



Dear Committee Members,

I am writing to strongly support the city of Milwaukee's effort to become a certified sensory-inclusive city through a partnership with KultureCity.

As operators of Baird Center, Miller High Life Theatre and Panther Arena, we have seen firsthand how sensory-inclusive spaces and staff training remove barriers and create more welcoming environments for individuals with sensory sensitivities and their families. These efforts allow more people to participate fully in events and community life.

Creating sensory-inclusive environments ensures that everyone has the opportunity to engage in events, entertainment and civic experiences with dignity and comfort. For venues and event organizers, this translates to broader audiences and more diverse participation. When individuals and families feel confident that their needs will be understood and accommodated, they are far more likely to attend events, return for future experiences and recommend those spaces to others.

A citywide approach would further amplify these benefits by creating consistency across venues, public spaces and community gathering places. This consistency is critical. It allows residents and visitors alike to navigate Milwaukee with confidence, knowing that whether they are attending a convention, a concert, a sporting event or a community festival, they will encounter trained staff and accessible resources designed to support their experience.

Sensory inclusion is both a community benefit and an economic one, positioning Milwaukee as a welcoming, forward-thinking city for events, tourism and everyday experiences alike.

We strongly encourage support of this initiative.

Sincerely,

A handwritten signature in black ink, appearing to read "Marty Brooks", with a stylized, cursive script.

Marty Brooks

President and CEO, Wisconsin Center District

The Wisconsin Center District owns and operates Baird Center, UW-Milwaukee Panther Arena and Miller High Life Theatre.

BAIRDCENTER.COM

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