



**DATE:** October 21, 2022

**TO:** Zoning, Neighborhoods & Development Committee, Chair Murphy, Vice Chair  
& 4<sup>th</sup> District Alderman Bauman, Common Council and Mayor Johnson

**FROM:** Ashley F. Booth, HNTB Corporation

**RE:** ZND meeting items #12/#13, files 220489 and 220490 FPC Live-Deer District  
Concert Venue

As a resident of Milwaukee and the Wisconsin Office Leader of HNTB, I am writing to request your favorable consideration of the proposal by FPC Live and the Milwaukee Bucks to develop a new concert venue on the vacant lot (Block 3 of Deer District) once occupied by the Bradley Center on the corner of N. Vel R. Phillips Ave. and Highland Ave.

HNTB has had the pleasure to work under contract with both the ownership groups of FPC Live and the Milwaukee Bucks. These organizations are deeply vested in our community and support local hiring of professionals and companies to help grow our Milwaukee economy. Please note, HNTB has been retained to evaluate auto traffic to/from and around the Deer District, including traffic that could be generated from this proposed project.

The FPC Live-Deer District concert venue will be a \$50 million private investment and will not require any financial assistance from the City of Milwaukee. It is planned to host shows for 400 to 4,000 people and will host performers at every level, from emerging to established, and of all genres.

The FPC Live-Deer District project is once again, another commitment by the Milwaukee Bucks and their partners to build out their vision of over \$1B in investments in our great city. This project is another component to the continued revitalization of this area, Westtown and downtown Milwaukee. Having the new Deer District entertainment venue will provide a long-term, stable presence that will add continued value to the area as well as create hundreds of jobs. Furthermore, allowing this construction to move forward will transform an underutilized parcel of land in a critical downtown area into a catalyst for future investment and growth.

I am pleased to express my support of this project and request approval of this investment in the City of Milwaukee.

A handwritten signature in blue ink, appearing to read "Ashley F. Booth".

Ashley F. Booth  
Vice President