

JACKSON | STREET

November 21, 2013

Office of the City Clerk – License Division
City Hall, Room 105
200 E. Wells St.
Milwaukee, WI 53202

To Whom It May Concern:

We write – as business owners who have invested more than \$70 million in Downtown Milwaukee's renaissance – to express opposition to a new license application filed by Silk Exotic to permit operation of an "Adult Entertainment/Strippers/Erotic Dance" club in a City-owned building at 1118 N. 4th St. That location is less than two blocks from our very successful Aloft Milwaukee Downtown hotel and would be a significant detriment not only to Aloft, but also to other neighborhood businesses, residents and the BMO Harris Bradley Center.

Aloft celebrates its fourth anniversary this December and has been a successful addition to Downtown Milwaukee. To have the City become landlord to a strip club – essentially on the hotel's doorstep – would have a major negative impact to our business, our guests and other property owners in the area.

One of Aloft's great benefits is that it is within walking distance of many Downtown restaurants, taverns and attractions; however, many tourists will not be comfortable walking past a strip club to explore all of the wonderful things our City has to offer. The presence of a strip club in this location will adversely affect public perception of the neighborhood and Downtown Milwaukee as a whole. It will be more difficult for Aloft to attract guests, and for Milwaukee to attract visitors.

Downtown Milwaukee, particularly the Park East area, is on the cusp of great things. As such, the City must be focused on careful, responsible development that truly represents what we as a City and as a community want to be. To have a strip club as a tenant of the City in one of Downtown's prime entertainment districts runs counter to that vision. We respectfully request that the City deny Silk's licensing application for this location.

Thank you for your time and consideration of our position.

Sincerely,



Mark Flaherty
Managing Member



Ed Carow
Managing Member



Randall Erkert
Managing Member

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