

BEITLER

December 26, 2017

George E. Austin
Project Director – Judge Doyle Square
City of Madison Department of Planning & Community & Economic Development
Room LL100, Madison Municipal Building
215 Martin Luther King Jr. Blvd.
Madison, WI 53703-3346

Re: Judge Doyle Square – Hotel Brand and Operator

Dear Mr. Austin:

The Development Agreement dated July 12, 2016 calls for City Council approval of the hotel brand and operator. Section 5.3(b)(1) states:

The Developer's selection of (i) a hotel franchise company offering an appropriate and credible brand for the Block 105 Hotel with a national sales force and reservation systems and (ii) an experienced hotel operator reasonably acceptable to the City and Developer.

This letter shall serve as formal submission regarding the following hotel brand and operator for City Council approval:

- i. Embassy Suites by Hilton
- ii. Aimbridge Hospitality

Embassy Suites by Hilton

The Embassy Suites by Hilton is a national brand offering many full-service attributes without the full-service hotel costs.

Embassy Suites provides an ideal platform for a wide range of guests. The large guest room suites with a separate living area, formal sleeping area and bar fitted with a microwave and refrigerator provide an ideal platform for the Monona Convention Center visitors who stay for several nights.

The Embassy Suites Downtown Madison will include the brand's signature amenities, including a free made-to-order breakfast and two-hour complimentary evening reception with snacks and beverages, free Wi-Fi and comfortable guest rooms with a living area and bedroom. Rooms will include a desk and ergonomic work chair, flat screen TVs, large walk-in shower, microwave, mini-refrigerator and wet bar with coffee and tea. Larger amenities will consist of meeting rooms, state-of-the-art fitness center featuring cardio equipment and an indoor heated pool.

Aimbridge Hospitality

Aimbridge Hospitality is one of the largest independent management companies in the U.S. and currently manages approximately 700 hotels / 85,000 rooms throughout the U.S. and Caribbean. Aimbridge's staff and executive team members are some of the most experienced in the industry. Aimbridge is the largest operator of Embassy Suites and manages several locations with convention center aspects to the hotels.

Once the above parties have been approved by City Council, we will be able to proceed forward with finalizing the necessary franchise documentation and then begin to address Section 5.3(b)(2) and 5.3(c) of the Development Agreement.

In the event there are specific questions from members of City Council regarding the above parties, please have them submitted to us in writing so that we may answer accordingly.

Best regards,

BEITLER REAL ESTATE SERVICES LLC

A handwritten signature in cursive script that reads "Paul Beitler".

J. Paul Beitler
President

Attachments