.



6. EVALUATION

Every Exhibit request or donation to the Airport will be evaluated against specific criteria. Preference will be given to requests that:

- Comply with all Airport Rules & Regulations, the Milwaukee County Code of Ordinances, and FAA regulations and Grant Assurances. See References section above.
- Directly relate to, or do not interfere with, aeronautical operations at the Airport, in accordance with FAA Grant Assurance 19 (Operation and Maintenance).
- Relate to proposals from tenants and/or frequent users of the Airport that already advertise or promote similar or identical products and services at the Airport to the traveling public.

The Airport will deny any display or Exhibit or donation if the Exhibit or display:

- Includes content deemed potentially offensive to the general public.
- Contains moral, ethical or legal elements not in keeping with a family-friendly, non-offensive environment.
- Includes advertising for a business, group, or association.
- Does not meet appropriate durability standards for heavy traffic and/or high use.
- Requires a high level of maintenance or ongoing attention
- Impedes public safety or is a risk to the Airport, passengers, or employees.
- Items that are disallowed in the discretion and judgment of the Airport Director.

7. SIZE

Airport staff will review height, width, and depth of the proposed display or Exhibit to make sure it does not impede passengers' ability to view directional signage and concessions or storefronts, and that it does not impede passenger movement or create a potential hazard.

8. DURATION

If an Exhibit is approved, the Airport reserves the right to limit the duration of the display. Requests for permanent displays will not be approved. Approved exhibits can be discontinued, relocated, and/or removed at any time, at the request of the Airport.

Display items not claimed at the end of the display period will become the property of the Airport and will likely be discarded or destroyed at the owner's cost, if applicable. The Airport shall not be under any obligation to retain unclaimed display items.

9. EXHIBIT HARDWARE

If an Exhibit is approved, the Exhibitor must provide all mounting platforms, boards, display units, hardware,



supplies, etc. The Airport does not provide any type of fixtures or data/internet connectivity for Exhibits. If electricity is necessary for display, the Exhibit may be located near an electrical outlet if one is available in a location that is appropriate for the Exhibit. If an outlet is not available or if an outlet does not meet the electrical requirements of the Exhibit, the donation or Exhibit will be turned down.

10. ACCESS FOR PARKING, SETUP, AND TAKEDOWN

Parking for an Exhibitor during set-up, take-down, and at any other time is the responsibility of the Exhibitor. All Airport parking rules and regulations must be followed. Approved Exhibitors must follow procedures communicated by Airport staff regarding loading, unloading, and transporting Exhibits within the Airport environment.

11. LOSS OR DAMAGE

The Airport is a public building open 24 hours a day, 7 days a week, 365 days a year. Exhibitors bear the full risk that their Exhibit or items from the Exhibit, may be damaged or stolen. The Airport is not responsible for maintenance, repair, replacement or reimbursement for any damage, loss or theft of any Exhibit element. There is also no security promised for the Exhibit, including the use of surveillance equipment like video cameras. The Airport reserves the right to remove damaged exhibits at any time without notice.

12. FEES

Since approved Exhibits are of non-profit community interest, not commercial, no fee will be charged by the Airport to use the space. However, the Exhibitor is responsible for all costs incurred by County employees assisting with the Exhibit (secure-side escort, maintenance, etc.).

13. USE OF AIRPORT RESOURCES

The Airport will not utilize any Airport resources personnel or otherwise to provide maintenance and upkeep of exhibits as FAA Grant Assurance 24 (Fee and Rental Structure) and FAA Grant Assurance 25 (Airport Revenues) require the Airport be as financially self-sufficient as possible and that Airport resources are used solely for Airport purposes.

14. INSURANCE

No Exhibit may be placed at the Airport without a permit and right-of-entry issued by Milwaukee County to the Exhibitor. Any approved exhibiting organization must provide a certificate of insurance that indemnifies the Airport and names Milwaukee County as an Additional Insured prior to bringing in the Exhibit. Airport staff will inform the Exhibitor of the current coverage requirements on the insurance certificate. The Airport reserves the right to deny approval of any Exhibit that would compromise public safety.



15. SOLICITATION

No solicitation for purposes of securing earnings, income, compensation (including exchange or barter of goods and services), and/or profit, including any form of reimbursement for goods or services such as monetarily, exchange, barter, favors, gratuity, etc., is permitted as part of the Exhibit or by the Exhibitor.

16. NOTIFICATIONS

The Airport staff member who approves the Exhibit will notify County Airport staff and the Milwaukee County Sheriff's Office regarding the upcoming Exhibit, including set-up and take-down dates.