



January 17, 2024

Detroit City Council
2 Woodward Ave, Suite 1340
Detroit, MI 48226

Re: Support for the Proposed Water Square Hotel Development

Dear Honorable City Councilmembers:

The Detroit Riverfront Conservancy (DRFC) would like to express its support for the proposed project at 600 Civic Center Drive. The DRFC was founded in 2003 to lead the transformation, activation, and stewardship of the Detroit Riverfront. In the past 20 years, the Riverfront has become one of the most significant gathering places in the City of Detroit, welcoming over 3 million visitors per year. The riverfront has also become an engine of economic activity, with over \$2 billion invested in the riverfront district since 2003. The tax revenue from these projects have had a significant positive impact on the revenue of the City of Detroit. Our recent efforts have focused on connecting the riverfront to Detroit's neighborhoods, particularly those on the west side of the city. In 2025, the 22-acre Ralph C. Wilson, Jr. Centennial Park will open to the public, and will draw residents from the entire city to this previously forgotten part of our community. The park will also be a great amenity for out-of-town visitors who come to events at Huntington Place.

We are supportive of the project at 600 Civic Center Drive, which would provide much-needed capacity to support our downtown events and help draw visitors to our city.

The proposed development of a 600-key hotel will supply desperately needed capacity to downtown Detroit. The additional infusion of private investment and the additional hotel rooms in close proximity to Huntington Place will result in a greater number of high impact events and conventions the City of Detroit will be able to host, bringing a significant number of visitors to the riverfront. Without the project, the City of Detroit will continue to lose large convention events to other cities in the nation that are better equipped with adequate hotel capacity to host events.

I have met with the development team and have toured their other riverfront project. Based on those discussions, I am confident that this team will build a first-rate project and will provide a high-quality operations team once it is complete. The Detroit Riverfront Conservancy is in support of the project and understands both the need and request for incentives on the project to ensure success.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mark C. Wallace".

Mark C. Wallace, CEO
President & CEO