

JUDGE DOYLE SQUARE HOTEL

Transportation Commission - 09.22.2021

Finance Committee - 09.27.2021



▶▶▶ AGENDA

- **MORTENSON OVERVIEW**
- **PROJECT OVERVIEW**
- **ECONOMIC IMPACT ANALYSIS**



MORTENSON OVERVIEW

MORTENSON OVERVIEW

FAMILY-OWNED FIRM

67 YEARS STRONG



REGIONAL OFFICE LOCATIONS

TOP 20

BUILDER IN THE UNITED STATES



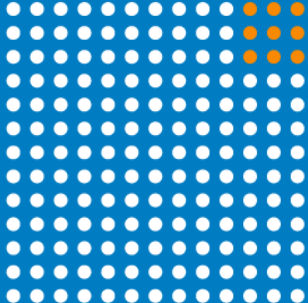
#18 IN 2021

ENR Top 400 Contractors every year since 1969



34

BEST WORKPLACE AWARDS in the last 5 years



5,000+
TEAM MEMBERS

\$4.8_B



IN ANNUAL REVENUE

WISCONSIN OVERVIEW



40+
YEARS

In Wisconsin



618
WISCONSIN

Projects



\$5.3B
TOTAL

Value

HOSPITALITY OVERVIEW



PROJECT OVERVIEW

▶▶ FULFILLING THE CITY'S VISION

▶ City Hotel Goals & Objectives as outlined in 2015 RFP

- ▶ Add hotel rooms within easy walking distance of the Monona Terrace Community and Convention Center.
- ▶ Provide an additional room block for the Monona Terrace Convention Center to grow its book of business.
- ▶ Develop hotel facilities that support and complement Monona Terrace.
- ▶ Address unmet opportunities for capturing the group, commercial and leisure travel sectors and periodic, peak demand.
- ▶ A hotel to complement, enhance and attract additional conventions to the Monona Terrace Community and Convention Center.
- ▶ The City desires an urban mixed-use hotel product that is a national brand and has many full-service hotel attributes without the full-service hotel cost.
- ▶ The City's target room count is a minimum of 250 rooms with as large a room block as possible reserved for Monona Terrace, a national affiliation (hotel flag) and a national sales force and reservation system.
- ▶ The proposal should include plans for a high quality and interesting restaurant either within or adjacent to the proposed hotel.



