

Tarik Moody
Milwaukee, WI

City of Milwaukee Zoning Commission
City Hall
Milwaukee, WI 53202

Dear Council Members,

I write to you today, representing myself and my own thoughts, in support of the proposed FPC Deer District Venues, and in support of any new development like the venue in the Iron District that enhances and expands the Milwaukee music scene so that it reaches a much more racially diverse audience.

I have worked in the music business for 15 years and have just launched a radio station and brand that specifically engages the Black community in our region. For a city that is 40% Black and 20% Latino show booking does not reflect the city's population and it's been that way since I moved here. If the city wants to play on the global stage that needs to change. That's why I support this proposal.

For a city like Minneapolis, that is 18% black, where I used to live, they do a better job of booking those artists and we can do better here. Notable Black artists have, for example, played FPC venues in Madison and skipped Milwaukee. I have friends that go to Madison and Chicago to see these artists and they are taking their money with them. I don't want to have to go out of town to see artists that I want to see.

Moreover, we are competing for talent in our workforces and we need to look at this seriously especially when it comes to young Black and Brown folks. I am trying to promote our station and the work we are doing to engage these audiences and I need promoters and bookers who get this.

Thank you for your time and attention to this matter and I appreciate your consideration of this letter.

Sincerely,

Tarik Moody