



To Whom This May Concern,

My name is Rory Nienajadlo. I am the Director of Operations and part owner of Vintage Brewing Company in Madison and Sauk City Wisconsin. I am writing this letter in support of the proposed FPC Live Deer District concert venue complex. As a small business owner and a neighbor to the FPC Live music venue "The Sylvee" and the High Noon Saloon in Madison I can attest to the positive economic impact that their music venues bring to our business and community. We on average see a 60 percent growth in business on days that they hold events compared to days there are not events. With the continued increase in business we are able to employ over 100 individuals at our Capitol East location. If we were not located next to the Sylvee It can be assumed our staff would be half of that. The last few years have been extremely difficult for the restaurant industry. If it wasn't for FPC Live's economic draw to our neighborhood I do not know that we would still be operating today in the Capitol East district in Madison.

FPC Live has helped cultivate our Capitol East neighborhood into the music district of Madison. Giving so many opportunities to up and coming musicians through their free live patio series outside the Sylvee as well as providing space for local musicians at their venue the High Noon Saloon. Our communities need venues to provide these up and coming musicians the exposure that is needed to build their audience.

On top of all the good things FPC Live does for the community they are genuinely great neighbors. They send business our way on a daily basis whether it is an event day or not.

Our business has been truly fortunate to have been able to establish a relationship with FPC Live over the last 4 years. As I stated before, their positive economic impact to our neighborhood has not only created jobs at their venues. It has created good paying jobs for the entire neighborhood.

If you have any other questions or concerns feel free to contact me directly.

Kind Regards,

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