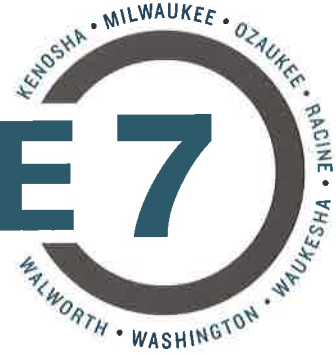


# MILWAUKEE 7



July 14, 2016

The Honorable  
Ashanti Hamilton, President  
Milwaukee Common Council  
City Hall, Room 205  
Milwaukee, WI 53202

Dear President Hamilton,

I am writing to support Mayor Barrett's nomination of Rocky Marcoux to continue as Commissioner of the Department of City Development.

As Executive Director of the Milwaukee 7 Regional Partnership and President of the Milwaukee Development Corporation, I have worked closely with Rocky and his team to help maximize the use of limited resources to benefit the City of Milwaukee.

Rocky has been instrumental in helping to expand and attract new companies to the City of Milwaukee including the Menominee Valley and the city's north side. Rocky's enthusiasm, tireless work ethic and ability to get deals done has served the city and consequently the region well. Currently, we are supporting his efforts in Century City (and the MWERC cluster development strategy) and the expansion of Direct Supply on the city's northwest side as just two examples.

Rocky and team have provided additional leverage for limited city resources by taking an active role in M7. This active role has led to a better understanding of city needs and connected regional resources to the city plans including distressed areas of the city. While results are not what anybody would like, Rocky and his team have been instrumental in engaging regional resources to help address issues to the extent we are able. Past examples include the Menominee Valley. Current examples include cluster development in Century City, business expansion for Direct Supply on the Northwest side, and workforce development collaboration with city based workforce development agencies.

Additionally, Milwaukee's Prosperity Plan has been touted as a national model and while we are not seeing the results we would all like to see, there is a plan and a focus on the distressed communities of the city.

I would be happy to meet with you to discuss these efforts as your time permits,

Sincerely,

A handwritten signature in dark ink, appearing to read 'Pat O'Brien', is written over a light blue horizontal line.

Pat O'Brien  
Executive Director  
Milwaukee 7 Regional Partnership  
President  
Milwaukee Development Corp