

May 6, 2016

Jason Gilman
Director of Planning and Development
City of La Crosse
400 La Crosse Street
La Crosse, WI 54601

Mark Hammond
Director of Development
MSP Real Estate
7901 West National Avenue
West Allis, WI 53214

Dear Mr. Gilman,

I am writing to express interest in Riverside North Development. I believe the combination of my local La Crosse knowledge and MSP Real Estate's vast housing development experience uniquely positions us to be a great partner as La Crosse looks to development this very important La Crosse site.

I was involved in the Riverside North charrette process and so I understand the thoughts, feelings, and concerns that are embodied in the master plan document. Also, as a former Board member of both Downtown Main Street, Inc. and The La Crosse Convention and Visitors Bureau, I understand the important of this redevelopment area and how it must complement rather than compete with downtown.

MSP Real Estate Inc. specializes in developing and operating senior and multifamily developments in the Midwest. Over the past twenty-five years, MSP has developed approximately forty housing projects in the Midwest and have experience using TIF, tax-exempt bond financing, tax credits, and other financing tools to reposition sites into vibrant communities. I have attached a list of projects that we have developed.

I look forward to working with you and other City staff to bring this exciting development to life. My address is provided above, my phone number is 612.868.9997, and my email address is mhammond@msphousing.com.

Best Regards,


Mark Hammond