

**GMAR**  
Greater Milwaukee Association of  
**REALTORS**®

January 28, 2006

Alderman Michael D'Amato, Chairman  
City of Milwaukee Zoning, Neighborhoods & Development Committee  
City Hall, Room 205  
200 East Wells Street  
Milwaukee, WI 53202-3570

RE: Manpower Headquarters, TIF #41 (File #051108)

Dear Alderman D'Amato:

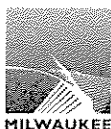
On behalf of the Greater Milwaukee Association of REALTORS®, I would like to ask for your support of the Manpower headquarters development project.

The use of tax incremental financing (TIF) in this project has been unfairly criticized by those who clearly do not understand the purpose of TIF financing. TIFs were originally created as a financing tool to redevelop blighted urban areas without increasing taxes to pay for redevelopment.

The Manpower headquarters TIF is exactly the type of project that the TIF law was created for. RiverBend is located in a neighborhood that has seen jobs and homeowners leave since the 1960s resulting in one of the most barren neighborhoods in the city. Over the last several years there have been successful attempts to reinvigorate the area, i.e. the Schlitz Park office development and the repopulation of Brewers Hill. However, there is much more work to be done in this intensive urban area.

The use of TIFs is a very important economic development tool and, unfortunately, a small group of misguided opponents is attempting to wreck the good reputation of TIFs. TIFs use tax money the city would not otherwise receive to pay for certain infrastructure to spur development; development that yields tax revenue – this is a net gain for taxpayers.

The danger in the debate over the use of a TIF in the Manpower headquarters, and previously in the Pabst City debate, is that future city leaders and taxpayers may view the use of TIFs with a great deal of skepticism; wrongly thinking they are losing out when TIFs are employed. This could result in taking a wonderful redevelopment tool out of the hands of redevelopment specialists.



12300 W. Center St. ■ Milwaukee, WI 53222  
Phone **414.778.4929** ■ Toll Free **866.303.GMAR** ■ Fax **414.778.4920**  
[www.gmar.ws](http://www.gmar.ws)

Furthermore, the downtown housing market has been running very well over the last several years, and the presence of the Manpower headquarters downtown will provide additional homebuyers for the market spurring additional construction of housing units. Many of the jobs at the headquarters will be held by the two key demographic groups that have lead the resurgence in downtown living, young dual-income couples and empty-nesters.

As these groups continue the trend of inhabiting Milwaukee's downtown they will demand more restaurants, stores and other commercial outlets that make any urban area vibrant and lead to a 24-hour city.

The Manpower headquarters project is very exciting and the perfect type of project for the proposed location, which is why I would ask that you please support TIF #41.

If you have any questions about the GMAR's position, please do not hesitate to contact me, I would be pleased to discuss this issue with you in greater detail. I can be reached at 414-778-4929 or [mrr@gmar.ws](mailto:mrr@gmar.ws). I have enclosed a fact sheet on the Manpower headquarters development for your information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mike Ruzicka', with a long horizontal flourish extending to the right.

Mike Ruzicka  
President

cc: Mayor Tom Barrett  
Milwaukee Common Council