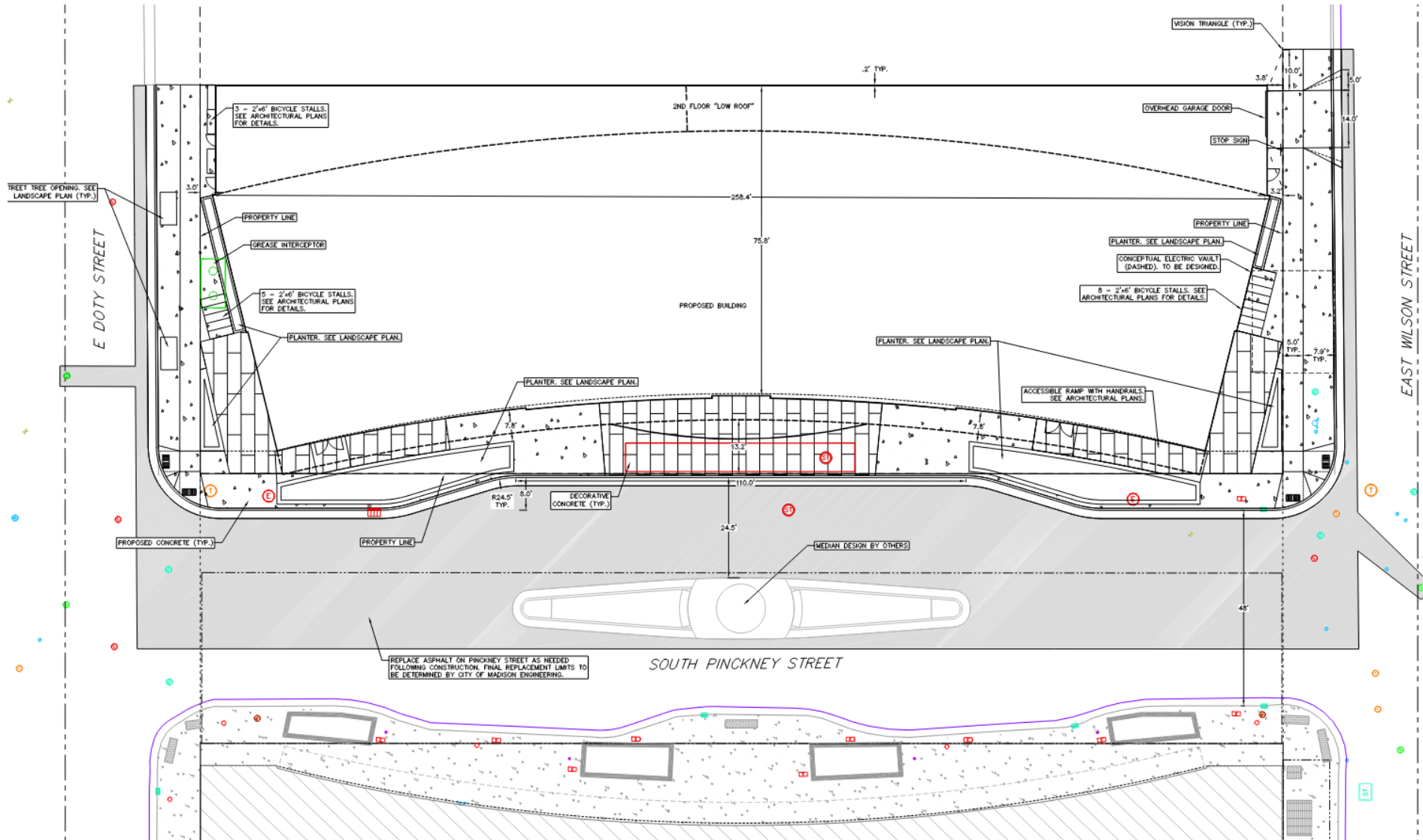
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