Project Goals from RFP

Economic Development

✓ Unlock the development potential of two City-owned, tax-exempt parcels to significantly expand the City’s tax base and employment “through careful selection of mixed uses that includes a hotel and provides sufficient parking to achieve the desired density.”

✓ Grow business of Monona Terrace Community and Convention Center and increase related economic activity.
Project Goals from RFP

Hotel

✓ Add **250 room block** for the Monona Terrace to grow its book of business

✓ Develop a **full service, first class, convention-oriented, upscale hotel** to “support and complement Monona Terrace.”

✓ Add hotel rooms within **walking distance** of Convention Center

✓ Address **unmet opportunities** for increasing group, commercial and leisure travel business
Project Goals from RFP

Residential

✓ Attract additional residents to central business district to increase the vitality of the area

✓ Attract additional services to support residents of the downtown
Project Goals from RFP

Office, Retail, Restaurant and Entertainment

✓ **Stretch** the downtown retail/business district toward Monona Terrace and Wilson Street

✓ **Activate street level** for pedestrians and bicyclists on Doty, Wilson and Pinckney Streets

✓ Create a **lively, welcoming streetscape and urban environment** that **draws residents and visitors** to the southeast area of Capitol Square
Project Goals from RFP

Bicycles

✓ Promote and enhance use of bicycles as a viable mode of transportation through creation of **bicycle center**

✓ Enhance Pinckney Street as an important **connection for bicycles and pedestrians**
Project Goals from RFP

Design and Density

✓ Architecture that creates a **positive and lasting impression** on downtown Madison that supports its historic and interesting surroundings.

✓ Project has an **urban density compatible** with surrounding buildings

✓ **Transform Pinckney Street** as a link between Capitol Square and Monona Terrace into an **urban destination**
Project Goals from RFP

Intermodal Connectivity

✓ Ensure high quality pedestrian and bicycle connectivity to Madison Metro, intercity bus and potential future passenger rail service.
Findorff

Monona Terrace  Hyatt Place
Block 88: 1st Floor Plan
Block 88: 1st Floor Plan
Block 88: 1st Floor Plan
Block 88: 1st Floor Plan

1. PORTE-COCHERE
2. LOBBY / FRONT DESK
3. BAR
4. RESTAURANT/S
5. BACK OF HOUSE
6. DRIVE-THROUGH LOADING
7. MADISON MUNICIPAL BUILDING (MMB)
Block 88: 2nd Floor Plan
1. 10,400 SF BALLROOM
   743 Banquet Seating

2. 8 MEETING ROOMS
   2 @ 1,500 SF
   1 @ 1,200 SF
   4 @ 900 SF
   1 @ 400 SF BOARDROOM

3. PREFUNCTION AREA
   6,500 SF

4. MMB CONNECTION

Block 88: 2nd Floor Plan
Block 88: 3rd Floor Plan
Block 88: Typical Guestroom Floor Plan
CONCIERGE LOUNGE
TERRACE UNITS
CORNER SUITES
HOTEL GUEST ROOMS
INDOOR POOL & FITNESS CENTER
2ND FLOOR MEETING ROOMS & BALLROOM
GROUND FLOOR RESTAURANT(S)
CORNER BAR/LOUNGE
MAIN HOTEL ENTRY & PORTE-COCHERE
Streetscape Design
View of MMB and Block 88 from Doty and MLK Blvd, Intersection
Marriott Hotel

- World-class full service convention center hotel
- 352 rooms – **250 room block**
- 25,100 SF meeting and reception space
- Miller Time Pub & Grill – street level restaurant and bar
- Below grade parking for 70% room count plus 40 City fleet spaces
- Concierge lounge, indoor pool, business center and all other services expected
Benefits of Marriott Affiliation

- Reservation contribution highest in the industry
- Largest staff of central sales and marketing people selling rooms
- Largest rewards membership in business
- Is affiliated with 71 convention centers with the second largest brand having only 40
- Easiest sell for Monona Terrace Convention Center with meeting planners
Synergies with Marcus Hotels & Resorts Management

