



October 16th 2022,

To Whom it may concern,

My name is Jake Dehne and I the owner of State Street Pizza Pub, RWB (Red White and Blue), and Lucky Clover Irish Pub all within a block of the FPC Live site. I also own 2 properties at 322 W State Street and 1029 N Dr Martin Luther King Jr Dr known commonly as the Spice House building. I have owned and operated in the Old World Third Street Entertainment District and on Dr MLK Jr Dr for over 20 years with such popular venues as Have A Nice Day Café, Buckhead Saloon, The Pub Club, Upper 90 Sports Pub just to name a few.

The district and area have grown considerably since my start in 2001 and I do not think it is even close to being done. The addition of FPC Live is a welcomed, positive venue for the area. They will bring more people to our area, especially on nights where there is nothing going on downtown. My customers want to see and be a part of a busy downtown. Their customers will fill empty tables and seats. This development will continue to foster additional residential development as more people will want to live and come to the area.

I met with several FCP Live leaders, and they have answered every concern I had for public safety, inclusion of our Entertainment district, input into their design flow for pedestrians coming to and from our district, safety, cleanliness, loitering, and controls for the congregation of people all have been addressed through several meetings. They have a solid track record in Madison with the Sylvee and I did not see any evidence of false promises or other venues closing due to the Sylvee being built in Madison.

I welcome a private business using their own millions to invest in the local community in what is already an entertainment district. I do not understand the negative approach to them other than fear from competition. In 20 years, I have not had a single local music venue reach out to support or communicate with my businesses or the street or even try to work together with me as FPC Live does with the community in Madison. I have tried on several occasions to reach out to downtown venues and was ignored. Also hypothetically, I do not think it would be fair for myself and other bar/restaurant owners in the area to get together to prevent other restaurants or bars from opening while we continue to open our own venues. So, I do not see why other music venues would be allowed to do the same. I think it sets the wrong precedence that if successful then why wouldn't bars/restaurants be allowed to do the same?

Sincerely

A handwritten signature in black ink, appearing to read "Jake Dehne". The signature is fluid and cursive, with a large loop at the end.

Jake Dehne

Sydra Group Management

Owner

RWB Milwaukee / State Street Pizza Pub / Lucky Clover Irish Pub / Dehne Brother Properties