



To: Mayor Paul Soglin
Members of the Madison City Council

From: Gary R. Goyke, Legislator Director
The Alliance For Madison's Future Inc.

Date: Tuesday, December 2, 2014

Re: JDS Proposal

Our Alliance For Madison's Future was established in February of this year. We were founded in response to the Judge Doyle Square (JDS) Project. In addition to that original focus we have been organizing to have a greater role improving our community by working collectively with this body and others for positive solutions in a number of areas. Now, in addition to following the JDS project, our coalition of local businesses, individuals, hoteliers and local organizations are devoted to addressing issues related to transportation, tourism and economic development in the Madison area.

We wish to thank many of you for your time and attention to the issues surrounding JDS. We have been listened to and treated fairly by everyone involved. It is and was appreciated. We believe the positive environment for honest discussion you have all helped create in this City makes it a much better place for all.

We have – like all of you – spent a good deal of time researching, interviewing and discussing the important matters at hand for your serious consideration tonight.

We have come to this conclusion: Whatever path this Council may choose, there is no need for a subsidy in the form of TIF, land donations or other forms of taxpayer support. Madison has a very robust hotel market. Very robust. Market forces today will allow development and construction of a hotel without any form of subsidy.

We remain very willing to meet for further discussions. Thanks for the time to speak this evening.