- **Hilton’s 150** room block and **Marriott’s 250** room set aside result in very desirable and marketable **400 room block**
- One of largest owner and operator of full service hotels in Wisconsin and Midwest
- Long and successful history working with Monona Terrace Convention Center
- Corporate and group relationships
- Staffing economies of scale when combined with nearby Hilton
## Block 105 Program

<table>
<thead>
<tr>
<th>Use</th>
<th>Size</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>12,000 SF</td>
<td>Street Level</td>
</tr>
<tr>
<td>Bicycle Center</td>
<td>3,000 SF</td>
<td>Street Level</td>
</tr>
<tr>
<td>Office Space – Class A</td>
<td>52,000 SF</td>
<td>Levels 2 - 4</td>
</tr>
<tr>
<td>Residential</td>
<td>162,000 SF</td>
<td>Levels 5 - 11</td>
</tr>
<tr>
<td>Parking</td>
<td>350,000 SF</td>
<td>Above and Below Grade</td>
</tr>
</tbody>
</table>
Block 105 Section

1. LOBBIES / RETAIL
2. OFFICE
3. APARTMENTS
4. PARKING (TENANT)
5. PARKING (PUBLIC)
Block 105: 6th – 9th Floor Plan
Block 105: 10th – 11th Floor Plan
Block 105 Design Features

1. TERRACE APARTMENTS
2. APARTMENTS WITH BALCONIES
3. AMENITY DECK WITH GARDENS & POOL
4. OFFICE FLOORS
5. SCREENED PARKING GARAGE
6. FIRST FLOOR RETAIL
7. APARTMENT ENTRY
8. PUBLIC PARKING ENTRY
Bicycle Center Plan

- **3,000 SF** fronting Doty Street
- **Trek Bicycles** proposed operator

Center features include:
- Secure indoor bicycle parking for +/- 75 bikes
- 24/7 automated member access
- Private showers, restrooms, lockers
- Public bicycle share station using Madison B-Cycle system
- Bicycle retail sales

- City’s involvement limited to **front-end capital cost**
**Parking** “In addition to Government East Garage replacement must serve 513,546 GSF of new multi-use development”

<table>
<thead>
<tr>
<th>Block</th>
<th>Parking Allocation</th>
<th>Levels</th>
<th>Qty (Spaces)</th>
<th>Garage Area (sf)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 88</td>
<td>Hotel Parking</td>
<td>B1 to B4</td>
<td>235</td>
<td>92,547</td>
</tr>
<tr>
<td></td>
<td>City Parking</td>
<td>B1</td>
<td>40</td>
<td>15,753</td>
</tr>
<tr>
<td></td>
<td><strong>Block 88 Subtotal</strong></td>
<td></td>
<td>275</td>
<td><strong>108,300</strong></td>
</tr>
<tr>
<td>Block 105</td>
<td>City Public Parking</td>
<td>1 &amp; B1 to B4</td>
<td>598</td>
<td>209,668</td>
</tr>
<tr>
<td></td>
<td>Retail Parking</td>
<td>1 &amp; 1.5</td>
<td>56</td>
<td>19,600</td>
</tr>
<tr>
<td></td>
<td>Office Parking</td>
<td>P1.5 to P4</td>
<td>145</td>
<td>50,750</td>
</tr>
<tr>
<td></td>
<td>Residential Parking</td>
<td>P1.5 to P4</td>
<td>201</td>
<td>70,350</td>
</tr>
<tr>
<td></td>
<td><strong>Block 105 Subtotal</strong></td>
<td></td>
<td>1,000</td>
<td><strong>350,368</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Project Parking Totals</strong></td>
<td></td>
<td>1,275</td>
<td><strong>464,608</strong></td>
</tr>
</tbody>
</table>
Concurrent vs Staggered Garage Construction

**CONCURRENT CONSTRUCTION**
12.5 MONTHS = 0 SPACES / 11.5 MONTHS = 875 SPACES

**STAGGERED CONSTRUCTION**
12.0 MONTHS = 517 SPACES / 12.5 MONTHS = 275 SPACES / 11.5 MONTHS = 875 SPACES

PARKING SPACES

- Concurrent Construction
- Staggered Construction

24 MONTHS

36 MONTHS
Parking - Concurrent construction of Block 88/105 Garages

Q. Please elaborate on how you intend to work and assist the city in developing a plan to accommodate the needs for displaced parking for the proposed 12.5 month period.

