



Metropolitan Milwaukee  
Association of Commerce

July 24, 2006

Alderman Michael S. D'Amato, Chair  
Zoning, Neighborhoods & Development Committee  
City Hall  
200 E. Wells St.  
Milwaukee, WI 53202

**RE: Tax Incremental District No. 64 (Direct Supply Project)**

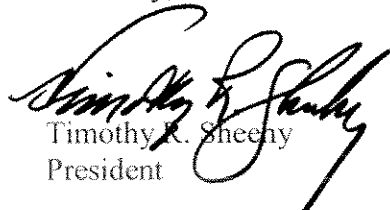
Dear Alderman D'Amato:

The Metropolitan Milwaukee Association of Commerce (MMAC), representing 2,000 employers across southeastern Wisconsin, urges the Zoning, Neighborhoods & Development Committee to support the resolution creating Tax Incremental District No. 64 (Direct Supply Project). As we continue our efforts to strengthen and diversify Milwaukee's economic base, Direct Supply is precisely the type of technology-based, "new economy" company upon which our future depends.

Direct Supply is a homegrown, Milwaukee success story. Started here in 1985, the company currently employs more than 600 people in high-paying, family-supporting jobs – average annual wage is \$50,000 – and is poised to add up to 1,500 more over the next 15 years. Moreover, the company has chosen to grow its operations in a distressed area of Milwaukee's northwest side, transforming a collection of vacant and underutilized industrial parcels into a modern business park capable of attracting future development. The company would be enthusiastically welcomed by scores of communities, yet its leadership has demonstrated a strong commitment to growing the company right here in Milwaukee. Companies like Direct Supply are the foundation on which Milwaukee's economy of the 21<sup>st</sup> century is being built and they are worthy of our support.

Thank you for the opportunity to express the MMAC's backing of the Direct Supply Project. If I may be of assistance with regard to this matter, please do not hesitate to contact me (414/287-4125).

Sincerely,

  
Timothy R. Sheehy  
President