



**Metropolitan
Milwaukee
Association of
Commerce**

756 North Milwaukee St., Suite 400, Milwaukee WI 53202

March 15, 2013

Alderman Michael Murphy
City of Milwaukee
202 E Wells Street
Milwaukee, WI 53202

Dear Alderman Murphy,

On behalf of the Metropolitan Milwaukee Association of Commerce (MMAC), I would like to thank you for authoring File # 121591: related to PACE Financing. As the leading representative of employers in Milwaukee, MMAC supports this initiative as a useful tool to incent the use of innovative applications of green technologies as a way to increase urban property values and attract new jobs and investment to the City of Milwaukee.

The modifications proposed to the Me2 program will maximize the economic impact of the PACE program by attracting the specialized lenders and private capital necessary to jumpstart the marketplace. This activity will help create jobs and increase property values while lowering utility costs and increasing the energy efficiency for property owners and the City as a whole.

We are optimistic that the impacts of this proposal will go beyond merely stimulating job growth and investment by existing local firms, but will also open doorsthat draw new lenders, vendors and contractors eager to do business in Milwaukee.

Thank you again for your leadership on this issue. We are pleased to support the work of the Common Council and corporate citizens like Johnson Controls in this important effort to help make Milwaukee a leader in innovative green technology and development.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Baas', with a small registered trademark symbol (®) at the end.

Steve Baas

Vice-President, Governmental Affairs