<table>
<thead>
<tr>
<th>No.</th>
<th>Garage</th>
<th>Spaces</th>
<th>Weekday</th>
<th>Peak (%)</th>
<th>Peak Use</th>
<th>Surplus</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Current Government East</td>
<td>517</td>
<td>84%</td>
<td>434</td>
<td>(517)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Brayton Lot</td>
<td>154</td>
<td>80%</td>
<td>123</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Capitol Square North</td>
<td>606</td>
<td>78%</td>
<td>473</td>
<td>133</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>State Street Capitol</td>
<td>875</td>
<td>48%</td>
<td>420</td>
<td>455</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Overture Center</td>
<td>611</td>
<td>80%</td>
<td>489</td>
<td>122</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Capitol Square South</td>
<td>993</td>
<td>72%</td>
<td>715</td>
<td>278</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Monona Terrace</td>
<td>396</td>
<td>51%</td>
<td>200</td>
<td>196</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Block 89</td>
<td>743</td>
<td>100%</td>
<td>743</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Tenney Plaza</td>
<td>140</td>
<td>100%</td>
<td>140</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Dayton/Pinckney</td>
<td>471</td>
<td>100%</td>
<td>471</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Alliant Energy Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Totals: 4,989 | 84% | 4,208 | 698

The diagram shows the location of various parking facilities, including the proposed ones for Block 88/105.
Parking

Q. Please elaborate on why you chose to separate uses as part of your parking management plan. Do you think the goal of meeting the demands of multiple users in this mixed-use development can be accomplished utilizing shared parking strategies?

A. We believe our parking approach for Judge Doyle Square achieves the goals and specific needs of Public and Private users. The Public and Private parking elements are separated for:

- Efficiency
- Access to vertical transportation elements
- Marketability

We do not believe the demands of multiple users in this mixed-use development can be best accomplished utilizing shared parking strategies.
Parking

Q. Consider relocating the Doty Street entry/exit for Block 105 further to the west. Consider providing means to close this exit as needed and redirecting all exiting traffic including traffic from the residential and office parking floors to the Wilson Street exit.

A. Relocating the Doty Street entry/exit for block 105 further to the west is considered a valid suggestion and will likely be implemented.

The Block 105 garage will have the flexibility to close the Doty Street exit during peak periods if proven as warranted.
Q. Please explain how office and residential parkers could be prohibited from using the public parking spaces with this system.

A. A high tech key card management system will be utilized along with access control gates.
### Project Schedule

**Project:** Judge Doyle Square  
**Preparation:** RFP - Development Schedule  
**October 16, 2013**

| Date | Event Description | % Complete | Revisions
|------|-------------------|------------|-----------------
| 1/1/13 | Preliminary Design | 50 | 2013-01-17
| 2/1/13 | Design Development | 50 | 2013-02-14
| 3/1/13 | CD for Design/Build | 50 | 2013-03-14
| 4/1/13 | Construction Documents | 50 | 2013-04-10
| 5/1/13 | Pre-Construction | 50 | 2013-05-22
| 6/1/13 | Construction | 50 | 2013-06-17
| 7/1/13 | Close-out 

**Notes:**
- All dates are estimates.
- Revisions are expected to be minimal.
- Construction is expected to be completed by 12/31/13.
## Project Schedule

