POTAWATOMI
HOTEL&CASINO

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POTAWATOMI HOTEL & CASINO STATEMENT ON THE PROPOSED EXPANSION OF THE HOP

Potawatomi Hotel and Casino supports the Milwaukee streetcar expansion plan as proposed by Mayor Barrett and endorsed by Alderpersons Coggs and Bauman offered in file numbers 190172, 190172, 190173,190174, and 190175.

Last year Potawatomi Hotel and Casino chose to take a leap of faith and commit to a significant multi-year investment in The Hop. We couldn't be more pleased with that decision and the success of the project. As we considered this investment we banked on the growth of Milwaukee and, with it, The Hop. While we've benefited from the positive press and community goodwill generated through providing free rides, the real benefit has been to the community. Free fares result in more access for the entire community, contribute to the strong ridership numbers we're seeing, and make the system more attractive to investors, developers and additional corporate partners. Expanding the route will only enhance those benefits, both to additional partners and the community at large. We're aware that this next phase cannot include all the places that are deserving of expansion but also realize we must start somewhere in order to take advantage of our momentum. Expanding north into Bronzeville, south to 1st and Pittsburgh and servicing a new Vel Phillips plaza at 4th and Wisconsin is a prudent plan that all streetcar supporters should get behind.

Potawatomi Hotel and Casino, and our owners the Forest County Potawatomi Community, are bullish on Milwaukee. We continue to invest hundreds of millions of dollars into the city because our optimism is bolstered by projects like The Hop.

I urge you to approve these files and begin work on expanding The Hop without delay.