



# W I S C O N S I N C E N T E R D I S T R I C T

Owners and Operators of *The Milwaukee Theatre • Midwest Airlines Center • U.S. Cellular Arena*

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November 30, 2010

## VIA HAND DELIVERY

Alderman Willie L. Hines, Jr.,  
Milwaukee Common Council President  
City Hall, Room 205  
200 East Wells Street  
Milwaukee, WI 53202-3591

Dear Alderman Hines:

I am writing in my capacity as the Chairman of the Wisconsin Center District (WCD) to let you know of my strong support for the proposed Downtown Marriott. In partnership with VISIT Milwaukee, our job at the WCD is to attract more conventions, meetings and cultural events to our community. This new project has great potential to help bring new and exciting events to Downtown Milwaukee.

For several years, our organization has noted that a key factor in attracting more conventions to Milwaukee is having additional hotel rooms. The proposed Marriott, which would be privately financed, would include an estimated 200 rooms, various amenities, a restaurant and more. All of this would provide another advantage in attracting major conventions and top cultural events to our community.

The hotel's high-profile location on Wisconsin Avenue and Milwaukee Street would help draw more visitors to Downtown Milwaukee for business meetings, conventions and pleasure. This project will not only strengthen Milwaukee's market position, but it will also help promote everything our City has to offer.

The new Marriott would be a welcome boost to Downtown Milwaukee and would make our City more attractive to visitors and residents alike. Perhaps most important is the projection that the new hotel will add an estimated \$2.2 million annually to the area's tax base. That's good for the WCD; that's good for VISIT Milwaukee; and that's good for the entire community.

This project can and will bring positive economic growth to our community. As chairman of the WCD, I proudly support the proposed Downtown Marriott.

Sincerely,

Franklyn M. Gimbel  
Chairman,  
Wisconsin Center District

FMG/ddc

cc: Milwaukee Common Council Members