<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
<th>Start</th>
<th>Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Council Action on Developer</td>
<td></td>
<td>Jan 2014</td>
</tr>
<tr>
<td></td>
<td>Phase 1A/1B/2A Financial Closing</td>
<td></td>
<td>May 2014</td>
</tr>
<tr>
<td>Phase 1A</td>
<td>Block 88 Parking</td>
<td>Sept 2014</td>
<td>Oct 2015</td>
</tr>
<tr>
<td>Phase 1B</td>
<td>Block 88 Hotel</td>
<td>May 2015</td>
<td>Jun 2016</td>
</tr>
<tr>
<td>Phase 2A</td>
<td>Block 105 Public Garage</td>
<td>Sept 2014</td>
<td>Oct 2015</td>
</tr>
<tr>
<td>Phase 2B</td>
<td>Retail/Office/Garage</td>
<td>May 2015</td>
<td>Jul 2016</td>
</tr>
<tr>
<td>Phase 2C</td>
<td>Residential</td>
<td>Aug 2015</td>
<td>Jul 2016</td>
</tr>
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</table>
## Marriott 5-Year Proforma

<table>
<thead>
<tr>
<th></th>
<th>Rooms Available</th>
<th>Occupancy</th>
<th>128,480</th>
<th>Occupancy</th>
<th>128,480</th>
<th>Occupancy</th>
<th>128,480</th>
<th>Occupancy</th>
<th>128,480</th>
<th>Occupancy</th>
<th>128,480</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>ADR $162.00</td>
<td></td>
<td>ADR $166.68</td>
<td></td>
<td>ADR $181.20</td>
<td></td>
<td>ADR $186.09</td>
<td></td>
<td>ADR $171.08</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2017</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Total Revenues</td>
<td>$18,737,000</td>
<td>$146</td>
<td>$21,029,000</td>
<td>$164</td>
<td>$23,137,000</td>
<td>$180</td>
<td>$22,210,000</td>
<td>$173</td>
<td>$22,835,000</td>
<td>$178</td>
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<tr>
<td>Total Dept. Exp</td>
<td>86,806,151</td>
<td>36.3%</td>
<td>97,306,708</td>
<td>36.2%</td>
<td>78,004,393</td>
<td>34.0%</td>
<td>68,954,817</td>
<td>31.3%</td>
<td>71,159,585</td>
<td>31.4%</td>
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<tr>
<td>Gross Profit</td>
<td>11,930,849</td>
<td>64%</td>
<td>13,632,292</td>
<td>65%</td>
<td>15,276,567</td>
<td>68%</td>
<td>15,255,183</td>
<td>69%</td>
<td>15,675,415</td>
<td>69%</td>
<td></td>
</tr>
<tr>
<td>Total Expenses</td>
<td>7,547,838</td>
<td>40%</td>
<td>8,282,626</td>
<td>39%</td>
<td>9,135,744</td>
<td>39%</td>
<td>8,843,658</td>
<td>40%</td>
<td>9,041,882</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Net Operating Income</td>
<td>4,383,011</td>
<td>23%</td>
<td>5,349,666</td>
<td>25%</td>
<td>6,140,522</td>
<td>27%</td>
<td>6,411,525</td>
<td>29%</td>
<td>6,633,533</td>
<td>29%</td>
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<tr>
<td>FF&amp;E Reserve</td>
<td>187,000</td>
<td>1.00%</td>
<td>421,000</td>
<td>2.00%</td>
<td>694,000</td>
<td>3.0%</td>
<td>888,000</td>
<td>4.0%</td>
<td>913,000</td>
<td>4.0%</td>
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<tr>
<td>NOI After Reserves</td>
<td>4,196,000</td>
<td>22.39%</td>
<td>4,929,000</td>
<td>23%</td>
<td>5,447,000</td>
<td>24%</td>
<td>5,524,000</td>
<td>25%</td>
<td>5,721,000</td>
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<tr>
<td>Senior Debt Service *</td>
<td>($3,751,003)</td>
<td>1.12x</td>
<td>($3,751,003)</td>
<td>1.31x</td>
<td>($3,751,003)</td>
<td>1.45x</td>
<td>($3,751,003)</td>
<td>1.47x</td>
<td>($3,751,003)</td>
<td>1.53x</td>
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</table>
# Project Source and Uses