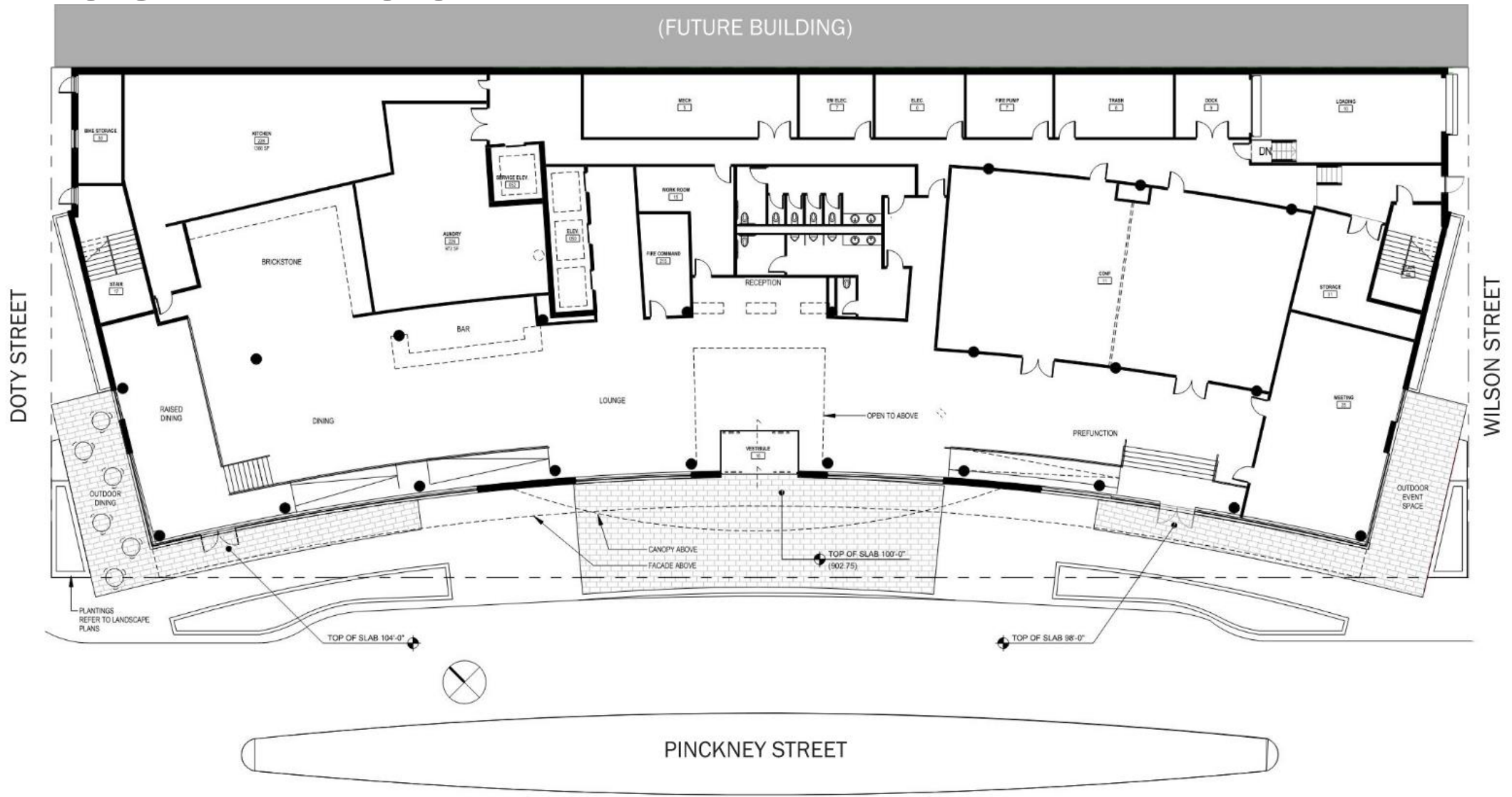
HOTEL SIGNAGE

