

Kyle Weatherly
1673 North Astor Street
Milwaukee, WI 53202

City of Milwaukee Plan Commission
809 N Broadway, 2nd Floor
Milwaukee, WI 53202

September 21, 2022

Dear Plan Commissioners:

I write to enthusiastically support the proposed FPC Live concert venue at the Deer District.

I grew up on 53rd & Vliet Streets. I left Milwaukee for high school and college but I returned after graduate school to run my Mom's medical device company. As we expanded, we moved our headquarters to the Menomonee Valley from West Allis. When we sold, we mandated that the US headquarters for the acquiring company, L&R, move to Milwaukee, where they remain today.

My second company, Frontdesk, was founded on Brady Street and, now, with more than 300 employees, continues to be headquartered on the Lower East Side.

On the personal side, I have lived in the City since 2006. And, in 2016, my wife and I built our dream home on Astor Street.

In short, I love Milwaukee. I was born here and I will live the remainder of my life here.

Despite this, we all know a city has no shortage of opportunities to improve. This proposed development will be a major amenity to our city and its residents. In addition, it's a \$50 million private investment that will create much needed tax dollars.

I understand this will bring increased competition to our music scene and some local venue owners don't like that. Of course they don't. I don't like competition either. But competition is better for the city, its citizens and its visitors.

To be honest, I am frustrated that this is even an issue; it shouldn't be. It benefits everyone – except a very narrow group of entrenched interests.

As a local business owner, a proud resident and frequent concert goer, I urge you to support this proposal. It will help create a better, more vibrant music scene. Thank you for your consideration and time.

Sincerely,

Kyle Weatherly

A handwritten signature in black ink, appearing to read 'Kyle Weatherly', with a large, stylized flourish at the end.

CC: Milwaukee Common Council