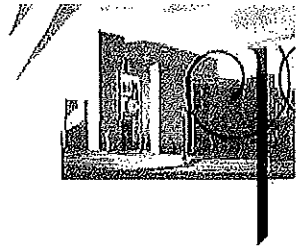


Marcus Center  
for the Performing Arts



January 9, 2015

Alderman Robert J. Bauman  
City of Milwaukee Common Council  
200 E. Wells Street  
Milwaukee, WI 53202

Dear Alderman Bauman:

I am writing to let you know that I am in support of the current plan to move forward with the Milwaukee Streetcar project.

The Marcus Center annually draws over 800,000 patrons who attend touring Broadway productions, symphony, opera, ballet and children's theater performances and other entertainment and events. Increasingly we see patronage traveling from further distances and making Milwaukee their destination for a variety of arts and cultural experiences. A fixed route transit option would expedite their travel while within the city, and would be a valuable amenity for promoting cultural tourism.

While I would like to see a system that ultimately serves more City neighborhoods and provides residents increased transportation opportunities for accessing jobs, every system needs to start somewhere, and the proposed system is the start we need. Through my work I travel extensively to other cities with fixed route systems, and if we are to maintain our competitiveness with them and foster economic growth throughout the city, as these communities have done, then the proposed Streetcar project is the major catalyst to get us started.

Sincerely,

Paul Mathews  
President & CEO

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for the Performing Arts  
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