

**From:** Leichtling, Samuel <Samuel.Leichtling@milwaukee.gov>  
**Sent:** Wednesday, September 21, 2022 5:02 PM  
**To:** cityplancommission <cityplancommission@milwaukee.gov>  
**Subject:** FW: CPC meeting Monday 9/26/22

**From:** Sherwin Hughes <[sherwin@sthandassociates.com](mailto:sherwin@sthandassociates.com)>  
**Date:** September 21, 2022 at 3:08:46 PM CDT  
**To:** Ranell Washington  
**Subject:** CPC meeting Monday 9/26/22

Ranell,

I hope all is well. I've attached a one page document that explains how devastating the planned live music development for the Deer District will be to the local economy. It also should be stated that Live Nation is seeking to pull concerts from the Am Fam amphitheater at Summerfest and have those acts perform at this proposed FPC/Live Nation venue.

A decision to table rezoning would be ideal. More time is needed to allow the public to be brought up to speed on the proposed use of land that was originally gifted to the Bucks with the promise of a convention hotel and not a music venue monopoly with Ticketmaster.

This information is related to items 4, 5, 6 of the attached CPC agenda.

Please let me know if you'd like more information or have any questions.

Thank you

Sherwin

**FPC Live, the Live Nation backed concert venue slated for the area vacated by the Bradley Center, should be reconsidered—as it poses a number of permanent economic and social consequences for Milwaukee.**

The venture will feature two venues under one roof. The first, will hold 4,000, and the other 800 people respectively. These capacities will directly compete with existing local music venues i.e. Turner Hall, Shank Hall, The Rave/Eagles Ballroom, Pabst Theater, and the Riverside and Milwaukee Theaters. Combined with Live Nation’s ownership of Ticketmaster, FPC Live/Live Nation will have the ability to put nearly all small/medium sized events under their roof. With the capacity of the adjacent Fiserv Forum, The Deer District will effectively eliminate nearly all indoor live music/event competition in the city—with tickets for all events being offered for sale from a single entity, Live Nation/Ticketmaster. This is in addition to Live Nation and Ticketmaster’s current exclusive deal to book, promote and sell tickets for the BMO pavilion and AmFam Amphitheater at Summerfest. If the new venue is built, it will give Live Nation/Ticketmaster the monopoly it has in other cities.

- **The partnership between FPC Live and the Milwaukee Bucks/Fiserv Forum is not a done deal just because the real estate is privately owned.**
- **The proposal will require new zoning approval as well as liquor and PEP licenses.**

In May, their similar plan to build a music venue near Maier Festival park failed. Now, FPC Live is location shopping. The collaboration with the Fiserv Forum/Milwaukee Bucks is a smokescreen to conceal the dangers and long-term economic harm that will ultimately result.

According to the Government Accountability Office’s (GAO) 2018 report, Live Nation Entertainment (LNE), holds more than 80 percent of the venue ticket sales market. Federal reviews, combined with troubling media reports and state sponsored reports, illustrate that Live Nation participates in unfair, deceptive, and anticompetitive practices in the ticket industry.

**FPC Live drops plans for proposed Milwaukee music venue near Summerfest grounds**

<https://www.jsonline.com/story/entertainment/music/2022/05/13/fpc-live-drops-plan-milwaukee-music-venue-near-summerfest-henry-maier-festival-park/9761681002/>

**“Live Nation broke the promises they made to the court and the American people when they merged with Ticketmaster in 2010; today, we are holding them accountable,”**

<https://www.justice.gov/opa/pr/court-enters-judgment-significantly-modifies-and-extends-consent-decree-live>

**Live Nation Entertainment has been cited about a dozen times for numerous safety issues, records show.**

<https://www.cnn.com/2021/11/08/business/astroworld-live-nation-safety-violations/index.html>