

Near West Side Partners, Inc.

Making Milwaukee's Near West Side An Even Better Place To Live, Work And Play

June 26, 2015

Common Council President Michael Murphy
Alderman Robert Bauman
Alderman Russell Stamper, II
City of Milwaukee
200 E. Wells Street, Room 205
Milwaukee, WI 53202

Gentlemen:

We are writing this letter in support of the proposed expansion of Business Improvement District 10. BID 10 is providing great services in the existing Avenues West area of the City and we believe that expanding those services throughout the Near West Side of the City will bring great value to our community.

Created in 1993, BID 10 was originally intended to revitalize the Avenues West business corridors in the 4th Aldermanic District. Since that time, BID 10 has expanded its service area exponentially and works in an ever-growing area from Interstate 43 to Highway 41 and Interstate 94 to Highland Boulevard, which also includes portions of the 10th and 15th Aldermanic Districts.

Expanding the geographic boundaries of BID 10 to include this entire area will increase the involvement and support of the businesses in the area and better enable BID 10 to continue to provide and enhance their services.

Together, our organizations own 89 parcels in the Near West Side, representing \$75 million in assessed property value - or more than 35% of the total assessed value in the proposed Business District Area. We believe that our investment in the expanded services of the BID will be good not only for our businesses, but for property owners throughout the Near West Side.

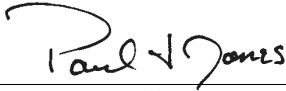
Earlier this year, the undersigned organizations also announced their work to establish and support Near West Side Partners, Inc., a new non-profit organization designed to help make the Near West Side an even better place to live, work and play. We believe that an expanded BID will help provide the additional support needed to make NWSP's efforts sustainable for the long-term.

For the reasons set forth above, the undersigned representatives of owners of real property used for commercial purposes and located in the proposed business improvement district, do hereby petition the City of Milwaukee, pursuant to the provisions of Wis. Stats. § 66.1109 (2)(a), for the expansion of Business Improvement District #10 to the area shown on the attached Map.



Sincerely,

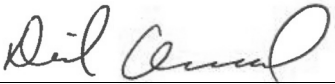
HARLEY-DAVIDSON, INC.

By: 
Paul J. Jones, Vice President, General
Counsel, & Secretary

MARQUETTE UNIVERSITY

By: 
Rana Altenburg, Vice President – Public Affairs

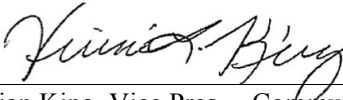
MILLERCOORS

By: 
David Osswald, Assoc. General Counsel

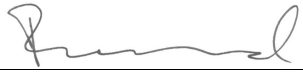
POTAWATOMI BUSINESS DEVELOPMENT
CORPORATION

By: 
Stephanie Omdoll, Director of Communications

AURORA HEALTH CARE

By: 
Vivian King, Vice Pres. – Community Relations

WIEGAND ENTERPRISES

By: 
Rick Wiegand, Owner