

ENGINEERED PLASTICS CORP.

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May 17, 2004

Alderman Michael S. D'Amato
Chair
Zoning Neighborhood & Development Committee
City of Milwaukee
200 E. Wells Street
Milwaukee, WI 53202

Mr. Chairman and Members of the Zoning Neighborhood & Development Committee:

I would like to make the following points in support of Harley-Davidson's Museum proposal:

- In the greater Milwaukee area, 228 suppliers benefit from doing business with Harley-Davidson.
- In the state of Wisconsin, over 900 suppliers benefit from Harley-Davidson's state spending of just under \$800 million.
- Anything that benefits Harley-Davidson, benefits the supply base.
- The supply base is enthusiastic and supportive of anything to support Harley's sustained growth.
- I know very little about museums, but I trust H-D research that indicates that the museum will generate sales, much like I trusted the impact the 100th anniversary would have.
- Harley-Davidson brings recognition to Milwaukee. Their 100th anniversary celebration put Milwaukee more firmly on the world commercial map.
- As one of the most recognized brands in the world, Harley-Davidson's 100th Anniversary created community relationships that could not have been created any other way.
- People came to Milwaukee to be part of the celebration, what they found were friendly, high quality people here.
- The Museum gives them a reason to return...
- If we make the legend and the lore (the magic of Harley-Davidson) available, it creates further enthusiasm.
- Enthusiasm leads to future sales.
- Future sales assure continued growth for the supply chain.

Thank you for your consideration.

Sincerely,



Deb J. Bristoll
President/CEO