



July 18, 2016

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President Ashanti Hamilton  
and Members of the Milwaukee Common Council  
City Hall  
200 W. Wells St.  
Milwaukee, WI 53202

Dear President Hamilton and Common Council Members:

On behalf of the Westtown Association Board of Directors, I would like to urge the Milwaukee Common Council to reconfirm Rocky Marcoux as Commissioner of the Department of City Development. We believe that during his tenure as Commissioner, Rocky has been a champion for development in the downtown area, but also for the rest of the City of Milwaukee as well.

Although there are a number of large development projects going on in the Westtown area that are currently bringing a lot of positive attention this part of downtown, Westtown wasn't always a top choice for the development community or the recipient of positive media stories over the years. Despite a strong historical negative perception entrenched in our culture about the area west of the river in downtown Milwaukee, Rocky has always been a firm believer. In fact, about five years ago he started calling Westtown "The new Third Ward" because of all the potential development sites. So at his many public presentations, interviews and discussions with developers – much to the surprise of the commercial real estate community – Rocky tirelessly reiterated this optimistic message about Westtown being the new Third Ward. In the last few years, the significant investment made by groups like the Milwaukee Bucks, Marquette University and the new owners of the Shops of Grand Avenue have started to shift perceptions as major development projects have broken ground. We strongly believe that Rocky's unwavering confidence in the area helped change how Westtown was regarded by the community and made these catalytic development opportunities possible.

We know that Rocky maintains this same type of optimism and confidence in the entire city. We're excited to see this prosperity and momentum shift to all Milwaukee neighborhoods in Rocky's next term.

Sincerely,

Stacie Callies  
Executive Director