

From: Leichtling, Samuel <Samuel.Leichtling@milwaukee.gov>
Sent: Thursday, September 22, 2022 11:20 AM
To: cityplancommission <cityplancommission@milwaukee.gov>
Subject: Fwd: Opposed To Live Nation / Ticketmaster New Concert Venues

From: Bauman, Robert <rjbauma@milwaukee.gov>
Sent: Thursday, September 22, 2022 10:12:45 AM
To: Leichtling, Samuel <Samuel.Leichtling@milwaukee.gov>
Cc: DeLessio-Parson, Ax <Axdp@milwaukee.gov>
Subject: FW: Opposed To Live Nation / Ticketmaster New Concert Venues

Here are some links of interest. Perhaps we should add this email to the file.

From: Lucy Radke <lucy.radke@gmail.com>
Sent: Thursday, September 22, 2022 10:00 AM
To: Bauman, Robert <rjbauma@milwaukee.gov>
Subject: Re: Opposed To Live Nation / Ticketmaster New Concert Venues

I'm honored for the invitation, but unfortunately I have to be at work during that time and can't call out this soon. I honestly get all of my knowledge on the topic from doing research online, I have attached a few links here that have helped me get a better understanding of the subject. I hope that yourself or someone else who will be at the commission can find the time to read more about this and present the information at the commission.

Regarding a class-action lawsuit against Ticketmaster and LiveNations: <https://www.rollingstone.com/music/music-news/live-nation-ticketmaster-sued-again-monopoly-1278598/>

An opinion piece regarding the construction of a similar LiveNations-owned venue in Chicago, and how it would impact Chicago's small venues: <https://mark-guarino.com/chicago-reader/1844-why-won-t-city-hall-fight-for-chicago-s-homegrown-music-scene>

An opinion piece regarding the detrimental effects of concentrated power within few record labels, streaming platforms, and venue owners: <https://www.wired.com/story/opinion-big-music-needs-to-be-broken-up-to-save-the-industry/amp>

Regarding Ticketmaster's success despite being largely disliked by performers and ticket buyers: <https://www.wired.com/2010/11/mf-ticketmaster/amp>

Regarding the DOJ's action against LiveNation and Ticketmaster: <https://pitchfork.com/news/departement-of-justice-cracks-down-on-live-nation-and-ticketmaster/amp/>

Let me know if I can be of any additional help.

Lucy R

On Sep 22, 2022, at 10:22 AM, Bauman, Robert <rjbauma@milwaukee.gov> wrote:

You appear to have a great deal of expertise in the business of live music. I hope you can testify at the plan commission on Monday at 1:30 since I suspect few commission members or council members have such expertise.

From: Lucy Radke <lucy.radke@gmail.com>

Sent: Thursday, September 22, 2022 8:58 AM

To: Bauman, Robert <rjbauma@milwaukee.gov>

Subject: Re: Opposed To Live Nation / Ticketmaster New Concert Venues

You don't often get email from lucy.radke@gmail.com. [Learn why this is important](#)

Hello,

Thank you for your prompt response! Yes, it could be said that the additional competition would be beneficial, but LiveNation has a consistent history of damaging local venues in the cities in which they open their own property. Firstly, since LiveNation manages entire tours as well as venues, they can (and almost always do) choose to have the artists they manage perform in their own venues as opposed to pre-existing local/small venues. Many smaller acts who are looking for exposure opt to open for larger acts, and if these larger acts are managed by LiveNation and exclusive play LiveNation-owned venues, this pressures those smaller artists into only playing those venues as well.

Additionally, coming out of the COVID-19 pandemic, many independently-owned small venues cannot afford to keep ticket prices low, but LiveNation is a large enough corporation that they can. LiveNation, Ticketmaster, SiriusXM, and Pandora have combined under Liberty Media, a conglomerate with a combined net worth of billions of dollars. The combination of their financial wealth and their influence on media would allow them to selectively promote LiveNation venues/tours and leave small venues in the dust.

Finally, LiveNation has historically refused to do business with venues that refuse to use Ticketmaster. Ticket buyers and performers generally tend to dislike Ticketmaster due to their incredibly high service/processing fees (for context: I bought a \$210 ticket on Ticketmaster to see a band in March and, with fees, paid over \$250). Ticketmaster's success comes from their decision to pander to venues, instead of performers or concertgoers, by paying them a share of these outrageous additional fees. This strategy has allowed them to outperform competitors that promise a more user-friendly experience and minimal fees. Performers can try to fight against the unfairly expensive tickets on Ticketmaster, but if they want to play the LiveNation-owned venues that are getting so well promoted, they have little choice.

I completely understand the perceived benefits of the construction of a LiveNations-owned venue in Milwaukee, but given their predatory and shady business history, it's more than likely that Milwaukee's independent small venues would suffer as a result. This post from the Department of Justice has more information regarding Ticketmaster and LiveNation's past of violating their agreement to "refrain from monopolistic practices": <https://www.justice.gov/opa/pr/justice-department-will-move-significantly-modify-and-extend-consent-decree-live>

Let me know if you have any further questions or would like to discuss this more, I'm happy to help in whatever way I can to protect Milwaukee's small venues!

Best,
Lucila

On Sep 21, 2022, at 8:33 PM, Bauman, Robert <rjbauma@milwaukee.gov> wrote:

Thank you for sharing your concerns. It appears you assume a new venue would eliminate existing venues. I am curious why you assume that. Some would argue a new venue would increase live music offerings creating more choices for fans and putting downward pressure on ticket prices. If you do not agree, I am curious as to why.

Sent from my iPhone

On Sep 21, 2022, at 6:20 PM, Lucy Radke <lucy.radke@gmail.com> wrote:

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Hi Alderman Bauman,

My name is Lucila, I'm a student at Marquette University in Milwaukee and I'm writing to urge you to oppose the construction of the proposed Live Nations concert venue in the Deer District.

Milwaukee's small concert venues give the city so much character and are so much of the reason I chose to make it my home for my time in college. Myself and tons of people I know have fond memories at Shank Hall, Turner Hall, the Rave/Eagles Club, and so many more. These venues have made our college experiences what they are.

As an avid music fan, I have also noticed recently how many of the musicians I love have started adding tour dates in Milwaukee. Milwaukee is developing a bigger and bigger music scene, and I am confident that the construction of this Live Nations venue would be a detriment to this development. So much of the appeal of going to shows in Milwaukee is the variety of small venues we have here - it adds something so special to a show that you just can't get anywhere else. Being from Chicago, a city that also has plenty of small music venues, I guarantee you that going to Milwaukee's small venues is significantly more enjoyable.

I cannot overstate how certain I am that it is in the best interest of Milwaukee to oppose the construction of this new Live Nations venue. Milwaukee has a special place in my heart, and I would be sad to see its character overlooked in the interest of bringing in more money or supporting large corporations. Please protect the small venues that give our city life and make it a home for so many.

Best,
Lucila
Marquette 2022

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