HOTEL SIGNAGE

▶▶ SITE PLAN



▶▶ GROUND FLOOR PLAN



▶▶ LEVEL 3-9 PLAN



3RD-9TH FLOOR PLAN



2ND FLOOR PLAN

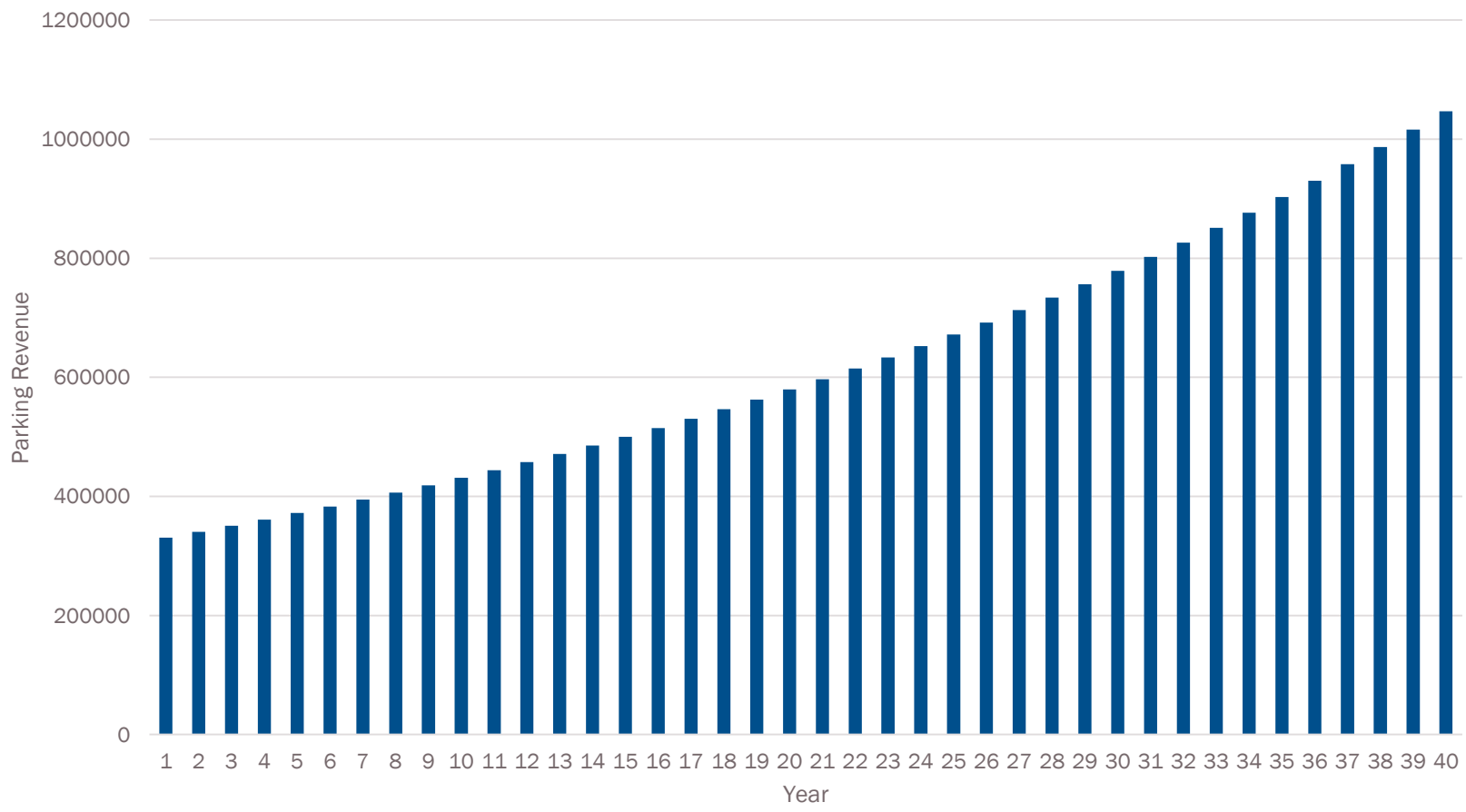
ECONOMIC IMPACT ANALYSIS

▶▶ FULFILLING THE CITY'S VISION

- ▶ City Economic Goals & Objectives as outlined in 2015 RFP
 - ▶ Retain and grow the business of the Monona Terrace Community and Convention Center.
 - ▶ Unlock the development potential of City-owned, tax-exempt land to expand the City's tax base and employment through careful selection of mixed uses that includes a hotel.
 - ▶ Increase economic and retail activity from additional convention attendees, visitors, downtown workers and residents.

