



July 15, 2016

Common Council
City of Milwaukee
200 E. Wells Street Room 205
Milwaukee WI 53202

Dear Members of the Common Council:

On behalf of Near West Side Partners, Inc. (NWSP), I want to express our support of the work of Commissioner Rocky Marcoux and the Department of City Development (DCD). Under his leadership, DCD has been an instrumental ally in our efforts to revitalize the Near West Side of Milwaukee.

Near West Side Partners, Inc., is a non-profit organization formed in January 2015 to revitalize Milwaukee's Near West Side, led by five anchor institutions—Aurora Health Care, Harley-Davidson, MillerCoors, Marquette University, and Potawatomi Business Development Corporation. It represents an unprecedented partnership that has already produced significant results for our neighborhood of neighborhoods.

We have been fortunate to have such strong support from the City of Milwaukee – including from the three Aldermen representing our area, as well as from the administration. DCD, in particular, has been instrumental in many of our successes over our first 18 months. For example, DCD has played a critical role in:

- Providing staff to to serve on our Board of Directors as well as on our Working Teams;
- Offering valuable insight and advice in the development of NWSP's first strategic plan;
- Helping fund and coordinate a Design Charette that brought our neighborhoods together to envision potential development opportunities for six key sites in the Near West Side;
- Supporting efforts to expand the footprint of Business Improvement District # 10 to encompass the entire Near West Side;
- Commissioning a new market analysis to support private investment in the Near West Side; and
- Supporting the Near West Side Green Space Initiative, including the development of a new pocket park in the Cold Spring Park neighborhood.

In addition, the positive new developments that DCD has helped foster in adjacent areas of the City – especially downtown and the Menomonee Valley – have helped create significant new opportunities for the Near West Side.

Commissioner Marcoux and DCD have shown a deep appreciation for the neighborhoods in the Near West Side and have been true partners in our work. We support his reconfirmation and look forward to working with him for another four years as we continue our work in the Near West Side.

Sincerely,

A handwritten signature in black ink, appearing to read "K Stanley".

Keith Stanley, Executive Director
Near West Side Partners, Inc.

NEAR WEST SIDE PARTNERS, INC.

