



January 13, 2015

The Honorable Tom Barrett
City of Milwaukee – Office of the Mayor
200 East Wells Street
Milwaukee, WI 53202

Re: Milwaukee Streetcar Project

Dear Mayor Barrett:

As our firm, First Hospitality Group, Inc., is the manager and investor affiliate of the Hilton Garden Inn – Loyalty, Milwaukee and a supporter in and of downtown Milwaukee. I would like to present this letter to show our current as well as on-going support for the proposed Milwaukee Streetcar Project.

As an investor in downtown Milwaukee, it is with great excitement that our Hotel, in concert with the Milwaukee Streetcar Project, can continue to play a significant role in the on-going investment and revitalization of downtown Milwaukee. We truly recognize the opportunity for enhanced utilization of the City's public transit system so as to provide further transit choices for the City's more dense residential areas and to deliver a flexible, expandable and environmentally green transit alternative for your residents and guests.

Further, we recognize that such a transit system will provide for on-going investment and job creation for the City through improved investor and developer confidence in downtown Milwaukee. Also, we believe that the project will invigorate expansion of retail and tourist trade, plus provide for a cost effective mode of transportation for City visitors and its residents in addition to being a catalyst for further residential development in support of the downtown workplace.

First Hospitality is very excited about the plans for the Streetcar Project and looks forward to learning more about its progress as well as supporting this fabulous endeavor in any way it can for the City of Milwaukee and its residents.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Baker", written over a horizontal line.

Roger L. Baker
Chief Financial Officer
First Hospitality Group, Inc.

cc: Mr. Willie Hines – President Common Council
Ms. Kristine Martinsek