



MILWAUKEE DOWNTOWN

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July 18, 2016

Honorable Members of the Milwaukee Common Council
Milwaukee City Hall
200 E. Wells Street, Room 205
Milwaukee, WI 53202

Dear Honorable Members of the Milwaukee Common Council:

We are writing on behalf of Milwaukee Downtown, Business Improvement District #21 (BID #21) to strongly encourage you to reconfirm Mr. Rocky Marcoux as Commissioner of the Department of City Development. Commissioner Marcoux has played a critical role in leading the City's unprecedented growth and development and we believe he needs to continue to lead the Department of City Development in Mayor Barrett's administration as it works to ensure prosperity extends to every neighborhood in the City.

There is no denying that Milwaukee is in an important state of transformation. With billions of dollars of investment that has recently been completed, is under construction, or is in advanced planning stages all across the City, Milwaukee is becoming a world class city. Like every healthy and competitive City, it is imperative to have a growing downtown that is a neighborhood for every City resident.

Just as impressive as the amount of development that is occurring downtown, are the significant investments taking place throughout the neighborhoods in the City of Milwaukee. Commissioner Marcoux's balance approach to economic development and job creation has lead to significant projects all throughout the City.

Under the leadership of Commissioner Marcoux, there is an emphasis on extending the development momentum into the neighborhoods. This is taking place all across the City with significant collaborations and investments in the neighborhoods to the west, north and south of downtown. For example, building on the success of the Menomonee Valley, Commissioner Marcoux and the City are working to bring the same type of development to Century City – the former A.O. Smith/Tower Automotive site. The City is working closely with residents and is setting the stage to attract new outside private investment and family supporting jobs to the heart of the City.

Other neighborhood development initiatives under Commissioner Marcoux's leadership are bringing transformative investments like the Reed Street Yards, the Global Water Center, Freshwater Plaza, and the future Harbor District in the south side neighborhoods of Milwaukee. To the west, the City is partnering with major employers to advance the neighborhood revitalization efforts of the Near West Side Partnership. To the north, the City is focusing resources to promote development in the 30th Street Corridor, Bronzeville, Century City, and to aid major employers like Direct Supply expand their northwest side campus to add hundreds of employees.

Building an inclusive downtown is also a priority for the Commissioner Marcoux led Department of City Development and this is proven time and time again. For example, thoughtful processes and planning have went into the Lakefront Gateway Plaza plan to

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ensure that it will be a place for all Milwaukee residents to better interact, enjoy, and gain access to the City's lakefront.

A strong downtown is also an important asset to everyone in Milwaukee because it to retains and produces new jobs for City residents. In working with Commissioner Marcoux, Northwestern Mutual is building a new headquarters facility that is creating approximately 1,000 construction jobs – many of which are residents from all across the City of Milwaukee. Northwestern Mutual is also employing residents in the heart of the City by constructing the exterior glass paneling system in the north side's Century City.

A vibrant downtown and healthy, robust neighborhoods are not mutually exclusive and in fact they are very complementary assets. We understand the importance of having strong and vibrant neighborhoods that closely connect and interact with downtown. As an organization, we proudly work very closely with Commissioner Marcoux and his staff to further promote downtown as a neighborhood for everyone to be part of and enjoy.

We are very supportive of the initiatives being lead by Commissioner Marcoux's Department of City Development. The City of Milwaukee is achieving once-in-a-generation development. We need to continue to have the strong leadership exhibited by Commissioner Marcoux in order to continue to signal to businesses and residents that the City of Milwaukee is highly desirable place to invest. With this, we strongly encourage the Milwaukee Common Council to re-confirm Mr. Rocky Marcoux as the Commissioner of the Department of City Development.

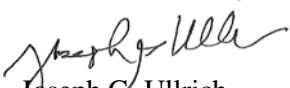
Sincerely,



Elizabeth Weirick
CEO
Milwaukee Downtown,
BID #21



Matt Dorner
Economic Development Director
Milwaukee Downtown,
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Joseph G. Ullrich
Chair
Milwaukee Downtown,
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