



JOHN J. MACCO

STATE REPRESENTATIVE • 88TH ASSEMBLY DISTRICT

To: City of Milwaukee Common Council

From: Representative John Macco

Date: October 31, 2022

Ladies and Gentlemen,

I am requesting that you table and oppose the proposed concert venue facility on the former Bradley Center lot in favor of a higher and better use. Time is of the essence as this is on your docket tomorrow, Tuesday November 1.

The state made a combined \$18 million appropriation to pay for the site before passing it to The Bucks through the Wisconsin Center District. This land was subsidized by the taxpayers of the State of Wisconsin with the understanding that there would be a hotel and retail complex built on this property. Those uses would enhance, rather than detract from City revenues.

I sit as Co-Vice Chairman and Acting Co-Chairman of the Legislative Joint Audit committee. I am also the Chairman of the Assembly Ways and Means committee. In my audit capacity I help direct the Legislative Audit Bureau in oversight of any taxing authority in both financial and operational matters. In my Ways and Means capacity it is our committee that has direct responsibility for approving all TIF, TID and PRATS in Wisconsin.

I have serious concerns that the revenue impact on the city with the proposed concert venue will be zero and potentially a loss. The developer is proposing a 2-room venue with capacities of 4,000, and 800. Directly across the street from this venue is the 987 capacity Turner Ballroom and 4086 seat Miller High Life Theater. Less than 2 miles away is The Rave/Eagles Club with multiple concert halls including rooms with capacities of 4,000, 1800, and 850. The Summerfest grounds have the 5000-person capacity BMO Harris Pavilion. This development will bring no additional revenue to the City or the State, harm established local music venues and potentially put them out of business.

The City directly benefits from the success of the Wisconsin Center District. Starting in 2025, under the 2020 PILOT agreement the District entered with the City, the City is entitled to \$1 million of the first \$30 million of revenue generated by the District each year and \$1 million for each \$10 million of revenue in a year above \$30 million. If the proposed facility diminishes District revenues by negatively impacting the Miller High Life Theatre and new Wisconsin Center Rooftop Ballroom, already within the TID, the City would lose valuable revenue.

The state has a significant investment in TID 84 and a vested interest in its success. Therefore, I am respectfully requesting that the Common Council table the vote tomorrow and look for an alternate development commensurate with the original vision and within the framework of the district and its approved TID.

Sincerely,

John J. Macco

A handwritten signature in black ink, appearing to read "John J. Macco", with a long horizontal flourish extending to the right.

Representative Wisconsin 88th District

Chairman Assembly Committee on Ways and Means

Co-Vice Chairman, Acting Co-Chairman Wisconsin Joint Committee on Audit