



To whom it may concern,

I am writing on behalf of New Land Enterprises, in regards to their upcoming Nova project.

As a local business owner, I am happy to see that another vacant property in the neighborhood near my company is being developed. That corner has been an eyesore in downtown Milwaukee for far too long. Tho I have not worked with New Land directly, I have known about their company and properties for some time. I had attended the opening of their property RYTHM, and I was very impressed with the concept as well as the execution.

We at The Collective are looking forward to having another high end residential property so close to the salon. Another building that will hopefully allow us at the salon to benefit from the new residents business, as we have done from all of the other rental properties in the area.

Thank you for your time.

Matthew Mackaj, Owner of The Collective Salon