



To Whom It May Concern:

Our names are Jessica Wartenweiler and Eric Welch and we are writing in support of FPC Live's proposed venue complex in the Deer District. We are the owners and operators of The Tinsmith, a private wedding and event venue in Madison, WI and these properties in Milwaukee: 518-522 N. Water St, 2415 S. Kinnickinnic Ave, 631 W. Bruce St. The Tinsmith is located 500 feet from FPC Live's venue The Sylvee in the emerging Capital East district in Madison.

As neighbors to The Sylvee, we'd like to provide our first hand experience to counter some of the points raised by opponents of the project. The Sylvee has undeniably been a major driver of development in the Capital East district. The Sylvee's patrons support our neighborhood's restaurants, bars and hotels. Our property's proximity to The Sylvee is one of the reasons we decided to purchase the property and open a business there in 2019.

Opponents of the project have raised concerns about safety and traffic. As a neighboring business, we have not experienced any negative effects – only positives. There have not been any traffic congestion concerns, noise concerns, nor issues with safety while people are waiting in line to enter or as they leave the venue. The Sylvee is a professional and well-run operation. Having concert-goers (and security) out and about at times when the neighborhood would otherwise have few people out makes us and our employees feel safer.

We urge decision makers not to allow competing business owners to stifle this large investment and opportunity for Milwaukee.

Respectfully,

A handwritten signature in black ink, appearing to read 'Jessica Wartenweiler & Eric Welch', written in a cursive style.

Jessica Wartenweiler & Eric Welch
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