



September 11, 2009

Alderman Jim Witkowiak  
Zoning, Neighborhoods and Development Committee  
Milwaukee Common Council  
200 E. Wells Street  
Milwaukee, WI 53202

Dear Chairman Witkowiak & Members of the Committee:

On behalf of the Milwaukee 7 Water Council, we wish to voice our support of a TIF district in the Reed Street Yards area to help provide an asset-rich location right in the City of Milwaukee where water companies can develop and grow. The proposed district is a tremendous beginning to a larger Water Council vision for creating a dynamic plan for growing our water industry. We have already had productive discussions with the Milwaukee Department of City Development on developing a larger comprehensive master plan for the land area needed for Milwaukee to meet the world's demands for water technology.

The location of the Reed Street Yards, with its convenient proximity to downtown, major transportation arteries, the airport and even a waterway leading directly to Lake Michigan, makes it ripe as the first location for a high-quality multi-use development, particularly for water-related companies. Infrastructure, environmental and aesthetic improvements resulting from a TIF district would create new access to 300,000 square feet of existing buildings and open up another 15 acres to new development in an area that could prove very appealing to companies and organizations expanding with Milwaukee's World Water Hub of research, education and industry.

The promise of such development and the opportunity to make it available to water-related companies makes the TIF district proposal appealing to us as members and co-chairs of the Milwaukee 7 Water Council. We urge the members of the Committee to approve creation of this TIF district in order to help Milwaukee's continuing water-related development.

Sincerely,

A handwritten signature in black ink, appearing to read "Rich Meeusen".

Rich Meeusen  
Co-Chair  
Milwaukee 7 Water Council

A handwritten signature in black ink, appearing to read "Paul Jones".

Paul Jones  
Co-Chair  
Milwaukee 7 Water Council

cc: Rocky Marcoux, DCD  
Dan Casanova, DCD