

From: Laura Bray <risemilwaukee@gmail.com>

Date: July 14, 2016 at 5:06:57 PM CDT

To: ahamil@milwaukee.gov

Cc: rocky.marcoux@mkedcd.org

Subject: Reappointment of Rocky Marcoux

Alderman Hamilton,

I have fond memories of when you were first elected to the Common Council when I worked within the Department of City Development (DCD) on the senior management team. I enjoyed serving as the DCD liaison to the incoming Common Council members in your first year – as you in each set out to make an impact in your own districts and the City as a whole. During your tenure, I have had great respect for your passion for Milwaukee's neighborhoods and your thoughtfulness. Thank you for all you do.

As Common Council President, you are in a tremendous position to lead at a time when our city is facing many challenges and tremendous opportunities for all its citizens. I write today as Milwaukee resident to urge you and other members of the Common Council to reappoint Rocky Marcoux as DCD's Commissioner. As the Executive Director of Menomonee Valley Partners, Inc., I worked closely with Rocky for a decade. We partnered on too many projects to name and worked together with many collaborators when the odds seemed stacked against us. We worked together tirelessly to overcome obstacles and forge ahead with a public-private partnership. The Valley, which was once area with acres upon acres of vacant land, is now thriving with thousands of jobs and new quality of life assets important to the 10 neighborhoods that surround it. Cities throughout the country have visited Milwaukee to learn from this model of urban redevelopment. These achievements were reached by implementing sound economic development policy with ambitious goals of economic development, environmental sustainability and economic inclusion. Rocky worked to ensure that the work in the Valley spread beyond the confines of its boundaries. He is a champion of ensuring quality jobs for all residents and for undertaking approaches that can be replicated in neighborhoods throughout the city.

In the field of community development, Milwaukee is making great strides throughout many neighborhoods in partnership with area residents. I especially commend the Mayor, Rocky, and the Common Council for the joint leadership on responding to the foreclosure crisis proactively throughout many neighborhoods. From 2007 to now, 2000 tax foreclosed properties have been put back into private hands – including homes and businesses. Sales have occurred in every aldermanic district and as a direct result, more than \$78 million in taxable property has been returned to the rolls.

DCD is deeply engaged in investments and projects throughout Milwaukee's neighborhoods working to make business improvement districts stronger, engaging with partner organizations, and making meaningful direct investments in commercial corridors. Through these programs, DCD has allocated grants of over \$1-million in each of the last three years on facades, build outs, and retail investment. With over 300 grants, these programs have been deployed in every aldermanic district.

Thank you for your thoughtful consideration of an important decision before you. I do hope that you and other members of the Council move ahead with this reappointment. While Milwaukee faces its challenges, we have much to build upon for the future.

I look forward to working together again soon.

With kindest regards,

Laura Bray

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