December 17, 2014

Milwaukee Common Council
200 East Wells Street
Milwaukee, WI 53202

Dear Milwaukee Common Council,

On behalf of Menomonee Valley Partners Inc. (MVP), I am writing to express our support of the Milwaukee Streetcar and to request your vote in favor of the project. We view the Milwaukee Streetcar as an investment in infrastructure that has catalytic potential for the City of Milwaukee.

MVP is a nonprofit with a mission to revitalize the Menomonee Valley for the benefit of the entire Milwaukee community. Through the efforts of MVP and its many partners, the Valley has undergone an extraordinary transformation in the last 15 years, turning what was once widely known as "Wisconsin's worst eyesore" into a national model of sustainable development. Since 1999, 40 companies have relocated or expanded here, 5,000 family-supporting jobs have been created, 45 acres of park and the Hank Aaron State Trail have been developed, two miles of riverbank along the Menomonee River have been restored, and 10 million people visit Valley destinations each year. There has been much progress, but there is still a considerable amount of redevelopment to go to reach the Valley's full potential.

Although the Streetcar project is starting small, it does include a stop in the Valley at the Milwaukee Intermodal Station. We anticipate that it will spark additional investments in the adjacent area, spurring development near the Intermodal Station, including west along St. Paul Avenue - a key focus area of the City's Menomonee Valley 2.0 Plan.

Improving our civic infrastructure is an important piece of Milwaukee achieving its potential as a world class city and a fantastic place to live, work, and visit. We respectfully offer our support of advancing the Milwaukee Streetcar project.

Sincerely,

Corey Zetts
Executive Director

cc:
Mick Hatch, Menomonee Valley Partners, Inc. Board President
John Brennan, Menomonee Valley Business Improvement District Chairman
Ghassan Korban, City of Milwaukee Department of Public Works