



September 12, 2018

Dear Plan Commission Members and Madison Common Council,

On behalf of Karen & Company, we would like to express our enthusiastic support of the proposed hotel by Ascendant Holdings of Madison.

Our small business adventure began, in our present location, 48 years ago. Our commitment to State Street and our precious downtown has been unwavering.

We are an upscale women's clothing store and are also proud owners of our 1875 vintage building at 307-309 State Street. In 2004, we were awarded a preservation award from the Madison Trust for Historic Preservation for its painstaking renovation.

Our store has earned a wonderful and loyal local customer base over our long history, which we deeply appreciate. But, we also feel very privileged to have become a prime destination for visitors from near and far. It is estimated that, significantly, this portion of our business is better than 50%.

In part, we can point to the efforts of the Towns and Associates "in room hotel advertising program" as contributing to this success. We find ourselves continually inspired by the many new and interesting people we meet on a daily basis, from all over the world. Without question, the proposed State Street Hotel will notably enhance this narrative for us and for other retailers.

In reference to the State Journal editorial of Sept 9, 2018 "**Stylish Hotel Will Enhance State Street**", we are in agreement with all points, so thoughtfully presented.

In addition, from our perspective, let us also appreciate both the fact that our system of zoning variance works, and the great effort, and respect, Ascendant Holdings has taken to redesign, and improve the plan, with, as mentioned in the State Journal editorial: "**the rhythm and feel of individual storefronts along State Street**", so carefully considered.

307-309 State St. Madison, WI 53703
608.258.5500

This is a refreshing and uplifting project with a win- win narrative for all, and will enhance the message that State Street is on its way to becoming the shopping, dining, cultural and entertainment jewel of the State of Wisconsin.

We will appreciate and encourage our City leaders and the University of Wisconsin to share in this vision.

We would strongly ask that the Plan Commission and the Madison Common Council approve this exciting project.

Respectfully,
Dan and Karen Fix
Karen & Company