



Department of City Development

Housing Authority
Redevelopment Authority
City Plan Commission
Historic Preservation Commission
NIDC

Rocky Marcoux
Commissioner

Martha L. Brown
Deputy Commissioner

May 13, 2005

To The Honorable Members of the Common Council
City of Milwaukee
City Hall – Room 205

Dear Council Members:

The project plan for TID 58 includes a significant sum that will be devoted to job training to ensure local residents can take advantage of employment opportunities generated by the development. The developer estimates that the project will create 1,000 construction jobs and 1,100 permanent jobs in retail, food service, customer service, security, property maintenance and property management. We envision that training efforts will prepare residents for both construction and permanent jobs.

Planning for this activity is in the embryonic stages, and it is thus premature to predict exactly how training will be structured and delivered; however, we believe it is critical to incorporate creative approaches that utilize existing training resources without creating a new administrative bureaucracy.

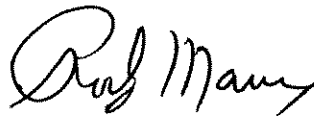
We envision some exciting possibilities! For example:

- The PabstCity project involves the restoration and adaptive re-use of century-old buildings. This work will require special construction techniques used to preserve historic masonry properties. Because Milwaukee has a significant stock of buildings from the late 19th and early 20th centuries, construction workers with knowledge of appropriate restoration practices are in demand. A customized training program, using the Pabst Brewery buildings as a learning laboratory, could qualify residents for employment in major historic construction projects, such as the restoration of City Hall, as well as smaller scale jobs in Milwaukee's many pre-World War I neighborhoods. Further, a program that combined training in restoration construction and small business development could spur the creation of new contracting businesses specializing in this type of work.
- The clustering of a large number of retail and food service businesses at a single site creates opportunities to develop "career ladders" that could cross boundaries among employers. Training can assist motivated individuals who start in entry-level customer service positions to move rapidly "up the ladder" into supervisory and management positions with their own or other employers at the complex.

- Because PabstCity businesses are expected to draw significant numbers of tourists, English as a Second Language training would be appropriate to help non-English speaking residents become qualified for front-line employment.
- When fully built, the PabstCity complex will contain approximately 2.5 million square feet of building and six blocks of grounds requiring ongoing maintenance. Training in subjects such as mechanical systems operation, security, horticulture, and building maintenance and repair will help to prepare residents for positions related to the ongoing operation of the complex.
- The PabstCity management team will need to undertake ongoing marketing and leasing activity. These areas provide training and internship opportunities.

If TID 58 is adopted, the Department of City Development will convene a working group to expand upon these and other training concepts, and identify appropriate public, private and non-profit entities poised to assist in the implementation of a powerful training initiative that connects Milwaukee residents with opportunities.

Sincerely,



Rocky Marcoux
Commissioner

C: Mayor Tom Barrett
Martha Brown
Jim Scherer
Joel Brennan
Dan McCarthy, WisPark