

September 21, 2017

Mr. Lafayette L. Crump
Chief Operating Officer
Prism Technical Management & Marketing Services
2745 N. Dr. Martin Luther King, Jr. Dr. Suite 100
Milwaukee, WI 53212

Re: 1550 N. Prospect Avenue Development

Dear Lafayette:

Palisade Properties (or an affiliate thereof) will contract with Prism Technical to provide diversity and inclusion support services on the 1550 N Prospect project in Milwaukee, Wisconsin, upon receipt of approval by the City of Milwaukee for the project to move forward as proposed.

This letter of intent is provided in consideration for Prism's assistance in solidifying the project and guidance regarding the feasibility and mechanisms of achieving diverse business and workforce participation on the project.

This letter, while not serving as a contract, does connote our willingness to enter a contract with Prism at a rate commensurate with the value of its services and to support their efforts, and those of the City, to meet or exceed the community inclusion targets to which I've agreed.

Failure to negotiate a contract with Prism in good faith shall be a breach of the spirit of this letter.

Sincerely,

A handwritten signature in black ink, appearing to read "C. A. Houden", with a long, sweeping underline.

Christopher Houden
Palisade Properties
608-770-2335