



DATE: February 29, 2016

TO: Vermilion Enterprises Development Team

FROM: Judge Doyle Square Negotiating Team

RE: Judge Doyle Square Interview – March 9, 2016

At the February 15, 2016 meeting of the Board of Estimates, the Board voted to interview both development teams as a second step in the Judge Doyle Square review process. The Board of Estimates will interview the Vermilion Real Estate Services team on **Wednesday, March 9, 2016 at 8 pm in the Hall of Ideas at the Monona Terrace Community and Convention Center.**

The interview is a public meeting and will be conducted by the Board of Estimates. There will be members of the public in attendance and the interview will be videotaped for later broadcast and streaming by Madison City Channel. Your interview will be 1 hour and 45 minutes (8pm – 9:45pm). It will be comprised of two components. The first should be a presentation by the your team of up to 45 minutes followed by a question and answer session with the Board of Estimates and other members of the Common Council.

Attached is a diagram of the room setup in the Hall of Ideas. Please contact Ryan Henke at Monona Terrace (rhenke@cityofmadison.com) by Friday, March 4th to confirm your audio/visual requirements for your presentation. If you have written materials to accompany your presentation, please provide 25 copies of the materials (and an electronic copy that can be placed on the Judge Doyle square website) to George Austin when you arrive on March 9<sup>th</sup> and he will distribute them to the Board of Estimates members and other elected officials. Finally, please let him know the names of your team members that will be attending so we have adequate seating for your team at the stage.

Your presentation should be comprehensive and address the key elements of your proposal: hotel, parking, commercial and residential uses, design, commitment to labor provisions during construction and operation, real estate terms, and financing. In preparation, we would encourage you to review the issues discussed with the Negotiating Team on February 1st as well as the Negotiating Team Report dated February 12<sup>th</sup>, of which you have a copy. We also encourage you to go to the Madison City

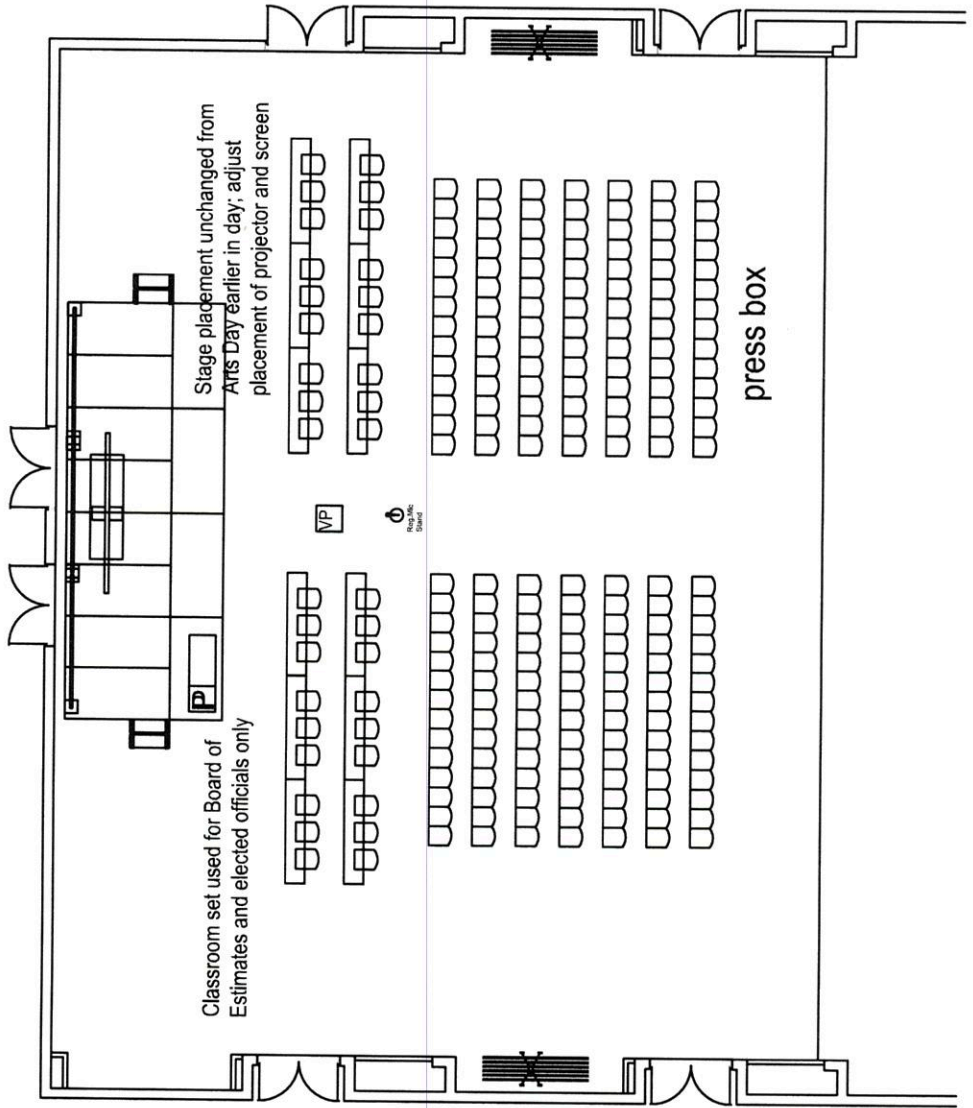
Channel website and watch the presentation and discussion at the Board of Estimates on February 15<sup>th</sup> (<http://media.cityofmadison.com/Mediasite/Play/993a505c937a416aa37dd82295344e821d>). It was the final item on the agenda.

You should also address the following issues specifically as part of your presentation.

1. Hotel – When do you expect to have a hotel brand commitment?
2. Hotel- Describe the room block commitment you're prepared to make for Monona Terrace events.
3. Financing – Describe the changes you would make to your proposal to reduce the required City TIF assistance for the project to \$25 million.
4. Labor Peace – Describe your position on labor peace for the hotel component and your willingness to agree to the 9/30/15 provisions adopted language on labor peace.

We look forward to seeing you on March 9<sup>th</sup>. If you have any questions prior to the interview, please direct them to George Austin, Judge Doyle Square Project Director at [gaustin.madison@gmail.com](mailto:gaustin.madison@gmail.com) and at 608/692-6398.

JDS Meeting  
Hall of Ideas EFHI  
March 9, 2016



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