

OPEN LETTER IN SUPPORT OF THE COUTURE DEVELOPMENT ON MILWAUKEE'S LAKEFRONT

December 2014

Milwaukee County Board of Supervisors
Milwaukee County Courthouse
901 North 9th Street, Room 201
Milwaukee, WI 53233

Milwaukee Common Council
City of Milwaukee
200 E Wells St
Milwaukee, WI 53202

Dear Milwaukee County Supervisors and Members of the Common Council:

The proposed Couture development on Milwaukee's lakefront is a forward-thinking development that adds value, beauty, connectivity, investment, and economic activity at Milwaukee's lakefront. It will transform the underused Downtown Transit Center into a vibrant public space that improves access to the lakefront, creates thousands of new jobs and adds a signature building to Milwaukee's skyline.

In addition to bringing \$122 million in new investment to our community, the project incorporates broad public amenities, including public pedestrian walkways and bridges, a public rooftop plaza, and enhanced transit connections, including bikes, buses and the proposed streetcar.

Comprising 97% of the footprint of the building and more than 27% of the total square footage, these public amenities will serve a crucial role in connecting downtown businesses, visitors and residents to the many attractions on the lakefront. It will also help increase the appeal of our City and County to current and potential employees and make the lakefront an even better place to live, work and play.

The Couture will have a significant economic impact on our community. The added tax revenue alone validates this project – more than \$68 million over the next three decades. And the development represents a tremendous opportunity for job creation and workforce development, both during and after the construction process. The developer has committed to 25% Disadvantaged Business Enterprise (DBE) and 40% Milwaukee County Resident hiring as part of the project – providing much needed jobs and skill development in our underserved communities.

This is the right project, at the right time for our community. It will benefit not only our organizations but the City, the County and all who call our community home. We urge our elected officials to take swift action to move forward with this transformational development.

Sincerely,

Dan Bukiewicz, President
Milwaukee Building and Construction
Trades Council

Eve Hall, President & CEO
African American Chamber of Commerce of
Greater Milwaukee

Don Smiley, President & CEO
Milwaukee World Festival, Inc.

Beth Weirick, CEO
Milwaukee Downtown,
Business Improvement District #21

Kerry Thomas, Executive Director
MetroGO!

Ian Abston, Founder
Newaukee, Inc.

Ken Kraemer, Executive Director
Building Advantage

Jorge Franco, President, Chairman & CEO
Hispanic Chamber of Commerce of
Wisconsin

Dan Keegan, Director
Milwaukee Art Museum

Chuck Harvey, Vice President Public
Affairs and Chief Diversity Officer
Johnson Controls

Mike Fabishak, CEO
Associated General Contractors-Greater
Milwaukee

Michael Cudahy