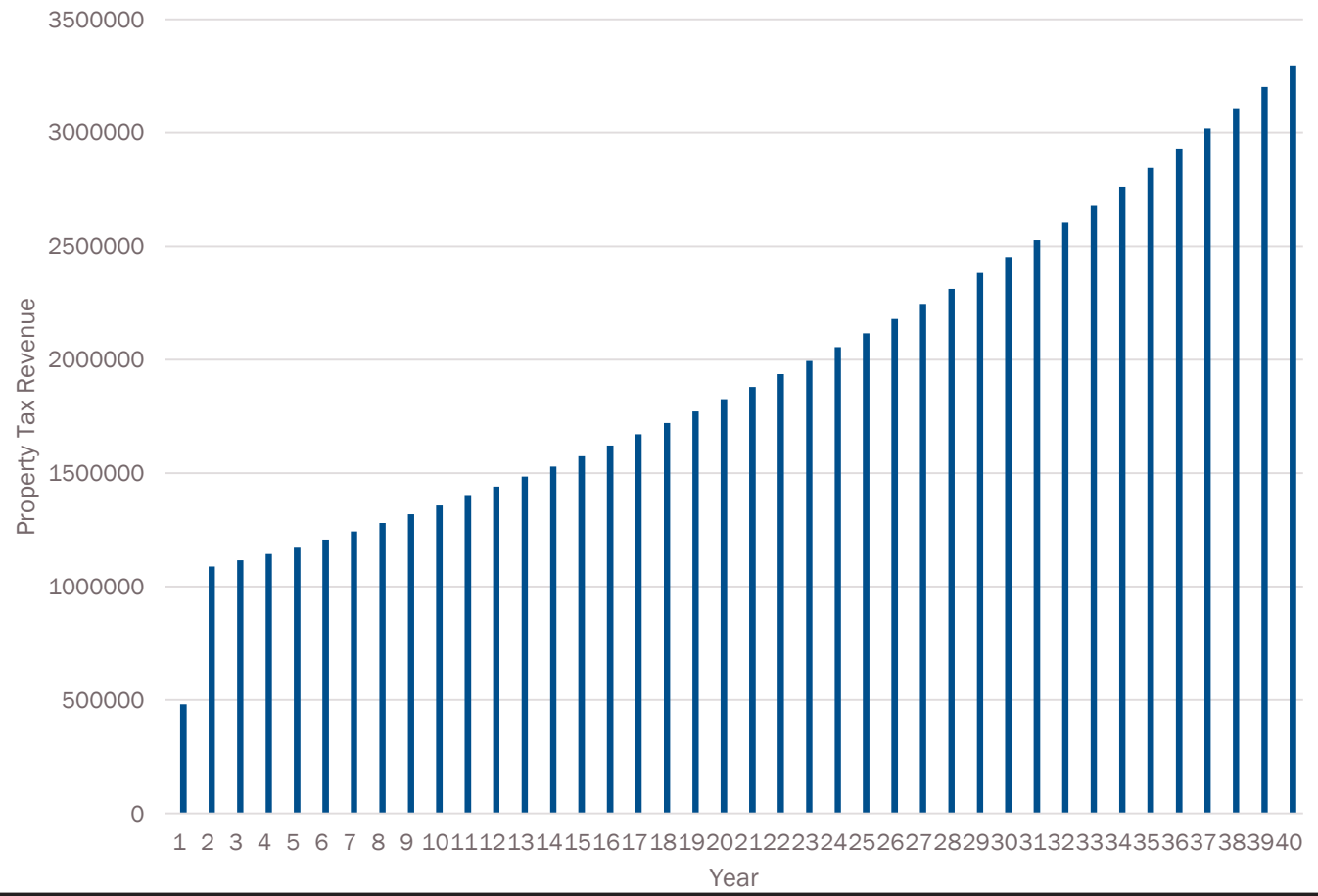
▶▶ PARKING REVENUE

▶ Approximately \$25,000,000 Over Initial 40 Years



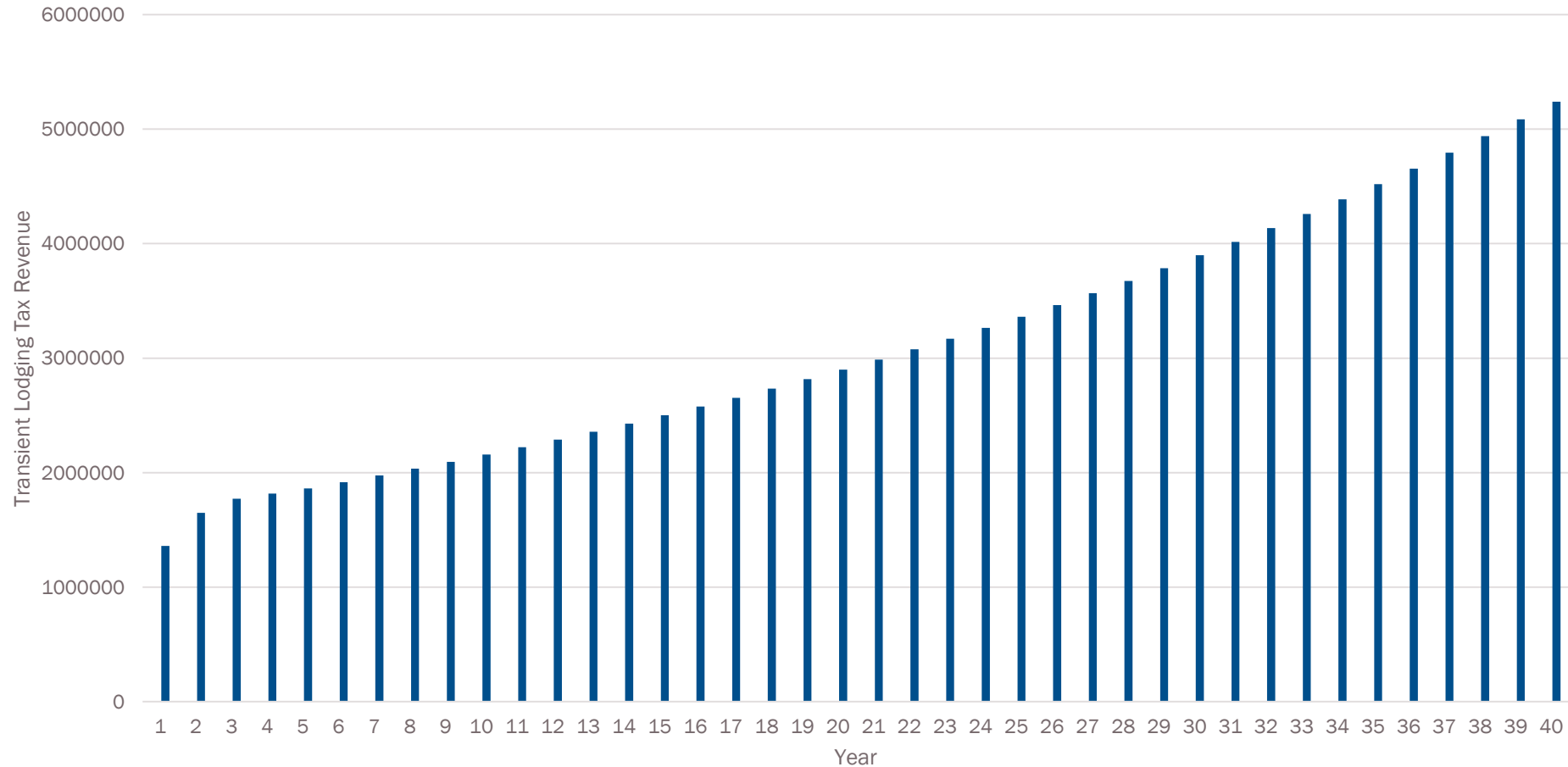
▶▶ PROPERTY TAX REVENUE

▶ Approximately \$78,000,000 Over Initial 40 Years



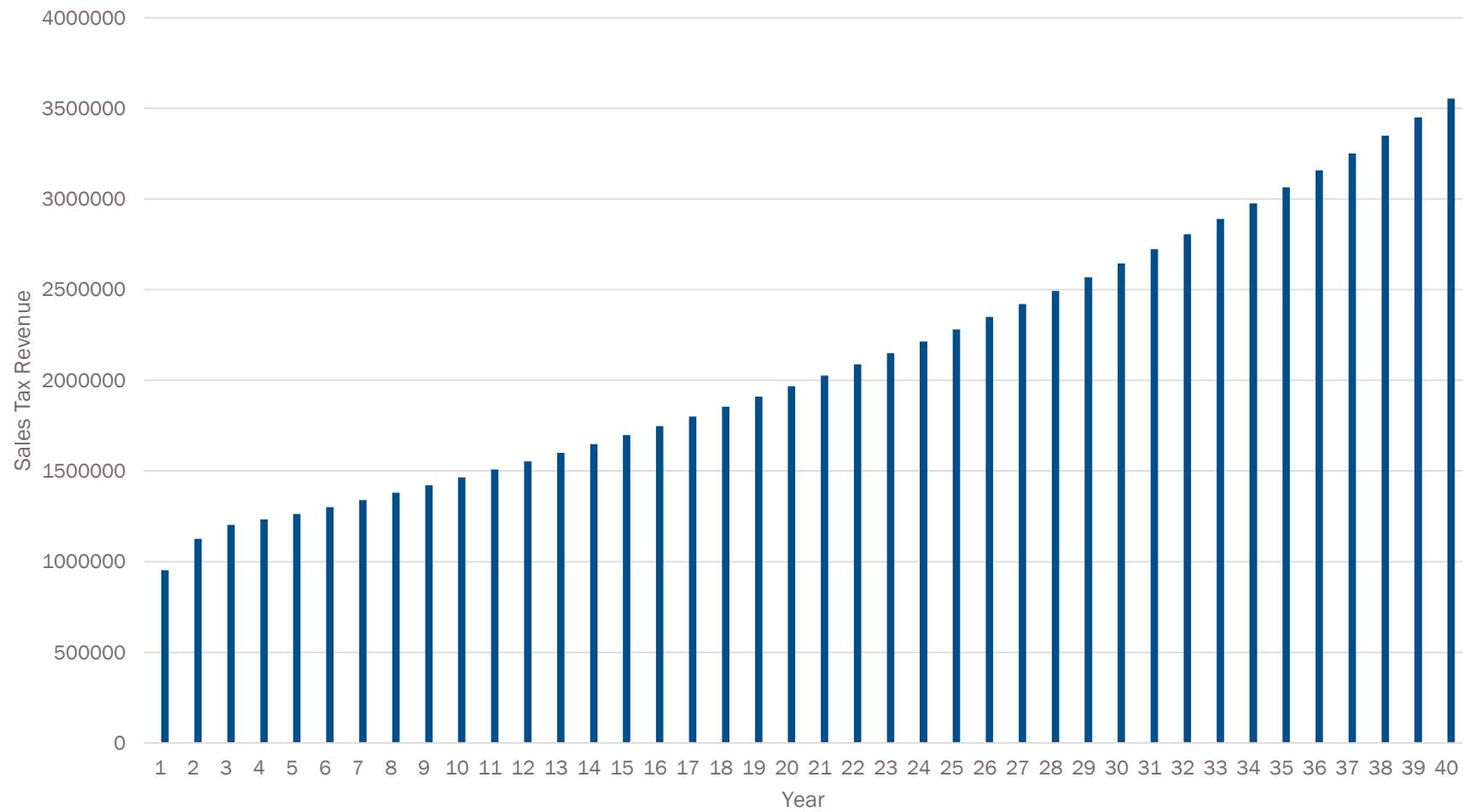
▶▶ LODGING TAX REVENUE

▶ Approximately \$124,000,000 Over Initial 40 Years



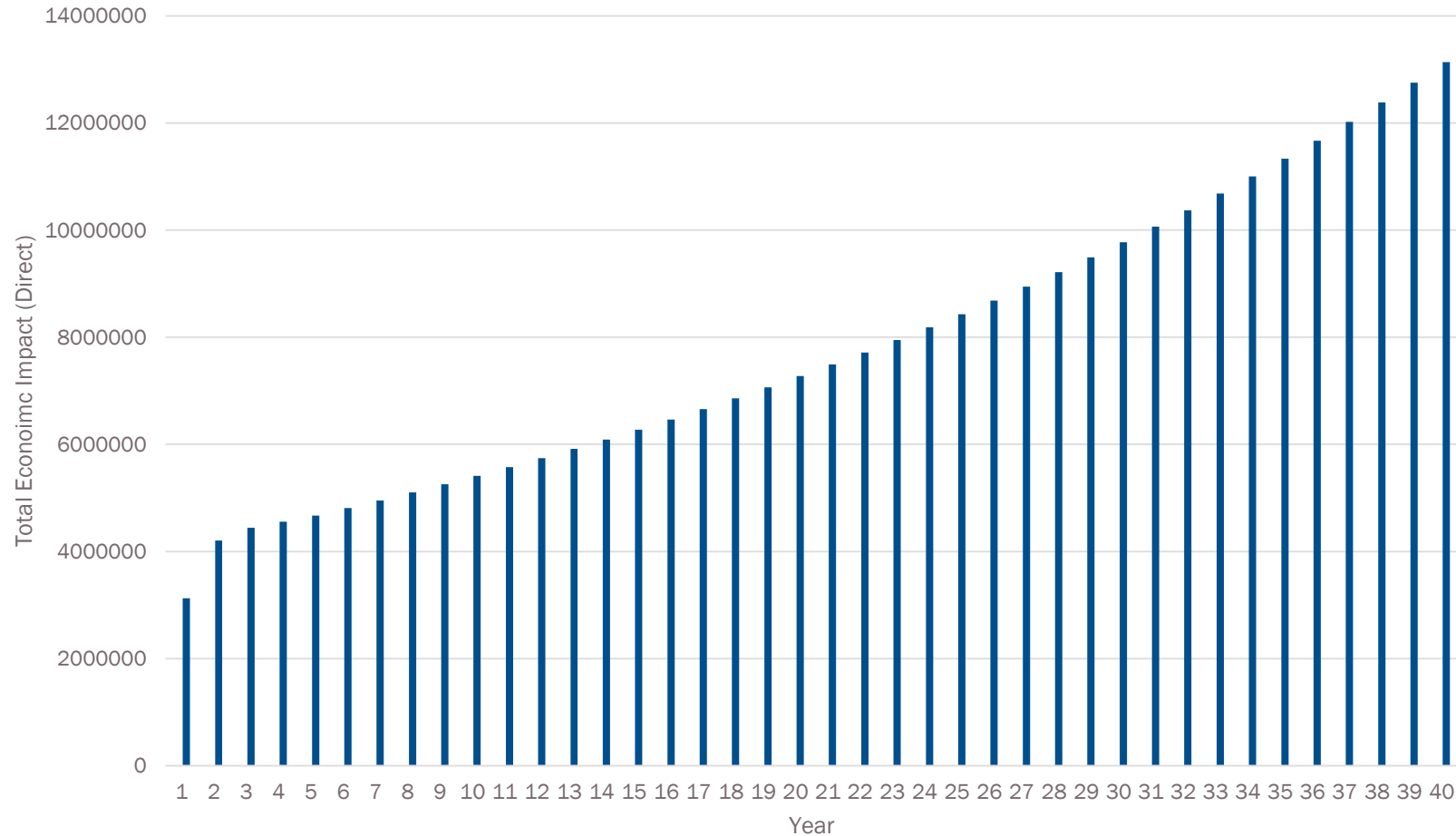
▶▶ SALES TAX REVENUE

▶ Approximately \$84,000,000 Over Initial 40 Years



▶▶ TOTAL DIRECT ECONOMIC IMPACT

▶ Approximately \$311,000,000 Over Initial 40 Years





THANK YOU FOR YOUR CONTRIBUTIONS

City of Madison Mayor's Office

Mayor Rhodes-Conway

