

6938 N SANTA MONICA BLVD  
MILWAUKEE, WI 53217  
GENERALCAPITALGROUP.COM

P: 414.228.3500  
F: 414.228.3700

July 11, 2016

*Delivery via e-mail*

President Ashanti Hamilton & all Council Members

Dear President Hamilton:

Please accept this letter of strong support for Rocky Marcoux's re-confirmation. I am 1000% behind Rocky and want him to remain "our" DCD Commissioner. When the Cleveland delegation visited in June, you heard me stress the importance of "credible, consistent, and continuing leadership". I meant every word.

Working side-by-side with Rocky and his team for the last 12 years has meant "everything" for our involvement in projects like Century City and Reed Street Yards. Our willingness to invest in Century City and Reed Street Yards was predominantly a function of our confidence in Rocky and his consistent leadership at the DCD. Rocky's appreciation, understanding, and commitment to the economic clusters in Milwaukee has been unwavering. Please take the time to consult the Water Council and M-WERC in your considerations.

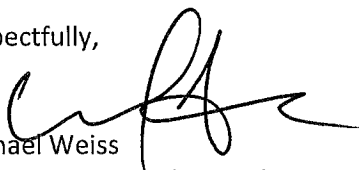
I have spent a great deal of time with Rocky over the past several years, perhaps more time than some alderpersons (particularly given recent turnover on the Council). Let me attest to this fact: Rocky's focus on "bringing jobs to the neighborhoods" has been a central theme in "every single meeting" I have attended with him.

Nothing happens overnight in the world of real estate and economic development. General Capital's world is a "long-term world". From our perspective, Rocky and his team consistently take the "long view" and "do the right thing". The City of Milwaukee is currently our favorite place to invest largely due to Rocky's personal credibility and his leadership at DCD.

The Menomonee Valley has been many years in the making and we are all proud of what it has become. Someday, Century City can be a similar success. We are immensely proud of General Capital's involvement, and of the fact that Rocky asked us to "join the Team". To be clear, General Capital's investment at Century City is very directly a function of Rocky's personal and persistent efforts.

You know my view: Rocky should be reconfirmed. Milwaukee's challenges require long-term strategies and long-term leadership. Let us please keep a strong leader in place and keep Milwaukee moving forward.

Respectfully,

  
Michael Weiss  
President - General Capital