



July 18, 2016

Alderman Bohl
Milwaukee City Hall
200 E Wells St.
Milwaukee, WI 53202

Dear Alderman Bohl,

There is no question that Milwaukee's commercial real estate landscape is more prosperous now than it has been in decades. New construction of the Northwestern Mutual headquarters, Bucks Arena project, harbor district redevelopment and numerous others are creating family supporting jobs, building momentum and shaping the narrative for our City; inside and out.

Building a diverse City like Milwaukee is no simple task. Varying interests can create opportunity, but when priorities conflict, can also create stagnation. The 7,000 members of our real estate associations are interested in continuing the momentum of the City – to stay on course with the progress that has been made through private interest, new capital and public support. For this reason, we support the appointment of Milwaukee DCD Commissioner Rocky Marcoux and believe his appointment should be confirmed by the Zoning and Development Committee and the Common Council.

The continuance of a robust commercial real estate market within the City of Milwaukee depends upon creating, and in this case maintaining, a high degree of confidence that there is certainty in investment. We believe that the failure to reappoint Commissioner Marcoux will create a great degree of uncertainty which will cast a chill over commercial real estate investment in the City.

At this same time, we have an opportunity, with new Common Council leadership and other incoming committee chairs, to focus more sharply on the needs of all areas of our City that are in need of investment. The commercial real estate community will support those efforts through involvement in programming and engagement in communication regarding these efforts.

We are all invested in growing economic opportunity within Milwaukee, and stand firmly in the belief that a rising tide lifts all ships. Supporting the re-appointment of DCD Commissioner Rocky Marcoux for a new four-year term while also supporting the goals of our city's common council leadership makes clear to the broader business community, that the City's best interests are the priority and that deals can get done in our City no matter what the circumstances may be.

Sincerely,

Tracy Johnson
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