



TO: City of Milwaukee Common Council Public Works Committee Members  
FROM: Building Advantage, Chris Mambu Rasch – Executive Director  
DATE: October 19, 2022  
RE: Support for Frank Productions’ Concert Venue at the Deer District

Dear Public Works Committee Members,

On behalf of Building Advantage, I write to share our enthusiastic support for the Frank Productions Concert Venue building development project at the Deer District and encourage your support for any easements and other regulatory issues needed to get the project approved.

Building Advantage is a joint labor and management council representing building contractors and building trades unions in South Eastern Wisconsin. We represent and work for hundreds of employer building contractors and thousands of building trades union members and their unions on issues of mutual interest for both labor and management.

The Frank Productions Concert Venue at the Deer District is an important investment in Milwaukee and for the community, and is a project where both labor and management have come together via a Project Labor Agreement. The Project Labor Agreement guarantees good paying jobs with union labor on the project and has important community benefits provisions that will move the community forward. Those provisions on this fully privately funded project include: 1) 25 percent of total construction hours to be allocated to Milwaukee County residents, 2) a minimum of 25 percent of subcontractors to go to minority, women and disadvantaged businesses, 3) 15% of labor hours for job training and apprenticeship programs, and 4) 5% of construction hours for women-labor on the site. With these labor and community benefits provisions, Frank Productions and the Deer District are ensuring the development benefits and improves the entire Milwaukee community.

With the \$50 million private investment, property tax benefit to the city, project labor agreement, community benefits agreement, increased economic impact to the community, and permanent good paying jobs that will result from this development there’s no doubt the project is worthy of support.

The question is not about whether to do the project but how we can work together through any regulatory issues to get the project built as quickly and as soon as possible so the community can begin to see the benefits of this catalytic development. Building Advantage strongly encourages you to work expeditiously with the developers and city staff to get this project approved.

Thank you for all you do and our sincere appreciation for considering our support.

Best,

Chris Mambu Rasch  
Executive Director  
Building Advantage  
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