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July 20, 2016

The Honorable Ashanti Hamilton
President - Milwaukee Common Council
Milwaukee City Hall
200 E. Wells Street, Room 205
Milwaukee, WI 53202

RE: Rocky Marcoux
Reappointment
Commissioner-City of Milwaukee Department of Development

Dear Common Council President Hamilton:

I am writing this personal letter in support of the reappointment of Rocky Marcoux as Commissioner-City of Milwaukee Department of Development. I am writing this on personal stationary and voicing my personal opinions and not necessarily the opinions of the public company I work for or any of my associates. I have been a commercial real estate broker in Southeast Wisconsin for the past 41 years, have worked on various projects in the City of Milwaukee, and have worked closely with the Department of City Development under various regimes. My experience has been with national and local retailers, other kinds of users, and also with developers in the ground-up or redevelopment of existing property.

I have found Rocky Marcoux to be a huge proponent for business and for development in the City of Milwaukee. This includes retail, office, industrial, apartments/condominiums, and mix-use development. I understand the 'City' encompasses many different areas including the Downtown Area east and west of the River, the new Arena District, the Menomonee Valley, the Northwest Side of Milwaukee and specifically the former Northridge Shopping Center area, our Central City, the 30th Street Corridor, etc. I can only tell you this: In my experience with Rocky over the past approximately 12 years I have found him to be very hands on, very willing to be very proactive in helping to bring new retailers and business to the City, to create jobs, to make things happen. I believe behind the scenes Rocky has done everything in his power to make things happen in a positive way for our City. I have found him to always 'be there' when called upon. Rocky loves this city.

Rocky has backbone and over the last several years I have seen him attacked at various times in the local papers for certain stands he has taken on things. I guess it comes with the turf, someone like Rocky has to have thick skin, but I believe he always has the best interests of the City of Milwaukee in his heart.

I have also seen him criticized for not being 'more open' when working with or negotiating with certain companies to locate within the City, whether it is Downtown or in other areas. Rocky works in an arena of confidentiality. Often times it is the company, corporate user, retailer, or developer who may insist on confidentiality, demand it, and one 'wrong' or poorly timed word on the street can often times doom a

potential deal. It is one thing for people to expect Rocky to be more open, and quite another for the business community, local or outside of Wisconsin, to truly trust Rocky. Someone like Rocky often times earns trust by keeping things quiet until the appropriate time as dictated by the end user or decision maker.

I guess you can say he has a thankless job. If he is successful at a task or project it is to be expected, if he is not then he did not do enough. What he cannot do is force the development community to do certain things. He cannot force out-of-town companies to relocate to the City, or force out-of-town or even Milwaukee suburban corporate names to relocate Downtown or in the 30th Street Corridor. From what I can tell, Rocky has done everything he can to get the former Northridge Mall redeveloped or at least occupied by a major name in the community. He has tried effortlessly to bring the long vacant mall back to life and enhance the area.

I am not writing this letter to be technical about other duties or responsibilities Rocky may have regarding more or better paying jobs in our Central City. Based on what I have read, I would guess he is very aware of what is expected should he get reappointed. This is someone who has been tremendously loyal to our City, to the community. In my experience Rocky has been a stand-up man, an honorable man, and I admire him for not always telling me what I necessarily wanted to hear but being up-front with me. That is all someone like myself can ask for or expect.

I encourage the Common Council to reappoint Rocky Marcoux to another term as Commissioner-City of Milwaukee Department of Development.

Thank you for your time.

Sincerely,



Max J. Rasansky

cc: Alderman Cavalier Johnson
Alderman Nic Kovac
Alderman Robert J. Bauman
Alderman James A. Bohl, Jr.
Alderwoman Milele A. Coggs
Alderman Khalif J. Rainey
Alderman Robert G. Donovan
Alderwoman Chantia Lewis
Alderman Michael J. Murphy
Alderman Mark A. Borkowski
Alderman José G. Pérez
Alderman Terry L. Witkowski
Alderman Tony Zielinski
Alderman Russell W. Stamper, II