



**DATE:** October 13, 2022

**TO:** MILWAUKEE COMMON COUNCIL MEMBERS

**FROM:** ANDREW DAVIS, DIRECTOR OF GOVERNMENTAL AFFAIRS  
METROPOLITAN MILWAUKEE ASSOCIATION OF COMMERCE

**RE:** FRANK PRODUCTIONS CONCERTS LIVE  
DEER DISTRICT CONCERT VENUE

On behalf of the Metropolitan Milwaukee Association of Commerce (MMAC) I am writing to urge your favorable consideration of the proposal by FPC Live and the Milwaukee Bucks to develop a new concert venue on the vacant lot once occupied by the Bradley Center on the corner of N. Vel R. Phillips Ave. and Highland Ave.

FPC Live is a full-service concert promotion company based in Madison, WI. They currently have and operate The Sylvee in Madison, a concert venue that has been nominated for several industry awards and whose presence led to the overperformance in ticket sales of concert venues in the area.

The Deer District project 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.

This project is a key component to the continued revitalization of this neighborhood and downtown Milwaukee. Having the new Deer District concert venue will ensure a long-term, stable presence that will add exponential 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.

Once again, we are pleased to express our support of this project and we urge your approval of this prudent investment in the future of the City of Milwaukee.

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