

## Lee, Chris

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**From:** Bauman, Robert  
**Sent:** Friday, May 2, 2025 1:27 PM  
**To:** Elle Bradley  
**Cc:** Lee, Chris; DeLessio-Parson, Ax  
**Subject:** Re:

Thanks for sharing your thoughts. We will add your comments to the DPD record.

Sent from my iPhone

> On May 2, 2025, at 12:57 PM, Elle Bradley <hbradley2317@gmail.com> wrote:

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> Dear Alderman Bauman,

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> I am a constituent of yours and I am asking you to oppose the proposed Moxy Hotel development proposal (File 241340).

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> Our city has invested tens of millions of taxpayer dollars subsidizing downtown development and we deserve the best return on it -- or at least a good return on investment. Unfortunately, NCG Hospitality's proposed Moxy Hotel falls far short of that mark

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> Tax Incremental District #84, where the Moxy would be located, is performing well above projections right now which means the City of Milwaukee can hold out for a better project instead of approving this subpar development now. If the city approves this project, we can never go back in time and get a better project. However, if we wait for a better project, there is always time to approve something in the future.

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> The proposed Moxy Hotel is not the highest and best use of the land and does not match up to the original development plan for the area. Instead of a 300 room full-service hotel, NCG Hospitality is proposing a 156 room limited service hotel. That might be good business for the company, but it's not good land-use, economic development or fiscal management for the City of Milwaukee, our residents and taxpayers.

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> Approving this project would mean lower land values and tax increment. That means fewer City financial resources for investing in development across our city and less for affordable housing when we desperately need it. Tax Incremental District #84 is the prime candidate to serve as a donor TID to subsidize development in neighborhoods around the city that otherwise would not be viable. Approving a lesser project jeopardizes the ability of TID #84 to perform this donor role because of its lower assessed value and increment. Additionally, TIDs that perform can have their life extended one year in order for the increment to subsidize affordable housing development and #84 is a prime candidate for that, too. But accepting a subpar development with lower assessed value and increment jeopardizes that as well, too.

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> Approving the proposed Moxy Hotel harms citywide development efforts and holds back affordable housing. Milwaukee residents deserve better from our taxpayer subsidy investments and land-use decisions.

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> But for the City's \$47 million subsidizing the creation of the Deer District, none of the development around the arena, from restaurants to hotels to concert venues, would exist. City residents, taxpayers, and elected officials deserve from developers accountability to our priorities as well as the best development plans. NCG Hospitality does not bring that to the table here. It's long past time for the mammoth public subsidies in the millions upon millions of taxpayer dollars to do more than pad profits of developers and instead deliver more for residents of our neighborhoods.

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> The best way to ensure the City, our residents and taxpayers get the proper return on investment for downtown development subsidies is to reject this project

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> I ask you to oppose File 241340, the proposed Moxy Hotel, because it's not good land-use, economic development, and fiscal responsibility.

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> Sincerely,

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> Elle Bradley