

Elmer, Linda

From: Cory Nettles <cnettles@generationgrowth.com>
Sent: Monday, June 26, 2023 9:27 AM
To: Elmer, Linda
Subject: My Support for the Sales Tax Levy

Importance: High

Ms. Elmer,

I'm writing to express my support for the Shared Revenue & Sales Tax matter being taken up today by the Steering and Rules Committee. I regrettably cannot attend today's hearing, but I respectfully request that you forward on this email as an indication of my support.

I am a born and raised City of Milwaukee resident. I own businesses in the City of Milwaukee. I have been a significant investor in several other businesses in the City, including the Milwaukee Bucks and several residential and commercial developments. I moved back to the City in 2019 from the north shore suburbs. I moved back to the City as a statement of my support for our City's brighter future.

As the former Commerce Secretary for the State of Wisconsin under Governor Jim Doyle, I am well aware of the challenges that our municipalities face. As Commerce Secretary, my focus was on community and economic development across our State. I learned well that the first ingredient to a thriving community is a well-functioning, fiscally responsible local government. We all know that Milwaukee, like urban cities across the country, is not fiscally sustainable given our current budget challenges. And we all know that these challenges exist notwithstanding what has been fiscally responsible management by our City leaders over the last couple decades. By every benchmark, Milwaukee is at or better than median against its peer group of urban cities in terms of our fiscal expense management. Notwithstanding this good management, our expenses are outpacing our revenues and that only will accelerate in the coming years.

Additional draconian cuts to essential City provided services is not the answer. Our community will suffer, including our most vulnerable. As a business owner and resident, I want a clean, safe City with a well-functioning government. The sales tax legislation which recently passed through the State legislature is our only immediate means to meaningfully increase revenues. Like the Mayor and many of you, there are key aspects of the bill that I find objectionable. These political and policy items should not have been included in the legislation. Notwithstanding my disagreements about those policy issues which were added to the legislation, on balance it was by far the best deal that the Mayor and County Executive could negotiate for our community. It's a deal and a solution that other leaders before Mayor Cavalier failed to get done.

I strongly encourage your support for this measure—flaws and all--as our best (indeed, only) path forward toward fiscal solvency. I understand that it will be a bitter pill for some Alders to swallow, but it's our best option in the short term as we work to address the legislation's shortcomings in the months and years ahead.

Thank you for your consideration

Cory L. Nettles
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