



NCG
NORTH CENTRAL GROUP

— DEER —
DISTRICT

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North Central Group And Deer District Unveil Branding For The New Autograph Collection Hotel By Marriott International In Milwaukee

The Trade Milwaukee will offer an experience celebrating the heritage of the city

-Groundbreaking Anticipated For Fall of 2021-

MILWAUKEE, WI (May 5, 2021) -- North Central Group (NCG) and Deer District have unveiled the concept of their newest property - The Trade Milwaukee, an [Autograph Collection Hotel](#) by Marriott. The new hotel will be a hub for guests coming to Milwaukee - providing unique, high-end accommodations in the heart of the city. The Trade is located in Deer District, Milwaukee's newest 30-acre neighborhood that is redefining the city's downtown, and anchored by the world-class Fiserv Forum.

The highly anticipated hotel will celebrate the tradespeople who built Milwaukee and the city's history in the art and design of the building.

Groundbreaking for The Trade is anticipated to begin in the Fall of 2021 and open in early 2023.

The Trade will be a luxurious experience for those visiting or living near Milwaukee. With a unique rooftop restaurant and lounge, guests can enjoy beautiful views of the city. Its convenient location next to Fiserv Forum gives visitors easy access to the venue and the entertainment block in Deer District. Additionally, the hotel is equipped to host Milwaukee's VIP visitors by offering exceptional and unique amenities, including a two-story VIP suite with private access. There will also be additional suites with high ceilings and California King beds, as well as a private elevator and hotel entrance.



“From Milwaukee Bucks fans to concert-goers, The Trade Milwaukee will offer visitors a key to the heart of the city, providing all convenient access and an authentic lodging experience that celebrates the very best of Milwaukee,” said Andy Inman, Vice President of Development for North Central Group. “The Trade is built on the foundation of Milwaukee’s beginning as a fur trading post and will pay homage to the gentle, calloused hands of the tradespeople who built the city.”

“We are ecstatic to partner with NCG in bringing a groundbreaking hotel to Deer District,” said Michael Belot, Senior Vice President of Bucks Ventures and Development. “The Trade Milwaukee will continue to build on the promise of Deer District becoming Milwaukee’s place to ‘Work, Live and Play’ while offering best in class accommodations, food and beverage.”

The hotel will have approximately 205 smart and stylish tech-enabled rooms featuring mobile check-in and check-out, keyless entry, motion sensor lighting, internet TV in-room, abundant power and USB outlets, and fast and free Wi-Fi for ultimate connectivity.

To learn more about The Trade, visit thetradehotel.com.

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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 Marriott BONVOY

Autograph’s guests enrolled in the award-winning Marriott loyalty program will be able to check-in and out in advance and earn points during their stay that can be redeemed for flights, hotel accommodations and merchandise, including home furnishings, fashion and more. Marriott’s mobile app makes check-in seamless for all Marriott Rewards members up to 24 hours in advance.

About North Central Group (NCG)

Built on enduring principles and an unbridled passion for hospitality and real estate development, North Central Group® is a Middleton, Wisconsin-based developer, owner and operator of premium

hospitality properties. The company operates more than 30 properties across multiple states and national brands. To learn more about North Central Group and its properties, visit ncghotels.com and connect on Facebook and Instagram.

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 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 a premium boutique hotel, additional high-end apartments, and further commercial, office space, real estate and entertainment opportunities.

For more information on Deer District, visit DeerDistrict.com.