



310 W. Wisconsin Avenue
Suite 1450E
Milwaukee WI 53203

414.276.6696
office@westtown.org
www.westtown.org

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May 2, 2025

Zoning, Neighborhoods & Development Committee
City of Milwaukee
841 N. Broadway
Milwaukee, WI 53202
cleee@milwaukee.gov

Re: Letter of Support for Moxy Hotel via Email

Dear Committee Members,

I'm writing on behalf of the Westtown Association, a downtown Milwaukee business association, to express our support for the development of the Moxy Hotel in the Deer District. As a downtown business association with a vested interest in the continued economic vitality of our city, we firmly believe this project represents a significant opportunity to further strengthen Milwaukee's growing Westtown corridor.

Economic Impact and Job Creation The proposed hotel will serve as a critical economic catalyst for both the City and Westtown area by:

- Creating family-supporting construction/trade jobs during development
- Establishing permanent hospitality positions once operational
- Generating significant tax revenue for the city
- Increasing foot traffic to nearby businesses throughout the year
- Complementing the Fiserv Forum's event schedule with steady occupancy patterns

Support for Milwaukee's Tourism Infrastructure Since the opening of the Fiserv Forum in 2018, the Deer District has transformed into a premier entertainment destination. However, the area still lacks sufficient lodging options to fully capitalize on:

- Major sporting events
- Concerts and entertainment bookings including the adjacent FPC concert venue
- Conventions and business conferences
- Regional tourism initiatives

This hotel development addresses a critical infrastructure gap that currently limits Milwaukee's ability to host multiple large-scale events simultaneously.

Catalyst for Further Development in Westtown The Westtown neighborhood has seen promising revitalization in recent years, but continues to have significant untapped potential. This hotel project will:

- Serve as an anchor development encouraging additional investment
- Support existing small businesses through increased visitor traffic
- Create natural synergies with the convention center expansion
- Help connect the Deer District more effectively with the broader downtown area
- Increase 24/7 activity, improving both economic outcomes and public safety

The Moxy project aligns perfectly with the city's strategic development goals and will help ensure the Deer District's success extends beyond game days to become a year-round economic engine for Westtown and the broader downtown area. Westtown urges the City of Milwaukee to approve this project. I am available to discuss Westtown's support further at your convenience.

Sincerely,

Stacie Callies
Executive Director