City of Madison Common Council

Alder Harrington-McKinney

Alder Heck

Alder Lemmer

Alder Verveer

Alder Vidaver

Alder Benford

Alder Wehelie

Alder Bennett

Alder Conklin

Alder Figueroa Cole

Alder Martin

Alder Abbas

Alder Evers

Alder Carter

Alder Foster

Alder Currie

Alder Halverson

Alder Myadze

Alder Furman

Alder Albouras

City of Madison Planning Commission

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Commissioner Brooks

Commissioner Wesson

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Commissioner Ryder

Commissioner McCollum

Commissioner Seifert

Commissioner Grounds

Commissioner Palmer

City of Madison Urban Design Commission

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Commissioner Harper

Commissioner Goodhart

Commissioner Weisensel

Commissioner Klehr

Commissioner Braun-Oddo

Commissioner Asad

Commissioner Knudson

Commissioner Bernau

Commissioner DeChant

City of Madison Traffic Engineering

Sean Malloy

Tim Stella

Jeremy Nash

City of Madison Engineering

Jeff Quamme

Brynn Bemis

City of Madison Development Services

Janine Glaeser

City of Madison Parking Utility

Sabrina Tolley

City of Madison Office of Real Estate Services

Jenny Frese

City of Madison Finance

Dave Schmiedicke

City of Madison Planning & Development

Heather Stouder

Kevin Firchow

Colin Punt

City of Madison Planning, Community Development & Economic Development

Matt Wachter

City of Madison Economic Development

Matt Mikolajewski

City of Madison Attorney's Office

Kevin Ramakrishna

City of Madison Department of Civil Rights

Melissa Gombar

Kirsten Donkle

City of Madison Public Works

Brenda Stanley

City of Madison Urban Forestry

Brad Hofmann

Monona Terrace

Connie Thompson

Bill Zeineman

Destination Madison

Ellie Westman Chin

Capital Neighborhoods Steering Committee



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HOTEL SIGNAGE

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