



*Hispanic Chamber
of Commerce*
WISCONSIN

12 September 2014

Mr. Wyman Winston, Executive Director
Mr. Farshad Maltes, Director of Economic Development
Wisconsin Housing and Economic Development Authority
201 West Washington Avenue, Suite 700
Madison, Wisconsin 53703

Dear Wyman and Farshad:

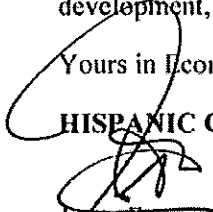
Recently, we met with Wangard Partners in Milwaukee regarding the outstanding partnership between our organization and theirs. As you may recall, the HCCW honored Wangard Partners as the HCCW Hispanic Business of the Year at our most recent Annual HCCW Awards Gala where Governor Scott Walker presented awards. During our meeting, we were very pleased to learn of WHEDA's interest and involvement in Wangard Partners' development on First and Greenfield in Milwaukee (Freshwater Plaza). As you know, this area is home to many within our high growth Hispanic community and we believe that the development is important for the area for many reasons, including:

- The development, which Wangard has promised will respect the needs of its surrounding community as well as its community's flair, will jump start additional development in the area and serve as a gateway to the exciting Inner Harbor project. We believe that this Inner Harbor project, like the Menomonee Valley development, will create hundreds, if not thousands of jobs for our community;
- The proposed grocery store will provide affordable and fresh food to a neighborhood that is a virtual food desert and in need of higher quality, healthier food options. The operators have promised to cater to the Hispanic community and the location of the grocery store is convenient for current members of the immediate community as well as for those working in the Inner Harbor;
- Despite being on a highly traveled street in Milwaukee, the site as it stands today is an eyesore, is blighted and contains many environmental hazards, which will be remedied by the development; and
- This development will involve the cooperation of over ten different governmental agencies and departments, including MMSD, the State of Wisconsin and you.

We thank you for your participation in this development and lend our full support to you and Wangard Partners as the development progresses. Should you need anything from us regarding the development, please do not hesitate to ask.

Yours in Economic Leadership and Success,

HISPANIC CHAMBER OF COMMERCE OF WISCONSIN


Jorge Franco
Chairman, President & CEO

Funded in part by
Community Development Block Grant



Recipients: Hispanic Chamber of the Year 1988
Hispanic Chamber of the Year ~ Region IV 1994, 1996 through 2009
~ National 2005/2006

Member United States Hispanic
Chamber of Commerce

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LA CAUSA CITY DEVELOPMENT

Where Children and Families Come First

2014 SEP 24 AM 11:42

C: MARCOUX
BROWN
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Vice President of Manufacturing
Rockwell Automation

September 23, 2014

Commissioner Rocky Marcoux
City of Milwaukee - Dept. of City Development
809 N. Broadway
Milwaukee, WI 53202

Dear ^{Rocky} Commissioner Marcoux,

Hoping all is well with you and your family. I am writing to you today to express my support for the newly proposed Freshwater Plaza Development to be located at the corner of First and Greenfield. As you certainly know, this section of the city continues to undergo a transformation from a less than appealing typical industrial-looking part of town that has seen better times to a revitalized, eclectic district that has carved its own niche comprised of restaurants, boutique businesses, and newly built housing. The expansion and commitment by the University of Wisconsin-Milwaukee to its School of Freshwater, along with the new Reed Street Yards Development, has created excitement, the likes of which haven't been seen in decades.

As you know, La Causa, Inc. has also continued to invest and improve its properties in the immediate area and has spent over \$500,000 over the past two years in updating and improving our properties. We continue to grow our business and proudly have grown to over 340 employees. As a business committed to serving this area, I am writing not only to support the new development but to also encourage you and all of our other City leaders to fully endorse this initiative to make it a reality. Among the reasons we support this project are as follows:

- Freshwater Plaza will truly enhance the identity of this neighborhood by bringing a greatly needed high-quality grocery store to the area and featuring national and regional tenants with local flair.
- The Cermak Fresh Market proposed in this development provides affordable, fresh food to a neighborhood that needs a higher quality grocery store for its growing residential base and existing business community.

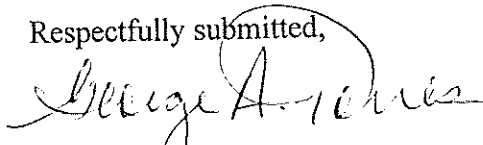


- The 1st Street and Greenfield Avenue property proposed for this development is currently identified as a brownfield site. The Freshwater Plaza will allow for clean-up of the site and provide a connection to the mixed-use trail system.
- The development will be a gateway to the University of Wisconsin-Milwaukee School of Freshwater Sciences, one of the most highly anticipated graduate school research facilities in the UW System.
- More than 10 different governmental agencies and departments, including MMSD, the State of Wisconsin and EB5 Funding, are involved to ensure the success of this project.

I am sure this list could be easily expanded to include other benefits but I'm sure you'll agree that this development will be good for the City, good for business, and good for our residents. Again, I strongly urge you, along with all of our policy makers, to get behind this great project so we can continue to transform this community into Milwaukee's new business "place to be".

Please feel free to contact me should you have any questions or if we can be of further assistance.

Respectfully submitted,

A handwritten signature in cursive script that reads "George A. Torres". The signature is written in dark ink and is positioned above the typed name.

George A. Torres
President & CEO
La Causa, Inc.

Douglas M. Hagerman
Senior Vice President
General Counsel and Secretary

MILWAUKEE DEPARTMENT OF CITY DEVELOPMENT

2014 OCT 15 AM 11:11

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Milwaukee, WI 53204
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dmhagerman@ra.rockwell.com
www.rockwellautomation.com

**Rockwell
Automation**

October 10, 2014

Milwaukee City Hall
Attn: Mayor Tom Barrett
✓ Attn: DCD Commissioner Rocky Marcoux
Attn: Alderman José G. Pérez
200 E. Wells Street
Milwaukee, WI 53202

RE: Support for the Freshwater Plaza development at 1st & Greenfield

Dear Mayor Barrett, Commissioner Marcoux and Alderman Perez:

I am writing in support of the Freshwater Plaza development at 1st Street and Greenfield Avenue proposed by Wangard Partners. This project will be a huge boost to our neighborhood by providing a high-quality grocery store, unique retail options, and excellent residential space.

The development will jump start this neighborhood. As one of the area's largest employers, the revitalization of Walkers Point is extremely important to our employees and business. Through the enhancement of the neighborhood with better retail options and community amenities, Rockwell Automation will be in a better position to attract and retain the top talent required to sustain a successful business like ours.

Cermak Fresh Market will provide affordable, fresh groceries to a neighborhood with a growing residential base and a lack of quality food options. The development will transform what is now a vacant brownfield into a major community asset. The project will clean up the site and pave the way for future development. It will also complement other important community partners, such as the University of Wisconsin – Milwaukee School of Freshwater Sciences.

The Walkers Point neighborhood is achieving significant momentum in recent years but retail gaps remain. With the addition of the Freshwater Plaza, both local residents and businesses will experience dramatic benefits immediately.

I urge you to also support this catalytic development for Walkers Point.

Sincerely,



Douglas M. Hagerman
Senior Vice President, General Counsel & Secretary
Rockwell Automation

REFERRED
 BY MARCOUX
 TO CASANOVA, D.
 DATE 10-15-14
 ACTION
 INFORMATION

 COPIES TO:
LUTZKA, C.
KOSTER, V.
BROWN, M.
LASKOWSKI, J.