



January 26, 2006

Alderman Michael D'Amato, Chair
Zoning, Neighborhoods and Development Committee
City Hall
200 East Wells
Milwaukee, WI 53202

Dear Alderman D'Amato:

We are writing to express our strong support for the proposed \$25 million city financing package for Manpower Inc.'s new headquarters in downtown Milwaukee. We endorse this proposal both as a major downtown business and as neighbors on the Milwaukee River.

When weighing the benefits of city support, a development such as this needs to be viewed in the larger context of how it creates significant spin-off benefit to other existing businesses in downtown Milwaukee.

The addition of 1000 employees to the downtown workforce makes an important contribution to the vitality of downtown and to the Marcus Center's ability to continue to attract new patrons for its programming and that of its resident arts groups.

Placing this development on the Milwaukee River puts Manpower Inc.'s employees within convenient walking distance of the Downtown Theater District, containing the city's largest concentration of performing arts organizations. It will also enable them to walk to the Bradley Center, the Water Street entertainment district and restaurants on Old World Third Street. All of these businesses rely upon earned income generated at the door, and the addition of Manpower Inc. will bring additional paying patrons through those doors.

As a neighbor on the Milwaukee River, we welcome the major reinvestment in the area brought about by Manpower choosing to locate its business in downtown Milwaukee. It can only enhance developments either underway or planned, and spur further development in and surrounding the park east corridor to our north.

A decision to support a financing package isn't a decision just benefiting Manpower Inc. and its employees. It is, in effect, a decision to support the continued growth and vitality of a large number of downtown businesses and the workforce they employ. It is a sound business decision, and we encourage your positive support.

Sincerely,

Christopher S. Abele, Chair
Marcus Center Inc. Board of Directors

Paul Mathews, President
Marcus Center Inc.

Cc: Mayor Tom Barrett
Jeffrey Joerres, President & CEO, Manpower Inc.

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