

WISE Commercial Real Estate

February 5, 2024

Detroit City Council

2 Woodward Ave., Suite 1340
Detroit, MI 48226

RE: HOTEL AT WATER SQUARE (PROPOSED)

Dear Honorable City Council Councilmembers:

I am pleased to offer this letter of support for the proposed project commonly known as the Hotel at Water Square, located in Detroit, MI. I support this project for several reasons.

First, this project is one of great need. It is widely known within the convention and tourism industry that a dearth of hotel rooms exists within the downtown Detroit area. Despite additional rooms resulting from recently completed hotel projects, Detroit lacks sufficient hotel rooms to support and attract larger conventions and events. It is also known that convention groups will often not even consider a location lacking a convention center which is physically connected to a significant hotel. This project will aid the Detroit Metro Convention & Visitors Bureau in addressing this substantial obstacle in its attempts to lure convention business to Detroit.

Second, this project will add energy and excitement to an emerging West Riverfront neighborhood. It will offer restaurants and other amenities that not only benefit hotel guests, but visitors and residents as well. The physical extension of Second Ave. southward will add another access point to the Detroit riverfront and tremendously improve the environment of that location from what currently exists today.

Finally, and just as importantly, the Sterling Group exemplifies great corporate citizenship for Detroit. Since its founding, almost four decades ago, the Sterling Group has invested heavily in Detroit, even during times when very few others were willing to do so. It has also given generously to the community. I have had the pleasure of knowing and working with various team members of the Sterling Group spanning my nearly 30-year career in commercial real estate in Detroit. Quality, integrity, and respect are words that come to mind when I think of them.

As a native, lifelong Detroit resident and business owner, I encourage you to support this project for the assorted reasons stated above. I look forward to offering my friends and business associates a new and exciting riverfront alternative for their lodging needs when they visit Detroit.

Sincerely,

WISE Commercial Real Estate



Alan Scott White
CEO/President

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