



July 18, 2016

Rocky Marcoux
Commissioner, Department of City Development
City of Milwaukee
(414) 286-5800
rocky.marcoux@milwaukee.gov

Re: Letter of Support for Commissioner Reappointment

Dear Rocky,

I am writing to express my support for your reappointment as Commissioner of the City of Milwaukee's Department of City Development (DCD). Through my arts and cultural exchange initiative MKE<->LAX, I currently work as a consultant with the Greater Milwaukee Committee (GMC) on the development of The Milwaukee Method of Creative Placemaking. The GMC is involved with demonstration projects including the Beerline Trail Neighborhood Development Project in the Harambee and Riverwest neighborhoods, the Avenue on West Wisconsin Avenue in Downtown and in Walker's Point. I am the project director for the GMC's Harvesting Leading Practices grant from the Kresge Foundation. I also work closely on the Bronzeville Neighborhood Cluster Development along with Melissa Goins of Maures Development and CUPED Corporation, the America's Black Holocaust Museum, Jazale's Art Studio and other cultural leaders. I have had live-work space in the Riverwest neighborhood for the last three years and intend to relocate to the cluster development in Bronzeville later this year. I offer all of this framing on my practice as a point of reference for the many ways I contact DCD while I work with creative placemaking in Milwaukee, as well as a wide range of neighborhood and city leadership from various sectors as we perform alignment work together.

I am grateful for the consistent responsiveness and intelligent, creative problem-solving that you and your staff have performed with these various cultural geographies. I always feel like I can come to you to explore strategic vision for neighborhood and city development, as well as address specific relationships, properties, resources and other opportunities on the ground. You and your staff are diligent about actively participating community meetings we organize, as well as those in connection with the mayor's office. Your presence at our 2015 Strategic Actioning Session for the Beerline Trail Project was key to the clarity and innovation of the initiatives we have underway with linear park design, housing rehabilitation, creative entrepreneur development, art production and neighbor engagement.

Your enthusiastic attitude of approachability and collaboration is invigorating. Having been away from Milwaukee for over ten years, I am impressed with the wide range of development projects underway and am aware of your hand in those projects to amplify stakeholder interests at the neighborhood level. You are willing to take risks that are calculated and vetted well, with transparency around your economic development focus while also interlacing other development layers and values into the mix.

I have worked with city and county governments in several American cities on public art and cultural development projects, and I often comment to my national network about how inspiring I find the work with the City of Milwaukee because of the focus on neighborhood leadership, openness to experimentation and earnest care for all parties involved. You are a key leader in the City generating this inspiration for me. Thank you for all you do to support creative placemaking as well as the specific neighborhoods I and our collaborators work with amidst a complex agenda for city development I am well aware that you manage.

Take care,

A handwritten signature in cursive script that reads "Sara".

Sara Daleiden
Director, MKE<->LAX
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