

July 11, 2016

Mr. Ashanti Hamilton
Common Council President
City of Milwaukee

RE: Rocky Marcoux Confirmation as Commissioner of DCD

Dear Mr. Hamilton:

My firm develops and constructs real estate in the Midwestern United States. Our home office is 10 minutes north of the City of Milwaukee. I have been a life-long resident of Southeast Wisconsin and have seen many changes in the City and surrounding neighborhoods over the last 50 years.

The City and surrounding neighborhoods continue to be challenged in many ways. I believe rehabilitation of existing properties and construction of new real estate is often the driver of economic benefit and employment, and one of the main assets in our battle against urban blight and all that goes along with it.

There is no doubt that the City and surrounding neighborhoods have seen economic improvement over the past several decades, fueled partially by the City's support of real estate investment in these communities. We need to continue all reasonable efforts to attract interest in development and re-development of properties in our community from both municipal agencies and private parties. I am proud of the work that the City of Milwaukee has done in attracting such interest and supporting new vibrant developments.

I believe Rocky Marcoux has contributed significantly to this effort through his leadership at DCD. The redevelopment of blighted areas such as the Menomonee Valley and Century City are long term investments that are changing the course of the properties within these development zones and adjacent to them.

The DCD have supported and directed investment in over 6,000 new affordable housing units across the City in 13 aldermanic districts since 2004. Over 2,000 tax foreclosed properties have been returned to the community since 2007 throughout all aldermanic districts totaling over \$78 Million in taxable properties returning to the City tax rolls.

Rocky and the DCD has supported development on Martin Luther King Drive and North Avenue (Pete's Market), Freshwater Plaza at First Street and Greenfield, and St. Ann's Center at 24th and North. He has worked to foster partnerships with neighborhood-based groups such as West Side Partners, Menomonee Valley Partners, the 30th Street Industrial Corridor and the Riverworks.

Although there is more work to be done in all of the neighborhoods and Aldermanic districts in the City, I believe we are moving in the right direction due largely to Rocky's vision and leadership as Commissioner of the DCD.

I support Rocky's reconfirmation to this post, and encourage you to do the same. He has been an asset to the City's residents and will continue to support necessary redevelopment throughout all of the City's districts.

Feel free to contact me directly if you would like to discuss this further.

Thank you.

THE HOFF GROUP, INC.

David J. Hoff, AIA
President