

## Lee, Chris

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**From:** Jeff Sherman <shermanjeff@me.com>  
**Sent:** Monday, October 24, 2022 8:04 AM  
**To:** Murphy, Michael (Alderman); Perez, Jose; Dimitrijevic, Marina; Stamper II, Russell  
**Cc:** Lee, Chris; Osterman, Jeffrey  
**Subject:** FPC Live | Music

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Ald. Murphy, Ald. Perez, Ald. Dimitrijevic and Ald, Stamper,

Good morning. What an amazing Milwaukee weekend it was.

As a lifelong Milwaukeean, I fully support the development of new entertainment and music venues in the city and am writing to endorse Frank Production's (FPC Live) plan at the former BMO Harris Bradley Center site. For what it's worth, I also fully support the Iron District MKE and can't wait for outdoor professional soccer in our city. I feel both developments will add to our city's fabric and creative feel. A rise in music and sports tides lifts all boats.

I'm all in on sports and music and here's why. At all levels, sports and music bring people together. Music is life. We may not all listen to the same artists or genres, but music is everywhere. Live, streaming, in our theaters and arenas and in our heads. We sing alone, with thousands at concerts and everywhere in between. Music brings us together.

Sports and music matter, and investing in sports and music matters. People rally around their teams and favorite bands, jump on bandwagons, wear jerseys, and high-five strangers. This happens because organizations and venues have the resources to build fan bases, enhance the game day and concert experience and build pipelines that fund projects.

Downtown Milwaukee is the entertainment and economic heart of the state, and it needs to keep beating strongly. Plus, we all need more reasons to cheer and come together, so Frank Production's new venues will give us more space to play. That's a good thing. I hope you agree and vote in favor of the project.

Jeff Sherman  
Property owner: 108 W. Wells St., #3C

p.s. I also sent a similar letter to Ald. Bauman.

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