

**Proposed Hotel Flag and Operator for the Judge Doyle Hotel on Block 105**  
**Beitler Real Estate Services' Responses to City Questions**  
**January 16, 2018**

**1. What is the number of keys, and the styles and mix of the rooms?**

There will be approximately 253 hotel rooms comprised of 23 rooms per typical floor (typical floor configuration is attached). Rooms consist of 8 two-bed queens and 15 one- bed kings (with room variation for ADA accessible rooms).

**2. What is the food and beverage plan for the hotel? Are you planning to lease space to another entity, possibly local, for food and beverage that is open throughout the day and evening hours?**

The hotel will feature a hotel operated restaurant and the hotel will provide a complimentary breakfast for hotel guests. One of the key features of Embassy Suites is the *Cooked-to-Order Breakfast*, which consists of a breakfast buffet of eggs, traditional breakfast meats, breakfast potatoes, and either pancakes, waffles or French toast. Guests are also encouraged to create their own custom omelets, choosing from traditional scrambled eggs or egg whites paired with up to ten different toppings. Traditional continental breakfast items; pastries, cereals, bagels, muffins, toast, whole fruit and Danishes are also served. Breakfast is typically served until 9 am Monday – Friday and until 10:30 am Saturday and Sunday.

There will be a hotel bar / lounge in the hotel. In the evening, a *Manager's Reception* with complimentary well drinks, house wine, select drafts beers and non-alcoholic beverages, and light snacks (chips, popcorn, pretzels, and formerly, mixed nuts) are provided for all guests. Food offerings also offer cheese and fresh raw vegetable platters or fruit platters with appropriate dips along with a selection of crackers and rolls with butter or diet spread.

In addition, the hotel will provide room service to the guest rooms.

While the restaurant and bar are currently programmed to be hotel owned and operated, there are two areas on the ground floor available for lease to third party retail tenants, most likely a coffee shop or similar use.

**3. How does the Embassy Suites brand appeal to convention planners?**

The Embassy Suites by Hilton was selected in large measure because the brand best addressed the RFP requirements; which revolve around an urban mixed-use hotel with a national brand offering many full-service attributes without the full-service hotel costs.

Hilton's national reservation system and loyalty program combined with the Embassy Suites services and room types will support both convention and non-convention 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.

Another RFP requirement included a design with a focus on style, technology and feature innovative concepts in architecture and modern hotel design. The architecture draws its inspiration for the curved hotel tower from Frank Lloyd Wright's curved Monona Terrace Convention Center which triggers an emotional connection between the two properties. The design will allow guests to experience the urban setting of Madison from many different perspectives. The ground level will house an area for meeting rooms and retail creating life and activity at street level. There will be a two-floor atrium opening to a second floor where guests will enjoy a bar and lounge adjacent to a full-service hotel restaurant with views looking up and down the new Pinckney Street. At room level, guests will experience magnificent views of the City with floor to ceiling glass windows – all of which combine to add a positive and unique experience for convention center guests.

**4. What is the complimentary meeting space in the hotel? Is it the same as represented earlier?**

There is 3,240sf of dividable meeting space on the ground floor and an additional 3,000sf of dividable meeting space in the lower level. This is less than what was submitted in the 2015 RFP but more than contemplated during the design development process in 2016. With a total of 6,240sf of meeting space, the hotel provides sufficient hotel meeting space without pirating meetings away from the convention center.

**5. Is the operator prepared to comply with Section 5.3(c) of the Development Agreement?**

The Developer must comply with Section 5.3(c) of the Development Agreement. Yes, if directed by the Developer, the Hotel operator shall comply with Section 5.3(c).

**6. Is the operator prepared to negotiate a room block agreement with the City? The GMCVB and Monona Terrace are already booking meetings for 2021, the likely first year of operation for the hotel.**

The Developer is required to address or incorporate a Room Block Agreement as outlined in Section 5.3(b)(2). The Developer will be consulting with the hotel operator to establish terms that support the convention center and the operational requirements of the hotel.

**7. Are there any conflicting issues with the Hilton Madison?**

No, to the contrary, the hotels will complement each other by offering the same loyalty programs and reservation systems but offer different amenities and room types

**8. Meeting Space: Any possibility to have on one floor?**

The meeting space is located on the ground floor (3,240sf of divisible space). There is not enough space remaining on the ground floor for additional meeting space, however, we have identified 3,000sf of additional meeting space area on the lower level.

**9. F&B: Can you identify if the hotel operated food outlets will be open between breakfast and reception/lounge time?**

The Embassy Suites will provide a complimentary breakfast from 6:00am-9:00am M-F; 7:30-10:30am on the weekends and a complimentary happy hour from 5:30pm-7:30pm daily. The hotel restaurant will be open 11:30am-10:00pm.

The restaurant and bar are separate functions on the same floor. Hilton liked the relationship the two spaces had being next to each other while also being separate functions - food and drinks and operationally with cooking and service.

**10. F&B: Will food services be available to meeting rooms?**

Yes.

**11. Amenities: Are amenities such as the fitness facility shared with the apartments?**

No.

**12. Amenities: Will there be any type of "Presidential" or special suite or suites in the hotel? If so, size/ configuration?**

We will be reviewing the potential to provide a Presidential-type suite provided we can maintain our minimum room count of 250 rooms.

**13. Hotel Name: Will it be considered for the hotel name to include the Monona Terrace or Downtown Madison in the name (Hilton Embassy Suites at Monona Terrace or Hilton Embassy Suites Downtown Madison) or something that distinguishes it.**

Yes, subject to approval of the brand.