



November 15, 2011

The Honorable Mitch Landrieu, Mayor
City of New Orleans
1300 Perdido Street
New Orleans, LA 70112

Dear Mayor Landrieu:

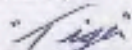
As President of the Greater New Orleans AFL-CIO, I strongly support the response of JWM Ventures, LLC (JWM) to RFP #2132-01177, the New Orleans East Redevelopment Opportunity.

JWM is a minority owned real estate developer with vast operations in inner city redevelopment projects. The company currently has in excess of 10 million square feet of redevelopment projects in their development pipeline. This is a company wholly dedicated to the troubled inner city market. The DBE 35% Utilization requirement is one which both JWM and the Greater New Orleans AFL-CIO fully endorse. JWM seeks out inner city minority owned contractors and will use a CWA (Community Workforce Agreement) with the Southeast Louisiana Building and Construction Trades Council.

We at the Greater New Orleans AFL-CIO and the Southeast Louisiana Building and Construction Trades Council are committed to work with JWM from the RFP proposal phase through construction. Financing for this project will be provided by our unions. I will be working with various union pension funds/trusts to invest in both equity and debt instruments with JWM entities in order to bring this project to fruition. During this very difficult economic and lending environment, we believe this finance sponsorship adds great value to the JWM proposal.

I am available for discussions and meetings and am prepared to answer any questions concerning our commitment to this extraordinary project.

Sincerely,


Robert "Tiger" Hammond
President

RFHIII/jp

cc: Amy Quirk
Cedric Grant

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Greater New Orleans AFL-CIO - Serving Orleans, Jefferson, St. Bernard and Plaquemines Parishes Since 1901

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