



Chair
Mick Hatch
Foley & Lardner LLP

July 14, 2016

President
Bruce Keyes
Foley & Lardner LLP

Milwaukee Common Council
City Hall
200 E. Wells Street, Room 205
Milwaukee, WI 53202

Vice-President
Jeff Morgan
Allied Insulation Supply Company

Secretary
Michele Bria, Ph.D.
Journey House

Dear Members of the Common Council,

Treasurer
Pat O'Connor
BMO Harris Bank

On behalf of Menomonee Valley Partners (MVP), I am writing to share our support for the reappointment of Rocky Marcoux as the Commissioner of the Department of City Development and request the Common Council's support of his reconfirmation.

Members
Dave Cieslewicz
Wisconsin Bike Fed

Throughout his years as Commissioner, Rocky has been an ally of organizations like MVP working for the revitalization of neglected areas of our community, a tremendous cheerleader for our city, and a tireless advocate for the important work of strengthening all of its neighborhoods. The incredible revitalization of the Menomonee Valley over the last 15 years would not have been possible without the supportive leadership of DCD.

Peter Coffaro
Milwaukee Area Workforce Investment Board

Susan Crane
We Energies

Bill Davidson
Harley-Davidson Museum

Rocky has been a strong proponent for the revitalization of the Menomonee Valley and our work to redevelop brownfield land and vacant buildings to provide family supporting jobs in the heart of the city. Under his administration, the Valley has seen an incredible transformation: 300 acres of brownfield land have been redeveloped; 40 companies have moved to or significantly expanded within the Valley; 5,000 family-supporting jobs have been created; and 60 acres of parks and trails, including Three Bridges Park, have been developed, creating walk/bike to work connections for neighbors as well as opportunities to enjoy nature in the heart of the city.

Angelo Fallucca
Palermo Villa, Inc.

Laura Goranson
g.moxie

Arturo Hernandez
Rexnord

Shelley Jurewicz
FAB Wisconsin

This year, Three Bridges Park was recognized with a national Social Impact Award for its repurposing of a vacant former rail yard and turning it into a park and outdoor science classroom and pedestrian bridges that make jobs accessible – the most recent in a long list of national accolades for the tremendous strides the Valley has made in achieving economic development, environmental restoration, and community building goals. The Valley has become a national model for sustainable redevelopment, and is lauded by other cities as the example of how a city, through strategic investment and strong policies, re-industrialized a historic manufacturing district to provide family supporting jobs.

Renee Kimberger
Potawatomi Hotel & Casino

Ghassan Korban
Milwaukee Department of Public Works

Rocky Marcoux
Milwaukee Department of City Development

Pat O'Brien
Milwaukee 7

Through his long-term involvement on the board of MVP, Rocky engages in meaningful conversations about how we connect residents of the surrounding neighborhoods to the pipeline for good jobs in the Valley, while also taking the lessons learned here to other areas of Milwaukee where revitalization efforts would benefit from a similar strategic partnership between the City, the community, and the private sector.

Stephanie Omdoll
Potawatomi Business Development Corporation

Julie Penman
Penman Consulting

Sheri Schmit
Wisconsin Department of Transportation

Lora Strigens
Marquette University

Building on the Menomonee Valley success, Rocky Marcoux and the City are already making steady progress to replicate the Valley's successes in the 30th Street Industrial Corridor, particularly evident in the work at the former A.O. Smith/Tower Automotive site being redeveloped as Century City. City-managed contracts, which exceeded EBE goals in the Valley, are finding similar success at Century City, where partnerships between the City and private sector are training unemployed workers for sustainable careers.

Rocky Marcoux has led vital work on behalf of the City in supporting the revitalization of the Valley, and his reconfirmation is critical to the continued progress of the many initiatives underway throughout Milwaukee. We respectfully request your support in reconfirming his appointment.

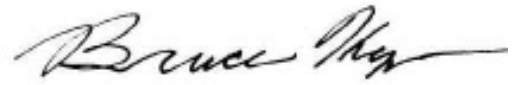
Sincerely,



Corey Zetts
Executive Director



Mick Hatch
Chair



Bruce Keyes
President

cc: Rocky Marcoux