



*Via Electronic Mail*  
May 2, 2025

City of Milwaukee Common Council  
Zoning, Neighborhoods & Development Committee  
200 E. Wells Street, Room 205  
Milwaukee, WI 53202

**Re: Deer District proposed hotel development by North Central Group (NCG)**

---

Dear Members of the City of Milwaukee Zoning, Neighborhoods & Development Committee:

Please accept this letter of support for the proposed hotel development in Deer District being brought forward by North Central Group (NCG).

Our new Deer District venue is well-underway and we are excited to see additional private investment in the District. We are making good on our commitment to Milwaukee and we support similar investments in the City. As discussed during our own approval process – which included conversations about the desire for this specific hotel project to begin its approval process soon-after we broke ground – successful development investments often have a cascade effect, attracting additional complementary projects to adjacent sites. NCG's proposal is just this type of additive investment, bringing amenities to the remainder of Block 3 in Deer District to serve the growing visitor demand.

Like Frank Productions, NCG is a long-standing Wisconsin-based company with decades of success in their industry of developing, owning and operating hotels in multiple markets, including Milwaukee and Madison. Our companies enjoy a strong relationship, with NCG building and operating a Moxy hotel in Madison on the same block as the Sylvee, our flagship Madison venue. The Moxy has brought a unique brand designed specifically for fun-seekers to the Capitol East District, adding a strong complement to the venues, restaurants, sports facilities, and other nearby attractions.

Your support of projects like ours and NCG's will result in continued successful development in Deer District, downtown, and beyond. These projects are important for the next generations of entertainment, culture, tourism and growth for Milwaukee and we look forward to your support.

Sincerely,

A handwritten signature in black ink, appearing to read "Joel Plant".

Joel Plant  
CEO, Frank Productions LLC

cc: *(via electronic mail)*

Alderman José G. Pérez, Council President  
Alderman Robert Bauman  
Lafayette L. Crump, Commissioner, Department of City Development  
Sam Leichtling, City Planning Director  
Chris Lee, Staff Assistant to Committee