



Tom Barrett
Mayor, City of Milwaukee

January 31, 2012

Mr. Paul Upchurch
Visit Milwaukee
680 North Plankinton Avenue, #425
Milwaukee, WI 53202

Dear Mr. Upchurch:

I am writing you today about a matter that is important to the future of Milwaukee. Last year, I asked a group of interested persons and stakeholders to determine the best way to revitalize Wisconsin Avenue between the Milwaukee River and 8th Street, and to begin implementing the best possible revitalization strategy.

The Group has determined that the best and quickest way to achieve measureable and sustainable success is to engage a facilitator to assist in selecting the initiatives most likely to succeed and to engage the broader Community in the effort. The Group needs to raise the necessary funds to take it through the strategic action phase (through the use of facilitation) and the beginning of the implementation phase. The fundraising goal is \$400,000.

The Group has selected Marble Leadership of Chicago to work with it throughout the strategic action phase. Marble Leadership has led facilitation and consulting processes for the Greater Milwaukee Committee, the Milwaukee Jewish Federation and the Milwaukee Water Council, among others, over the last few years, and its work and success rate is highly praised.

Included with this letter is a list of the current members of the Group, the Group's Fundraising Proposal and a summary of some of Marble Leadership's accomplishments in the Milwaukee area.

The fundraising for this effort has already begun. I am pleased to let you know that Godfrey & Kahn, S.C. has generously contributed toward our goal. The City, itself, intends to assist in the fundraising, but believes that this effort should be led by the private sector.

I hope you will strongly consider joining in this important effort to revitalize what once was a thriving commercial thoroughfare in the City of Milwaukee.

You can expect a call from one of the members of the Group in the near future to discuss your participation.

Thank you in advance for your support.

Sincerely,

A handwritten signature in black ink that reads "Tom Barrett". The signature is fluid and cursive.

Tom Barrett
Mayor

C: Stephen L. Chernof, Chair West Wisconsin Avenue Work Group