



May 28, 2024

City of Madison  
Planning Division  
215 Martin Luther King Jr Blvd  
Madison, WI 53703

RE: Letter of Intent  
823 E Washington Ave – Moxy Madison Downtown

Dear Plan Commission:

On behalf of MM East Washington LLC, NCG Hospitality is submitting an application and this Letter of Intent for conditional use approval for a nightclub for the existing first floor hotel bar and restaurant (“Bar Moxy”). The space is currently permitted as a restaurant-tavern, but NCG and the hotel is seeking to amend the approval to a nightclub to allow for greater operational flexibility.

The Bar Moxy has been open and operational since March 28, 2024, when the Moxy Madison Downtown hotel opened for business. The space serves as the hotel’s bar and restaurant, serving American cuisine for breakfast, lunch, and dinner. To better amenitize Bar Moxy for guests, NCG would like to offer live music/entertainment, such as a DJ or amplified music in the space.

Existing Bar Moxy Operations:

Food & Beverage:	Bar Moxy (first floor hotel bar and restaurant serving made-to-order breakfast and coffee, creative cocktails, and American cuisine)
Hours of Operation:	Monday – Friday 6:00AM to 2:00AM Saturday – Sunday 7:00AM to 2:00AM
Employees:	5-10 team members
Capacity	246 people

Proposed Operations (in addition to existing operations):

Entertainment Offerings: Disc jockey (DJ) and/or live music performances

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Location of Entertainment: Limited to lobby area of hotel (Bar Moxy premises)  
Hours of Entertainment: Select dates throughout the year, hours will be during Bar Moxy hours of operation. Entertainment to end prior to 11:00 PM.

Security: As needed in addition to existing operations at Bar Moxy

The Project Team includes the following:

Applicant: MM East Washington LLC  
Attn: NCG Hospitality  
1600 Aspen Commons, Suite 200  
Middleton, WI 53562  
Phone: 608-836-6060  
Fax: 608-836-6399  
Principal Contact: Blake Richter  
[brichter@ncghospitality.com](mailto:brichter@ncghospitality.com)

Please refer to the attached plans for additional information.

Sincerely,

NCG Hospitality



Blake Richter  
Development Project Manager