

**Wayfinder & The Rooftop**

Joan and Mike Doble  
2108 N. Farwell Avenue  
Milwaukee, WI 53202

June 27, 2025

**Alderman Alex Brower**

200 E. Wells Street, Room 205  
Milwaukee, WI 53202

Dear Alderman Brower,

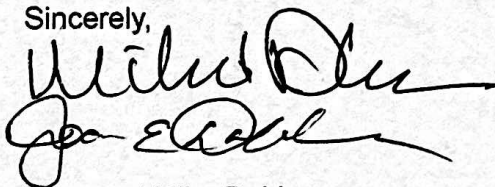
We are writing to formally express our interest in having our restaurant, Wayfinder, located at 2108 N. Farwell Avenue, included within the boundaries of the East Side Business Improvement District (BID).

As proud members of Milwaukee's vibrant East Side, we are eager to contribute to and benefit from the collaborative efforts of the BID. We believe strongly in the importance of supporting local initiatives, fostering neighborhood connections, and participating in the shared goal of maintaining a thriving, welcoming, and dynamic community for residents and visitors alike.

Wayfinder and The Rooftop are committed to being active partners in the continued growth and vitality of the East Side. We welcome the opportunity to be involved in BID programming, marketing, and events, and we look forward to working together to enhance the business environment of the neighborhood.

Thank you for your time and consideration. Please don't hesitate to reach out if there are any next steps we should be aware of to initiate this process.

Sincerely,

The image shows two handwritten signatures in black ink. The top signature is more stylized and appears to be 'Mike Doble'. The bottom signature is more cursive and appears to be 'Joan Doble'.

Joan and Mike Doble  
Co-Owners, Wayfinder  
The Explorium Brewpub Hospitality Group  
joan@exploriumbrew.com  
414-551-9104