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## Marcoux has played a key role

Everyone recognizes and acknowledges the downtown renaissance — you can't miss it as you look across the skyline and see the cranes transforming Milwaukee. What is less recognized — but equally important — is what downtown development means for the rest of the city and the success and investment occurring in the neighborhoods throughout Milwaukee simultaneously.

City Development Commissioner Rocky Marcoux has played a key role in our city's unprecedented growth and development, and we believe he should continue to lead the Department of City Development for another four years in Mayor Tom Barrett's administration as it works to ensure that prosperity extends to every neighborhood in the city.

A healthy downtown is essential to a healthy city. The \$5 billion in new and proposed private development in and around downtown is bringing thousands of new jobs to city residents — including job training and new career paths for previously unemployed city residents — and generating millions of dollars in revenue to support essential services such as police and fire for the entire city. In addition, projects such as the Lakefront Gateway and the new arena will bring more people, more customers, more businesses, more workers, more residents and more private investment to our city — all of which will benefit all of Milwaukee, not just downtown.

Just as impressive as the development that is occurring downtown are the significant investments in neighborhoods throughout the city. A vibrant downtown and healthy, robust neighborhoods are not mutually exclusive, and, in fact, are complementary assets.

Through strategic investment and careful management, the Menomonee Valley has become a national model for how to revitalize abandoned industrial land. Over the last decade, the Valley has brought thousands of new, family-supporting jobs to city residents and transformed a blighted valley into a vibrant destination.

Building on the success of the Menomonee Valley, Marcoux and the city are working to bring the same type of development to Century City — the former A.O. Smith/Tower Automotive site. The city is working closely with neighborhood residents and investing millions of dollars in the site, attracting outside private investment, new businesses and new jobs.

All Milwaukee residents deserve to live in high-quality housing. Under Marcoux's leadership, the city has built more than 6,000 new affordable housing units across the city. The vast majority — 5,400 — were investments outside of downtown, spanning 13 of 15 aldermanic districts from 2004 to 2015. In addition, more than 1,400 building permits have been issued for new single-family and duplex developments since 2005. The department also has taken a strong leadership role in tackling the foreclosure crisis, putting 2,000-plus properties back in private hands and returning more than \$78 million in value back to the city tax rolls.

Throughout the city, you will find countless new developments that were only possible through the direct involvement and leadership of Marcoux and the department he leads. A few of the more recent examples include: Pete's Market at Martin Luther King Drive and North Ave., the Freshwater Plaza at 1st St. and Greenfield Ave., and St. Ann's Intergenerational Center at 24th St. and North Ave. The department also has invested in excess of \$1 million in each of the last three years on commercial properties spanning hundreds of sites across every single aldermanic district in the city.

We are at a critical crossroads. We are achieving once-in-a-generation development downtown and in our neighborhoods. At the same time, we all agree that more must be done to ensure that the benefits of new development and city investment extend to all parts of Milwaukee. While reasonable people may disagree on the best way to accomplish this, delays in confirmation and the absence of leadership causes investors, businesses and residents to lose confidence and seek investment and occupancy outside of the city. We strongly encourage the Common Council to reconfirm Marcoux without any unnecessary delay.

*This commentary was submitted by Peter Feigin, president, Milwaukee Bucks; Theresa Gadzik, Voluptuous Secrets; Ellen Gilligan, president & CEO, The Greater Milwaukee Foundation; Linda Gorens-Levey, partner, General Capital; Gary Grunau, president, Grucon Group; Ralph Hollmon, president & CEO, The Milwaukee Urban League; Jeffrey A. Joerres, Incito Capital; John Kersey, executive vice president, Zilber LTD; Ted Kellner, executive chairman, Fiduciary Management; Michael Lovell, president, Marquette University; Sheldon B. Lubar, chairman, Lubar & Co.; David Lubar, CEO, Lubar & Co.; John McWilliam, owner, SCATHAIN; Alex Molinaroli, chairman, president & CEO, Johnson Controls; Clifton Phelps, JCP Construction; Jalin Phelps, JCP Construction; James Phelps, JCP Construction; Tom Schneider, executive director, COA Youth & Family Centers; Angela and Bennie Smith, Daddy's Soul Food and Grille; Kyle Weatherly, principal, Vliet Street Capital; Elizabeth Weirick, CEO, Milwaukee Downtown; Michael Weiss, partner, General Capital; and Greg Wesley, partner, MWH Law Group.*