

MARCELIA NICHOLSON

MILWAUKEE COUNTY BOARD CHAIRWOMAN

Subject: Let's Hold Out for What Milwaukee Deserves on Block 3

Dear Zoning, Neighborhoods, and Development Committee,

I'm writing to urge you to reject NCG Hospitality's proposal to rezone Block 3 of the Arena Master Plan for a smaller Moxy hotel. As someone who cares deeply about the future of our city and how we use public resources, I believe this proposal is not in the best interest of Milwaukee or its residents.

Block 3 is prime downtown real estate—surrounded by Fiserv Forum, Turner Hall, the new FPC Live venue, and more. It's one of the most valuable and developable parcels in the city. The proposed 7-story, 156-room limited-service Moxy hotel is not the best we can do—and it doesn't live up to the General Planned Development (GPD) that was approved in 2015, which called for a 300-room, full-service hotel that could rise up to 20 stories.

This proposal seems designed to avoid competing with NCG's other hotel in the area (The Trade), but that's not a good enough reason to approve something that shortchanges the city. We've invested over \$47 million in TID #84—taxpayer money intended to generate strong returns, more jobs, and more public benefit. We shouldn't settle for a smaller project when we can think bigger.

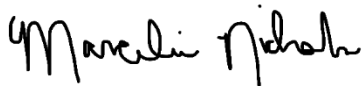
A better hotel project on this site could:

- Create more construction and permanent jobs
- Generate more property tax revenue for TID #84, which can be reinvested in under-resourced neighborhoods and affordable housing
- Deliver the kind of development Milwaukee was promised when we committed public dollars to the Deer District

The City took a bold step in building out this area. Let's finish strong by holding out for a proposal that truly reflects the highest and best use of Block 3—one that matches our vision, our investment, and the potential of this incredible location.

Thank you for your time and leadership.

In partnership,



Marci
Chairwoman, Milwaukee County Board of Supervisors

MILWAUKEE COUNTY BOARD OF SUPERVISORS

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