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LETTER OF SUPPORT FOR MOXY HOTEL

To the City of Madison Planning Commission:

I am writing this letter as a neighbor and a local business owner and Cap East District. I am excited by the arrival of Moxy, which introduces a new style of hotel and social space to our community. As growth and development extend from the Capitol Square down East Washington Avenue, the question for all of us is, what kind of city will Madison grow into? Moxy is a budget hotel geared towards millennials and a diverse, inclusive clientele. It speaks to a different population than many of the existing establishments on and adjacent to the square, which tend to be more corporate, sleek, and neutral. Moxy's style is bold, colorful, and edgy, yet laid back. It has the vibe of a hostel, not just a place to rest or network after corporate meetings, but a place that welcomes travelers and locals to congregate and share space. Cities in the 21st century tend to become more homogenous in style with faster paced development, and adding Moxy to the neighborhood will add a different dimension of style and sensibility.

Finally, it's significant that North Central Group has chosen to engage me as a local artist and business owner in the development process. Art is a necessary part of anchoring a local ecosystem. It tells us who we are culturally and informs our aspirations. Additionally, because of the current pandemic, our community has its eyes on what local and state officials will do to support local small business. Ecosystem-building with the local constituents will be especially important after this, and I welcome Moxy to the neighborhood to be a part of it.

- Jenie Gao, Owner and Creative Director of Jenie Gao Studio LLC



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