



**To:** Alderman Joe Davis, Chairman  
City of Milwaukee, Economic Development Committee

**From:** Marissa Weaver, Managing Partner  
Let's Party, LLC

**Date:** March 13, 2007

**Re:** Request for Consideration of Financial Support  
Development Project  
5444 W. Fond Du Lac Ave., Milwaukee, WI

Alderman Davis,

Thank you for your assistance and guidance in acquiring our commercial property on Fond Du Lac Ave. Our renovations are well underway, and we are looking forward to opening soon at the new site.

As you are aware, our full project development costs - \$2.3 million - are funded by private investments. We are extremely appreciative to Legacy Bank and the Milwaukee Urban League for their confidence in our vision, and for providing an attractive financing package for our business expansion.

In addition to the project adding significant aesthetic improvements and streetscape appeal, to date we have hired over 15 community residents who are working on the renovations.

The total project includes:

- site improvements with new green spaces, landscaping, and metal fencing,
- a complete façade "face lift" that includes installing over 80 feet of storefront systems, esthetic structural modifications, and extensive EIFS system
- 10,000 sq ft of retail space for Let's Party Discount Party Store
- 3,000 sq ft of retail space to be leased to a national retailer
- 6,000 sq ft dedicated to house an elegantly appointed banquet hall with seating up to 350.

I'm certain you will agree that to further promote continued growth and development in the Midtown area, it is important that we all work together to deter any acts of theft and vandalism. As such, our renovation budget includes \$10,000 designated for security and

technological systems; however, I was recently made aware of enhanced security and A/V system that would significantly augment our project.

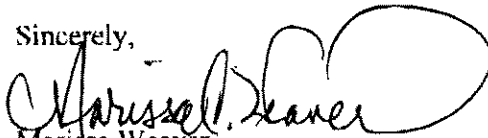
An advanced system is available for \$35,000. The system includes:

- surveillance cameras on both the Fond Du Lac Ave. and parking lot elevations,
- remote viewing capabilities,
- glass breakage sensors,
- off-site monitoring and response,
- security cameras in the retail area,
- retail tags and sensors to prevent merchandise loss,
- an A/V component for the banquet hall that includes mics, speakers and projection equipment.

We are seeking financial support to assist us in acquiring this enhanced technology. We believe this value-added addition to our project will be of benefit to the surrounding neighborhood in that we will avert becoming a "magnet" for vandalism and theft, while also significantly enhancing the quality and availability of community services with a first-rate meeting and banquet facility.

We would appreciate any consideration you can give. Again, thank you for your support and assistance.

Sincerely,

  
Marissa Weaver  
Managing Partner

