

John Michlig
City of Franklin Economic Development Commissioner
1/7/09

Alderman Ken Skowronski, Chair
City of Franklin Economic Development Commission
Via email and City Hall dropbox

Alderman Skowronski,

As the issue has immediate and far-ranging impact on economic development policy and procedure in Franklin, I would like to submit as an agenda discussion item the following:

**STAYBRIDGE SUITES:
\$9000 LIQUOR LICENSE “GRANT” ANALYSIS AND DISCUSSION**

It’s my goal to examine this specific instance in proper detail in order to improve policy and communications regarding economic development measures under consideration now and in the future.

Suggested non-commission participants:
Mayor Tom Taylor

Our discussion should include, but not limit itself to, the following:

- 1) **Define the parameters of the “grant”**
- 2) **Create a detailed timeline** showing
 - Where and how this proposal was generated
 - Who made the primary approach (did this originate from STAYBRIDGE or the City of Franklin?)
 - At what point was this issue discussed by/brought before the EDC, if at all? What, if any, was the EDC’s recommendation?
- 3) **Communication issues**
 - Why is a comment on a blog the first place people read/hear about the specific details of this grant (see attachment: *“Metro Milwaukee Today” blog comment: Mark Hansen Director of Sales and Marketing Staybridge Suites Franklin*)
 - Is Hansen’s description accurate?
- 4) **Precedent issues: pro and con**
 - Strategy: Does this “grant” bind the City of Franklin in discussions with other developers?
 - Legal: Does this “grant” bind the City of Franklin in discussions with other developers?
 - Fairness: Can this “grant,” or one like it, be offered as an incentive to a locally-owned business?
 - Example: Coffee/snack shop in front of Franklin library on Drexel/Loomis corner to spur community/commercial development in a focused area of public space.
- 5) **Benefits**

- How does the \$9000 “grant” create a better economic development situation for Franklin?

6) Deficits

- How could the \$9000 “grant” adversely affect Franklin?

7) Straw poll

- EDC membership votes “for” or “against” the Staybridge “grant” in nonbinding open vote

Submitted 1/7/09.

Thank you –

John Michlig

Attachments:

FranklinNOW news clipping

**“Metro Milwaukee Today” blog comment:
Mark Hansen Director of Sales and Marketing
Staybridge Suites Franklin**

ATTACHMENT 1

FranklinNOW.com

WEDNESDAY, Jan. 7, 2009, 6:31 a.m.

By John Neville

Hotel gets a break on liquor license cost

The Franklin Common Council voted 4-1 Monday night to approve a \$9,000 grant for a Class B reserve liquor license for Staybridge Suites Hotel.

Located at 9527 S. 27th St., the nearly finished hotel is scheduled to open next month.

Last month the council turned down the hotel's request for the grant on a 4- 3 vote. Since then Mayor Thomas Taylor requested reconsideration of the request.

Taylor said the city collects room taxes from the hotel and that Staybridge offers the possibility of drawing conventions and related business to Franklin.

Alderman Timothy Solomon said the hotel would bring much needed new revenue to the city. Alderman Lyle Sohns voted for the grant but said he would not do so again.

The lone "no" vote was by Alderman Steve Olson, who said he did not want to set a precedent.

The \$9,000 grant will help offset a \$10,000 fee the hotel has to pay the state.

City Clerk Sandra Wesolowski said the hotel will still pay the city a required \$625 annual liquor license fee.

ATTACHMENT 2

**“Metro Milwaukee Today Blog” (Greg Kowalski) comment:
Mark Hansen Director of Sales and Marketing
Staybridge Suites Franklin**

[Misspellings and other grammatical gymnastics left intact]

Hi Greg,

We have not met yet but I would like very much to in the near future. I know you were at the common council meeting last night and so I hope you will inform your readers as to the true nature of this grant.

Your blog seems to imply that staybridge suites is not paying their liquor license fees and that taxpayer monies are being used for this grant. This is not true. We will be paying for our license and the grant comes from the state from what they would charge for a reserve license. Your readers should also know that Staybridge Suites Franklin is not owned by the "multi-billion dollar corporation" Intercontinental Hotel Group. Our owners pay franchise fees to IHG in order to wave that flag. This gives us the benefit of brand recognition, priority reward club member services, and national ad exposure. In return, staybridge suites pays franchise fees (just like the owner of a Starbucks, Wendy's, or McDonalds) In order to maintain Staybridge Standards, we must therefore offer the same amenities as all Staybridge Suites across the country do. One of those amenities is complimentary tap beer, wine and soda for our guests tuesday through Thursday from 5:30-7:30.

We will not have a bar, we are not making cocktails, we are not selling mixed drinks.

We in fact, are not making any profit from offering this amenity and that is why this grant was created in the first place by the state of wisconsin.

I wanted your readers to know that all the staff at Staybridge Suites is truly dedicated to promoting local businesses, offering great customer service, and supporting the community.

As we get closer to our oppening, I'd also like to invite you out for a tour and to tell you about some of our upcoming events.

mark hansen director fo sales and marketing staybridge suites franklin

Posted by: [Mark Hansen Director of Sales for Staybridge Suites](#) | [January 07, 2009 at 10:49 AM](#)