## BLOCK 88

<table>
<thead>
<tr>
<th>Sources</th>
<th>Marriott Hotel</th>
<th>City Fleet Parking</th>
<th>Block Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Mortgage</td>
<td>$50,315,708</td>
<td>$ -</td>
<td>$50,315,708</td>
</tr>
<tr>
<td>Parking Utility Reserve</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>City Bonds (Parking)</td>
<td>$ -</td>
<td>$ 2,005,158</td>
<td>$2,005,158</td>
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<tr>
<td>TIF Loan</td>
<td>$38,135,725</td>
<td>$ -</td>
<td>$38,135,725</td>
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<tr>
<td>Private Equity Sources</td>
<td>$7,834,159</td>
<td>$ -</td>
<td>$7,834,159</td>
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<tr>
<td><strong>Total Sources</strong></td>
<td>$96,285,582</td>
<td>$ 2,005,158</td>
<td>$98,290,751</td>
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</tbody>
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## BLOCK 105

<table>
<thead>
<tr>
<th>Sources</th>
<th>Retail/Office</th>
<th>Residential</th>
<th>Bicycle Center</th>
<th>City Garage</th>
<th>Block Totals</th>
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</thead>
<tbody>
<tr>
<td>First Mortgage</td>
<td>$14,309,939</td>
<td>$24,479,992</td>
<td>$ -</td>
<td>$ -</td>
<td>$38,789,931</td>
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<tr>
<td>Parking Utility Reserve</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>City Bonds (Parking)</td>
<td>$ -</td>
<td>$951,300</td>
<td>$18,678,909</td>
<td>$ -</td>
<td>$19,830,209</td>
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<tr>
<td>TIF Loan</td>
<td>$3,229,759</td>
<td>$5,371,415</td>
<td>$ -</td>
<td>$ -</td>
<td>$8,601,174</td>
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<tr>
<td>Private Equity Sources</td>
<td>$1,540,221</td>
<td>$2,788,952</td>
<td>$ -</td>
<td>$ -</td>
<td>$4,328,803</td>
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<tr>
<td><strong>Total Sources</strong></td>
<td>$10,079,010</td>
<td>$32,839,989</td>
<td>$951,300</td>
<td>$27,878,909</td>
<td>$80,550,117</td>
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</table>

## Project Totals

<table>
<thead>
<tr>
<th>Uses</th>
<th>Project Totals</th>
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</thead>
<tbody>
<tr>
<td>Land/Air-Rights Allocation</td>
<td>$3,293,454</td>
</tr>
<tr>
<td>Construction Costs</td>
<td>$14,509,710</td>
</tr>
<tr>
<td>FF&amp;E</td>
<td>$8,229,767</td>
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<tr>
<td>Pre-Construction Cost</td>
<td>$8,242,026</td>
</tr>
<tr>
<td>Soft Costs</td>
<td>$12,301,001</td>
</tr>
<tr>
<td>CM/Development Fees</td>
<td>$2,804,435</td>
</tr>
<tr>
<td><strong>Total Uses</strong></td>
<td>$96,285,592</td>
</tr>
</tbody>
</table>
Sources Summary

$178.8M Total Project

- Private Debt & Equity ($101.2M)
- TIF Loan ($46.7M)
- City Owned/Financed Parking/Bicycle Center
  - $3.3M Land Purchase paid to City at closing
  - $9.0M Reserve
  - $18.5M City Bonds
MMB Renovation (Alternate)

- City to lease building to Journeyman Group for a period of 40 years for $1 per year
- Journeyman to fund renovation
- City to vacate MMB and lease office space in Block 105 for 24 months until MMB renovation is completed
- City to relocate back to MMB
- City to pay rent of $17.77 per sf plus NNN when Block 105 office space is ready for occupancy
- No property tax will be payable since the city is the end user