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December 7, 2010

Ms. Ann Pieper-Eisenbrown  
Chair  
Milwaukee Historic Preservation Commission  
City Hall, Room 205  
200 E. Wells St.  
Milwaukee, WI 53202

Dear Ms. Pieper-Eisenbrown:

I wish to express support for plans to build a world-class hotel next door to Johnson Bank-Milwaukee in downtown Milwaukee. This proposed project has the potential to continue the revitalization of an important downtown business district. The new building would be a great economic asset.

Our bank building was built in 1867, and I appreciate and share the desire to preserve Milwaukee's architectural treasures. There is, however, a major difference between "historic" buildings worthy of renovation and "old" buildings that are holding back progress. The buildings at the proposed hotel site are clearly the latter.

The hotel proposal offers all of us who care about Milwaukee a tremendous opportunity. Besides the significant economic benefits, the planned building is respectful of the scale of our building and others in the area. It will add excitement, new energy and increased vibrancy to Downtown.

I encourage HPC to vote on this project when it meets on Dec. 13 – not delay it any further. I and many others believe that vote should be positive. But even if it isn't, HPC has a responsibility to take concrete action rather than throw up additional roadblocks. Political games and layers of government red tape are an affront to the progressive spirit that built our great City.

I request that my letter be included as part of the official file on the proposal and posted online. Thank you.

Sincerely,

Brad Quadagno  
President, Johnson Bank – Milwaukee

cc: Mayor Tom Barrett  
Milwaukee Common Council

# THE NEW WISCONSIN AVENUE MARRIOTT

A World-Class, Privately Funded \$50 Million Investment in Downtown Milwaukee

- Fact Sheet -

Milwaukee-based Jackson Street Management LLC has filed preliminary plans to build a 4-star, full-service Marriott hotel near the southwest corner of East Wisconsin Avenue and North Milwaukee Street. The \$50 million, privately funded project will bring a world-class hotel to Downtown Milwaukee – strengthening local business, enhancing the region's tourism and marketing efforts, creating hundreds of jobs and significantly growing the City's tax base.



## The New Downtown Milwaukee Marriott

- 4-star, world-class hotel
- 200 rooms
- Restaurant
- Ballroom and meeting space
- Full-service, with luxury amenities
- Operated under the world's most recognized hospitality flag
- Construction expected to begin Spring 2011
- Location – Near the southwest corner of East Wisconsin Ave. and North Milwaukee St. in Downtown Milwaukee

## Significant Job Creation

- 175 to 200 full-time, permanent jobs
- 350 to 450 full-time, temporary construction jobs
- Hundreds of indirect jobs

## Private Investment, Public Value

- Total project value - \$50 million
- 100 percent privately funded; no City funds required
- Projected annual contribution to local tax base - \$2.26 million
  - Projected annual real estate taxes - \$450,000
  - Projected annual occupancy taxes - \$900,000
  - Projected annual sales tax - \$840,000
  - Projected personal property tax - \$73,500

## Milwaukee Project Team

- Jackson Street Management LLC
- Significant financing via an agreement with RCI FirstPathway Partners, under the federal USCIS EB5 Program created by a bipartisan effort in 1990
- Kahler Slater











