



Associated Bank

February 2, 2006

Dear Alderman D'Amato:

As senior level and executive managers of Associated Bank in Milwaukee, we would like to express our enthusiastic support for the proposed Manpower development in downtown Milwaukee and urge you to also support the project.

We are thrilled that Manpower wants to relocate its global headquarters, and hundreds of employees, to our downtown. As you're aware, the \$94 million RiverBend Place project would increase the tax base and serve as a much-needed catalyst for further development in the Brewers Hill and Near North Side areas. It would be the largest downtown office complex to be developed in more than 10 years. Restaurants, shops, housing and offices would surely follow. It makes good business sense.

The city's investment of \$25.3 million for a parking structure will be repaid through additional taxes the project generates. No current city of Milwaukee taxes will be used for the project, and the city will not have to subsidize the project in the future.

In short, the project poses no risk to the city of Milwaukee or its residents. The risk would come if you and your colleagues do not approve the financing package. Milwaukee risks losing a Fortune 500 company, and the jobs and prestige Manpower would provide could easily go elsewhere.

Please help raise Milwaukee's profile on a national and international level, and enhance the downtown business and residential climate for years to come. Vote "yes" for Manpower's proposal on February 7.

Sincerely,

David A. Baumgarten
Gordon J. Weber
Stephen C. McGuire
Michael R. Finn
Robert J. Cera
Michael J. Falbo