

September 2018

TO: City of Madison Plan Commission  
FROM: Deb Archer, CEO  
RE: Dayton & Carroll Street Proposed Hotel

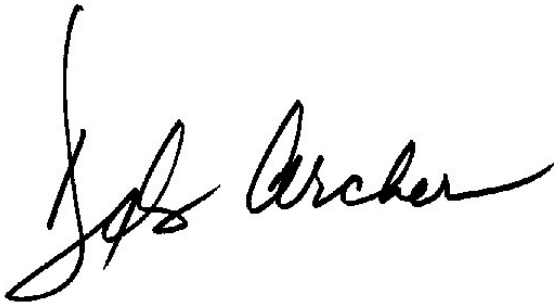
The proposed hotel on the corner of Dayton and Carroll Street, that you are reviewing this evening, will be an attractive and appealing addition for visitors to Madison – and improve an important element of our downtown.

This fresh, new hotel option will complement existing accommodations available to our destination's clientele and incorporates exceptional design elements which will be available to residents and visitors.

In our work, we strive to gauge traveler habits and respond to requests and interests of event professionals and visitors. The desire for accommodations in our downtown is a consistent preference. This hotel will provide another opportunity for additional visitors to enjoy our vibrant downtown, who will help sustain the retail, food and entertainment culture that makes State Street and downtown Madison so special.

Additionally, the economic benefits of the hotel are important to our entire community. The hotel will help put more people to work – and generate additional state and local taxes, including property and room taxes for the City of Madison.

We encourage you to look favorably upon this opportunity to enhance Madison as a visitor destination and for the healthy and vibrancy of our community.

A handwritten signature in black ink, reading "Deb Archer". The signature is fluid and cursive, with the first name "Deb" written in a stylized, connected manner to the last name "Archer".