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May 12, 2005

Dan McCarthy
Director of Urban Development
WISPARK LLC
301 W. Wisconsin Ave., Suite 400
Milwaukee WI 53203

As directors of nationally recognized workforce development organizations, we are pleased to express our strong support for PabstCity.

As you know, WRTP and BIG STEP have created a Center of Excellence to assess, prepare, and place any job ready candidate for a career in skilled trades and industries. The Center stands ready to assist WISPARK and its partners in maximizing community participation in the on-time, in-budget construction of the project.

We believe PabstCity presents a tremendous opportunity for community residents to enter the building and construction trades. Once it is completed, the project also offers a large number of permanent job opportunities in the service sector as well.

PabstCity helps preserve the past and build the future. Unique venues such as the House of Blues and Gameworks and a sixteen screen Cineplex would attract additional residents and dollars to area. The development would enhance the image of downtown Milwaukee as a destination and a business address, and help employers recruit and retain talent.

The Center of Excellence reflects an unprecedented partnership between the public, private, and philanthropic sectors in our area. Working together, we are able to achieve unprecedented results for the benefit of all stakeholders in projects like this.

We look forward to working with you, contractors, building trades, and community partners to maximize the benefits of this opportunity. Please do not hesitate to let us know how we may be of assistance in the development of your project.

Sincerely,

Earl Buford
BIG STEP Executive Director

Eric Parker
WRTP Executive Director