

July 15, 2016

Dear Common Council Members:

As a long time Milwaukee resident and member of the development community, I am writing in support of the reappointment of Commissioner Rocky Marcoux. I respectfully ask that you consider the full impact of your vote and reflect on how a change in leadership at this moment would detract from the momentum this great City of Milwaukee has collectively captured.

Commissioner Marcoux has been at the center of much of this momentum and his office has worked side-by-side with the development community to make projects a reality. His last 12 years in office represent thoughtful and courageous planning – good things take time. The Moderne, for example, took 10 years from concept to stabilization to now being a cornerstone of the new Milwaukee Buck's arena and entertainment district. We must have steady and consistent leadership to successfully achieve the objectives that the Common Council adopted in 2014 as part of its economic development strategy.

It also takes meaningful partnerships to succeed, and Commissioner Marcoux has been a great partner to those willing to invest in our city. He is fair, energetic, and represents a refreshing approach to driving mutual accountability between his team and those working to get deals done.

By all accounts, the City of Milwaukee is putting more residents to work because of the projects Commissioner Marcoux is championing. But, it is not his responsibility alone. We all must do our part to better support the community and leverage our investments downtown to in turn grow Milwaukee as a whole.

You, individually, must reflect on how major national companies may perceive Milwaukee as an investment opportunity if you vote against the reappointment of Commissioner Marcoux. Please base your decision on objective measures and vote to keep this enthusiastic momentum going.

Thank you for your service to Milwaukee.

Sincerely,



Richard J. Barrett, Founder
Barrett Lo Visionary Development