

From: William C <william.crusey@gmail.com>
Sent: Thursday, September 15, 2022 10:24 PM
To: planadmin <planadmin@milwaukee.gov>
Subject: Testimony Arena Master Plan Music Venue

Some people who received this message don't often get email from william.crusey@gmail.com. [Learn why this is important](#)

Hello,

I have lived adjacent to Fiserv Forum for the last 2.5 years. I go to a combined 80+ sporting events, shows and concerts a year. I would highly advise against a new concert venue in the old Bradley center lot. There are more than enough venues and sizes of venues to support any and all concerts coming through Milwaukee. The venues we currently have are not having shows every night available, particularly weekends. The shows that are booked are not regularly sold out. A well known comedian recently posted on social media he is sold out of almost every show except Milwaukee. The Milwaukee audience has not been strong enough to book significant acts for smaller venues which in turn makes the participation lower. I have a gift card to see a show with the Pabst group and there barely any acts worth seeing with the current schedule. A contributing factor to this is we have hundreds of shows during Summerfest and then the acts are gone for the remainder year yet most people only visit Summerfest once or twice a year, missing out on many notable acts. We have the space for more acts to come to town every year. A new venue just spreads the audience thinner which may hurt show attendance.

I have made a list of all the concert venues in town with their capacities. I can walk to 12 of them. A new venue is not a good use of space as it does not fill a need in down town.

I would be willing to share my opinion at the meeting but I will be at work and will be unlikely to speak while at work. You may read my email as testimony.

180 Backroom at colectivo
500 Rave Bar
1000 Turner Hall
1000 Eagles Hall
1,339 Pabst Theater
1,800 Rave Hall
2,300 Warner Theater
2,500 Riverside Theater
3,500 Eagles Ballroom
3,500 New soccer stadium/concert venue
4,000 Miller High Life Theatre
9,000 Panther Arena
18,000 Fiserv Forum

23,000 Am Fam Amphitheater
41,000 Am Fam Field
Multiple Summerfest stages

Sincerely,
William Crusey