



March 10, 2004

Chairman Suzanne M. Brier and the Members of the Public Improvements Committee
City Hall Room 205
200 East Wells Street
Milwaukee, Wisconsin 53202-3570

Dear Chairman Brier and Members of the Public Improvements Committee:

As the owner of Coast, our new restaurant on Milwaukee's lakefront, I want to voice my enthusiastic support for development of Pier Wisconsin. I hope you will act today to foster Pier Wisconsin as a welcome addition to Milwaukee's thriving lakefront community.

At Coast we have seen firsthand the excitement and power created when a neighborhood offers a variety of attractions. Many of our patrons visit the Milwaukee Art Museum and Betty Brinn Children's Museum, stroll the lakeshore, partake in festivals, or work in neighboring offices. Pier Wisconsin promises to be an inviting destination that gives people yet another reason to spend a day or an evening enjoying the lakefront neighborhood. As such, it will add to the success of existing lakefront attractions and to the amenities that make Milwaukee a vibrant place to live and visit.

Pier Wisconsin's mission of teaching freshwater ecology and lake history will also directly benefit Milwaukee. The city's past and future are inextricably linked to Lake Michigan. By building understanding and appreciation for the Lake's role in our lives, Pier Wisconsin will reinforce our commitment to protecting the environment on which our health and well-being as individuals and as a community depend.

Thank you for the opportunity to share these thoughts, and for supporting the motion before you that will advance development of Pier Wisconsin.

Sincerely,

A handwritten signature in black ink, appearing to be "J. Zilli".

Jim Zilli
Executive Vice President