



THE UNITED PERFORMING ARTS FUND

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January 26th, 2006
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City Hall, Rm 205
200 E Wells St
Milwaukee, WI 53202

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Dear Alderman D'Amato,

We are writing to express our strong support for the proposed \$25 million city financing package for Manpower Inc.'s new headquarters in downtown Milwaukee. We endorse as a major downtown business, as neighbors on the river, and representing the \$45 million performing arts industry.

When weighing the benefits of city support, a development such as this needs to be viewed in the larger context of how it creates significant spin-off benefit to other existing businesses in downtown Milwaukee as well as how citizens are using their downtown.

The addition of 1000 employees to the downtown workforce makes an important contribution to the vitality of downtown and to the performing arts' ability to continue to attract new patrons for its programming. The annual BID #21 survey has shown for several years that the number one reason people come to live and play in downtown is the performing arts offerings.

Placing this development on the Milwaukee River puts Manpower Inc.'s employees within convenient distance of the performing arts venues along with our river and street festivals. It will also enable them to walk to the Bradley Center, the Water Street entertainment district and restaurants on Old World Third Street. The addition of Manpower Inc. will bring additional paying patrons through those doors.

Representing the performing arts so heavily concentrated downtown, we welcome the major reinvestment in the area brought about by Manpower choosing to locate its business in downtown Milwaukee. It can only enhance developments either underway or planned, and spur further development in and surrounding the park east corridor.

A decision to support a financing package isn't a decision just benefiting Manpower Inc. and its employees. It is, in effect, a decision to support the continued growth and vitality of downtown business and its employee attraction. It is a sound and creative business decision, and we encourage your positive support.

Sincerely,

Glen Hackmann
Managing Director, General Counsel
& Secretary, RW Baird, UPAF Board Chair

Christine Harris
President, United Performing Arts Fund

Cc: Mayor Tom Barrett
Jeffrey Joerres, President & CEO, Manpower Inc.

United Performing Arts Fund

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Bel Canto Chorus
Bialystock & Bloom Company
Danceworks, inc.
First Stage Children's Theater*
Florentine Opera Company*
Ko-Thi Dance Company
Milwaukee Ballet*
Milwaukee Chamber Theatre
Milwaukee Public Theatre
Milwaukee Repertory Theater*
Milwaukee Symphony Orchestra*
Milwaukee Youth Symphony Orchestra
Next Act Theatre
Present Music
Renaissance Theaterworks
Skylight Opera Theatre*
Wild Space Dance Company

*Cornerstone Members

Affiliates

Boulevard Ensemble Studio Theatre
City Ballet Theatre
Concord Chamber Orchestra of Wauwatosa
Festival City Symphony
The Hansberry-Sands Theatre Company
in Tandem Theatre
Kenosha Symphony Orchestra
Kettle Moraine Symphony
Milwaukee Children's Choir
The Milwaukee Choral Artists
Milwaukee Dance Theatre
Milwaukee Opera Theatre
Milwaukee Shakespeare
Modjeska Theatre Company
PianoArts of Wisconsin
Playwrights Studio Theatre
Racine Symphony Orchestra
RSVP Productions
Waukesha Symphony Orchestra
Windfall Theatre