

North Central Group: Celebrates topping off for The Trade Milwaukee, an Autograph Collection hotel, under construction in Milwaukee's Deer District

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MILWAUKEE, Wis. (July 27, 2022) - North Central Group (NCG), a leader in real estate development, asset management and property management, today celebrated the topping-off in the construction of The Trade Hotel, an Autograph Collection Hotel by Marriott, located in the heart of Deer District. The topping-off ceremony, which commemorated the highest point of construction being reached, was held at the construction site on the corner of Juneau and Vel R. Phillips Avenues in downtown Milwaukee.

Local business and community leaders were in attendance to witness the final steel beam being hoisted into place atop the Trade Hotel, celebrating the next phase of construction and bringing the entire operation one major step closer to completion.

The Trade Hotel, slated to open in early 2023, will boast 207 luxury guest rooms and suites, featuring California King beds, heightened ceilings and state-of-the-art finishing. A destination rooftop restaurant and lounge will offer breathtaking views of the city, while the ground-floor signature restaurant will honor Milwaukee's rich history and local fare through an innovative yet approachable culinary experience.

The Trade Hotel will also feature more than 9,000 square feet of indoor and outdoor gathering space, as well as meeting packages that can accommodate up to 300 guests.

Built in ode to the city's blue-collar roots, The Trade Hotel will pay tribute to the hardworking men and women who built Milwaukee. From the coopers to the blacksmiths to the machinists, the building will be a nod to the city's history while simultaneously helping to write its future. Its art and design features will celebrate the tradespeople who have made Milwaukee the great city it is today, with intricate metal and woodworking details paying homage to their skills.

"We're thrilled to be one step closer to bringing The Trade Hotel to life and celebrating this major milestone with the community," said Andy Inman, Chief Development Officer for NCG. "This project is a true labor of love for our team and celebrates the grit, determination, and hard work of the men and women who built this city, as well as those who continue to shape its bright future.

"We are proud to blend Autograph's upscale, luxury hotel experience with the unbridled energy of Deer District, attracting visitors from near and far to celebrate the art, culture and cuisine that tell the story of Milwaukee," Inman continued. "We can't wait to open our doors and welcome guests from around the world."

"The Bucks are so excited to welcome The Trade Hotel to Deer District in what will be a tremendous addition for the city," said Peter Feigin, President of the Bucks and Fiserv Forum. "The Trade will build on Deer District's promise of becoming Milwaukee's premiere location to live, work and play, and we are thrilled to be part of a project showcasing Milwaukee's unique history and bright future."

To learn more about The Trade, visit thetradehotel.com

Assets can be found here: [The Trade MKE](#)

About The Trade Milwaukee

Inspired by the city's pioneering past and a local culture that is forever moving forward, The Trade an Autograph Collection Hotel pays homage to the hardworking history and modern spirit of today's Milwaukee. As the official hotel of Deer District, it is located in the bustling heart of downtown, adjacent to Fiserv Forum. Situated court-side in Cream City's dynamic hub of sports, culture, and entertainment, the hotel offers 207 luxurious rooms and suites plus destination dining with a rooftop restaurant and lounge boasting stunning city views. Highlights include a 2-story VIP suite with private access and over 9,000 square feet of sophisticated indoor/outdoor meeting and event spaces for groups up to 300. Merging modern convenience with timeless luxe, it is an experience unlike anything else in the city. The Trade. Where craft meets commerce.

About North Central Group (NCG)

North Central Group is a leader in the ownership, development, and operation of premier hospitality properties. Established in 1981 by Founder and Chairman David Lenz, North Central Group (NCG) is a family-owned business with over 40 years of experience in the hospitality industry. We own and operate more than 25 properties across multiple states and national brands. We leverage our unparalleled expertise to provide hotel management services, hotel development expertise, and real estate-focused services to property owners and investors throughout the U.S. ncghotels.com.

About Autograph Collection Hotels

A member of Marriott's industry-leading portfolio, the Autograph Collection debuted in 2010 and includes nearly 200 independently branded hotels and resorts that reflect the distinct attributes of their market. Each is unique in terms of product offering and target customers. The Autograph Collection is a remarkable group of upper upscale and luxury independent hotels with iconic properties located in

gateway and emerging cities in preferred destinations around the world. Each is exceptional, one-of-a-kind and has its own distinct perspective. The result is an array of properties that is nothing less than unique and nothing short of collectively exceptional. Autograph Hotels are proud to participate in the industry's award-winning loyalty program, Marriott Bonvoy®. To learn more about Autograph Collection Hotels, visit <https://autograph-hotels.marriott.com/>. Follow Autograph on Instagram. Watch Autograph on YouTube. Engage #ExactlyLikeNothingElse.

About Deer District

Deer District is Milwaukee's newest neighborhood and is redefining the city's downtown. Anchored by the world-class Fiserv Forum, a preeminent sports and entertainment venue and home to the NBA's Milwaukee Bucks, the 30-acre Deer District is Milwaukee's premier location for people to live, work and play, and is a hub for the city's vibrant future. A year-round destination, Deer District features a myriad of dining and entertainment options in addition to Fiserv Forum including The MECCA Sports Bar & Grill, Cream City Cluckery, The Beer Garden, Good City Brewing, Punch Bowl Social, Drink Wisconsinly and Insomnia Cookies. Deer District also features a large plaza which serves as an ideal setting to enjoy live music, festivals, outdoor movies, fitness classes and other events. Additionally, Deer District includes GATHER at Deer District, the Bucks' state-of-the-art training center, the Froedtert & the Medical College of Wisconsin Sports Science Center, and the 550 Ultra Lofts apartment building, which are both located directly across from Fiserv Forum. Future developments for Deer District include The Trade Milwaukee, a 200-plus room Marriott Autograph Collection hotel, Fat Tuesdays, two FPC Live operated venues, additional high-end apartments, and further commercial, office space, real estate and entertainment opportunities. For more information on Deer District, visit DeerDistrict.com.