

July 7, 2010

Rob Henken, President  
Public Policy Forum  
633 W. Wisconsin Ave., Suite #406  
Milwaukee, WI 53203

Dear Mr. Henken:

Today I am introducing a Common Council communication file relating to the Public Policy Forum's recently released study, "Main Street Milwaukee: Program at a Crossroads." I believe the Main Street program has great potential for stimulating economic development in Milwaukee. However, as your study reveals, this program currently suffers from a number of shortcomings that limit its overall effectiveness. Therefore, it is critical that the City of Milwaukee's elected officials receive a report from your organization summarizing the findings and recommendations of the Main Street study. This will lead to valuable discussion of ways to improve and restructure the Main Street program and the City's economic development efforts in general.

It is likely that this communication file will be referred to the Common Council's Community and Economic Development Committee. The next regularly-scheduled meeting of this committee is Monday, July 19, at 9 a.m. I invite you, Sandra Zupan and Anneliese Dickman to attend this meeting and present the Main Street report. I look forward to seeing you then.

Sincerely,

Joe Davis, Sr.  
Alderman, 2<sup>nd</sup> District  
Chair, Community & Economic Development Committee