

From: Emilio De Torre <emilio@milwaukeeeturners.org>
Sent: Sunday, September 25, 2022 9:58 PM
To: planadmin <planadmin@milwaukee.gov>; Lee, Chris <cleee@milwaukee.gov>
Cc: Milwaukee Turners Office <office@milwaukeeeturners.org>
Subject: Milwaukee Turners at Turner Hall Questions & Concerns Pertaining to Zoning Public Hearing Items 4 & 5

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September 24, 2022

Dear City Plan Commission,

The Milwaukee Turners, the Board of the Milwaukee Turners and the Turner Ballroom Preservation Trust have grave concerns about the planned development on the site of the former Bradley Center Arena (Block 3). We request that the City of Milwaukee Plan Commission require that the questions and concerns noted in this document be addressed prior to any decision from the Commission regarding amendments or changes to the General Planned Development, known as the Arena Master Plan, which would allow for the development and operations of a huge new music and entertainment venue across the street from Turner Hall.

The Milwaukee Turners has been a social justice society since 1853. We are dedicated to strengthening the MKE community based on the ideal of a Sound Mind in a Sound Body. Turners' programming and advocacy is rooted in a vision of racial equity, human rights, and service to community. Our home, Turner Hall, is a National Historic Landmark, a Milwaukee County Landmark, and is listed on the National Register of Historic Places. We turn 170 years old next year. Turners have been and will continue to be inextricably woven into the history of the city of Milwaukee.

Here are our concerns and questions:

Turners is a small nonprofit. For years, our annual budget has been below \$400,000, much of which is derived from income related to the operation of the Turner Ballroom, a music and entertainment venue with a capacity of about 980. The construction of a multi-story music venue with an approximately 4,000-person capacity auditorium, an 800-person entertainment room, with meeting and event spaces, would have a devastating impact on our revenue, and operations. Turner Ballroom is the largest stream of revenue for the Milwaukee Turners.

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- **What assurances can the city of Milwaukee, the Milwaukee Bucks and FPC Live provide Turners that**

- **the proposed zoning and usage changes, necessary for this huge corporate development, will not affect its Ballroom revenue stream?**
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The music industry giant, Live Nation is currently facing federal review for alleged antitrust and monopolistic practices. They control an estimated 82% of ticket sales for live music performances in the United States.

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- **Will**
- **the city of Milwaukee and Milwaukee Bucks insist on contractual assurances**
- **from FPC Live, which is partially owned by Live Nation, that they will NOT engage in practices that will cannibalize smaller music venues in the city, like Turner Hall?**
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As noted earlier, Turner Hall is a Milwaukee landmark, listed on the National Register of Historic Places.

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- **Will the city of Milwaukee, Milwaukee Bucks and FPC Live ensure that any damage to the historic**
- **building or weakening of Turner Hall structurally, due to construction or other events at the FPC Live site, be quickly repaired and paid for?**
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Managing large crowds is a huge challenge for the Bucks already. On Friday, May 14 of this year, thousands of people crowded into the Deer District for the Bucks v Celtics playoff game. An incredible number of people were not allowed into the designated fenced off observation area. All of whom were relegated to standing in the heat outside the fenced area without drinking water, bathrooms, or screens to watch the game. That same evening three people were shot on our corner resulting in the lockdown of Turner Hall; but not before we pulled dozens to safety in our building.

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- **What written guaranteed measures will the city of Milwaukee, Live Nation and the Milwaukee Bucks**
- **take to ensure that the area has adequate security and that street closures will not impede vehicular and pedestrian access to Turner Hall; and, that the area will be maintained, free of debris during and after shows/events?**
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Thank you.

Please contact Emilio De Torre, Executive Director, Milwaukee Turners, with any questions.

We will be at the meeting in person and virtually also.

Respectfully,

Emilio De Torre, Executive Director of the Milwaukee Turners
Art Heitzer, Board President of the Milwaukee Turners
Michael Morgan, Board Vice President of the Milwaukee Turners
Chris Ahmuty, President, Turner Ballroom Preservation Trust

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