



ORANGE TREE IMPORTS
1721 MONROE STREET
MADISON, WI 53711
PHONE 608-255-8211 * FAX 608-255-8404

August 30, 2018

Heather Stouder, Planning Division Director, Madison
Mike Verveer, Alderperson

Dear Heather and Mike,

I am writing to you in support of the concept of The State Street Hotel, which I understand would be an independent, smaller hotel along the lines of HotelRED. While I am not well acquainted with the details of this property, I can say that HotelRED has had a very positive impact on the Monroe Street business community. Because of its size, the HotelRED staff is personally acquainted with the owners of the nearby shops and restaurants. This results in a wonderfully cooperative situation in which the hotel is eager to send its guests to neighboring businesses.

HotelRED has generously supported Monroe Street initiatives, especially during this challenging year of roadwork, and has served as a meeting place for our group whenever we've asked for it.

The guests at HotelRED have been a very welcome addition to our customer base, and we know from experience that they visit the businesses in our area because of marketing materials the hotel helped us develop — but more importantly because of the person recommendations that are a key part of a more intimate hospitality facility. I would think that a new small hotel on State Street might have a similarly positive impact on the locally owned businesses in the State Street area.

All my best,
Carol "Orange" Schroeder