

February 17, 2025

Peggy Williams-Smith
President & CEO
VISIT Milwaukee
648 N Plankinton Ave
Ste 220
Milwaukee, WI 53203

Dear Members of the City of Milwaukee Planning Commission,

On behalf of Visit Milwaukee, I am writing to express our strong support for the proposed changes to the zoning standards for Block 3 of the Arena Master Plan and the detailed planned development (DPD) for the Moxy Hotel at 430 W. State Street. This project represents a significant opportunity to further enhance Milwaukee's hospitality offerings and strengthen our city's position as a premier destination for visitors.

Milwaukee is experiencing tremendous momentum as a travel and tourism destination. The addition of a Moxy Hotel in the Deer District will contribute to the city's diverse mix of accommodation options, providing a fresh and modern experience for travelers seeking a vibrant and engaging stay. Moxy's brand aligns well with the dynamic energy of the Deer District and will complement existing businesses and attractions, including Fiserv Forum, Baird Center, the forthcoming FPC Live venue, and our thriving restaurant and entertainment scene.

In addition to this, Moxy Hotel's owners, NCG Hospitality, have agreed to hold a certain percentage of rooms for convention business that is at least 18 months away, which will help my team continue to secure conventions and events that create a ripple effect of economic benefits in Milwaukee far beyond the accommodation sector.

Beyond its appeal to business and leisure visitors, this project will generate economic benefits for Milwaukee by creating jobs in hospitality, operations, and construction, while also increasing tax revenue and tourism spending in the surrounding area. The hotel will feature a welcoming main entrance on N. Vel R. Phillips Avenue and an outdoor patio for guests. This will contribute to the vibrancy and walkability of the neighborhood.

The proposed zoning changes are a necessary and logical step to accommodate this development while maintaining the integrity of the Arena Master Plan. The modifications will allow for the optimal use of Block 3 and ensure that the Deer District continues to evolve in a way that benefits residents, businesses, and visitors alike.

We appreciate the Commission's consideration of this project and encourage your support of the zoning changes necessary for its advancement. The addition of the Moxy Hotel will further elevate Milwaukee as a destination of choice and reinforce the Deer District's reputation as a premier hub for entertainment, sports, and hospitality.

Sincerely,



Peggy Williams-Smith
President & CEO
Visit Milwaukee