



September 24, 2015

Common Council Members:

The Monona Terrace Board unanimously supports the Judge Doyle Square project as currently proposed by JDS Development. We applaud what this project will provide to Downtown Madison and the entire community.

Since the inception of the plan to develop these key city blocks, we have encouraged the Common Council to include a hotel of a certain size and type to support Monona Terrace operations. With the entrance of Exact Sciences as a partner, this project's scope has shifted significantly. The change is so compelling that Monona Terrace's hotel interests have become subordinate to the greater good this project provides to the City.

This is a very complicated project calling for significant investment on the part of many partners and players. The similarities between the approval process of the Judge Doyle Square project and the building of Monona Terrace have not been lost on the Board. Both projects were surrounded by extensive public discussion, controversy and compromise. Both projects were subject to a number of stops and starts, and there was significant apprehension by some public officials and citizens due to the perception of the risk involved.

Yet, as we look back on 18 years of successful operation, Monona Terrace has returned the investment many times over. The construction and operation of Monona Terrace produced direct economic activity, created countless opportunities for community engagement, and engendered an environment of confidence for further investment. Downtown Madison is thriving, a "must visit" destination for residents and visitors alike.

Judge Doyle Square is another keystone in building a sustainable Downtown and will provide broad benefits to the entire community. In addition to significant tax revenues including property, sales, and room taxes, the priority to engage the community on many different fronts including outreach, education, and access to high paying jobs can also be realized.

Major developments are a hallmark of dynamic cities. As much as we might prefer such projects happen on their own, that typically does not happen without public support. The JDS Development is the right project, at the right time and in the right place. We encourage your vote of support on Tuesday, September 29.

Sincerely,

Glenn Krieg, Chair
Monona Terrace Board

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