



Mid-America Real Estate-Wisconsin, LLC  
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To whom it may concern,

RE: FPC LIVE CONCERT VENUE  
Lot 2

Mid-America Real Estate – WI, LLC has played an important role in the Deer District’s development since being retained by the Milwaukee Bucks in 2018. Operating with offices located in key Midwest cities such as Chicago, Minneapolis, Detroit, and Milwaukee, Mid-America Real Estate brings a wealth of local market knowledge and regional expertise. The Deer District is a dynamic project encompassing various entertainment, commercial, residential, and recreational spaces.

In our approach and extensive outreach efforts, Mid-America Real Estate aims to showcase the potential of Lot 2, a pivotal component within the Deer District. Through our sales collateral and extensive list of client contacts and broker networks, we are presenting this unique opportunity to best-in-class food and beverage operators, innovative entertainment concepts, first-to-market retailers, established multiunit operators, and many more.

The development of Lot 2 within the FPC Live project, which can accommodate a single user or multiple users either on a single floor or a multi-story, will go a long way towards continuing the success and build out of the Deer District. We aim to add additional vibrant and complementary uses to the existing operators and development within the district.

Sincerely,

A handwritten signature in blue ink that reads 'Dan E. Rosenfeld'.

**Dan E. Rosenfeld** | Principal  
**Mid-America Real Estate – Wisconsin, LLC**