

July 9, 2016

Delivery via Electronic Mail

Common Council President Ashanti Hamilton
Members of the Common Council

RE: Confirmation of Rocky Marcoux as Commissioner of DCD

Dear President Hamilton:

I am writing you in my capacity both as a Partner at General Capital Group and as a Co-Chair representing the Greater Milwaukee Committee on the Milwaukee United - Downtown Task Force.

Although I have been at General Capital a relatively short 16 months, I have had the privilege of working on two critical development projects involving the City of Milwaukee. I am the Partner responsible for Century City 1, the first new building constructed at the former A.O. Smith/Tower Automotive Site in the City of Milwaukee Century City Business Park. The City and General Capital have invested 50/50 -- side by side -- to develop a state-of-the-art flex industrial/manufacturing building to stimulate economic activity. This public private collaboration in one of the most challenged neighborhoods in our City is truly unique. It is not about the real estate -- it is about the vision for revitalizing the neighborhood, creating new family wage sustaining jobs, and building economic stability. Why did we invest at 31st and Capitol? Because Department of City Development Commissioner Rocky Marcoux asked us and we had the confidence to invest with the City because of his leadership and commitment.

While there has been much attention and press dedicated to successful development downtown, we have tended to overlook the tremendous accomplishments of Commissioner Marcoux in our neighborhoods. In addition to Century City, I have also been intimately involved in the Reed Street Yards water technology park. Under Rocky's vision and leadership, the City took a brownfield asset, identified an economic sector, invested in a cluster and created an asset that has already yielded a new corporate headquarters (jobs!), and a destination for multi-family housing, retail, and restaurants. I envision that in a few short years, Walker's Point will be what the Third Ward has become today -- a focal point for diverse economic retail, commercial, and residential development.

Let us not forget the success of the Menomonee Valley Partnership -- another visionary project under Commissioner Marcoux's leadership and a national model. I met with the Global Head of Deloitte's Site Selector Practice and they specifically identified the Menomonee Valley for the headquarters of a Spanish based company, Ingeteam. Finally, the City has had tremendous success both with respect to the creation of affordable housing units all across the City and the sale of City owned, tax foreclosed properties that have been sold to private investors -- in every district.

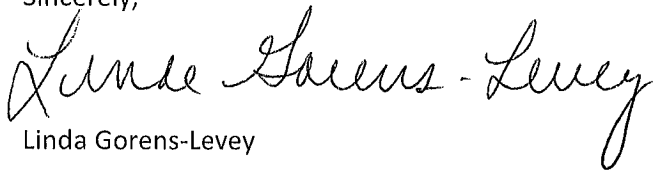
GENERAL CAPITAL

The Downtown Task Force understands that neighborhoods want and need to be connected to downtown. It is the rich vibrancy and character of our neighborhoods that make Milwaukee unique. But, having a vibrant downtown and having economically prosperous neighborhoods are not, and cannot be, mutually exclusive – they must go hand in hand. The downtown is the heart of any city – and in fact, Milwaukee's downtown is 3.2% of the City's land area and contributes 18.6% of the tax base. We need both, a healthy downtown and healthy neighborhoods, and we can work together to accomplish both.

Milwaukee is fortunate to have a Commissioner such as Rocky as a leader. He is passionate about Milwaukee and a zealous advocate for the neighborhoods. He is tireless in his efforts, reliable, trustworthy, has both the history and the long term vision, and his integrity is beyond reproach.

I highly encourage the Common Council to reappoint Commissioner Marcoux for another term and let our City and neighborhoods prosper.

Sincerely,



Linda Gorens-Levey

Partner, General Capital Group
Co-Chair, GMC, Milwaukee United - Downtown Task Force