

G R E A T E R
MADISON
CONVENTION & VISITORS BUREAU
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September 14, 2007

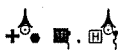
Members, City of Madison Plan Commission
City of Madison
Madison, WI

Dear Commission Members,

As the designated marketing organization for our destination, The Greater Madison Convention & Visitors Bureau (GMCVB) has a deep understanding of our destination and a long history and extensive knowledge of welcoming visitors. As such, I want to express our enthusiasm for the proposed Hyatt Place in downtown Madison.

Madison delivers so much to its visitors – places to see, to experience, to eat – and great people to provide all of those. Moreover, in our industry we know that perhaps the most critical element of a visitor's experience is their first impression upon arrival. It is with this knowledge that we ask you to fully consider the public access and guest drop-off location for this hotel and any other measure that would affect the level of care our destination is able to offer and that travelers expect. We look forward to your positive decisions to help ensure that visitors to our community are safe and that they find their accommodations and the destination ready and interested in welcoming them to our great city.

Sincerely,



Deborah T. Archer, CDME
President & CEO



D O W N T O W N M A D I S O N , I N C .

City of Madison Plan Commission
09/17/07

Commissioners:

Downtown Madison, Inc. would like to express our full and ongoing support for the Capitol West project since its inception. This area of the downtown is ripe for development and a mixed-use project such as has been planned will add not only to the value of the land, but also to the best mix of housing and retail in this area of downtown.

In addition, the plan to construct the Hyatt Place in the development addresses a clear need for hotelling in this area, and we regard it as another positive element. We strongly support this enhancement to the original concept.

We are aware of discussion about the use of public right-of-way, and DMI supports the amendment to the approved GDP before you tonight as the best alternative, allowing arrivals at the hotel's front door.

Thank you,

Sarah J. Hoover
Downtown Madison, Inc.