



117 SOUTH PINCKNEY STREET
MADISON, WI
53703

18 OCTOBER 2022

To Whom it May Concern-

My name is Sam Parker. I am one of the managing partners of a small restaurant group in Madison. Two of our businesses are immediately next door to The Majestic Theater, one of FPC Live's venues.

Prior to Matt and Scott acquiring The Majestic, it was a poorly run and dangerous operation that was plagued with nightly disturbances and regular police calls. The transformation after they took over was immediately and permanently apparent. It became more than just a respectable establishment, it was so well run and successful that it quickly became one of the centerpieces of the First Settlement District, Madison's prime downtown dining and entertainment center.

As they introduced additional neighborhood events like Live on King Street, the positive impact their presence has on the area became even more profound. Having owned and operated businesses in the First Settlement District since before Scott and Matt moved to town and took over The Majestic, my partners, employees, and I have benefited not only economically but also culturally and emotionally from their arrival.

When they formed FPC Live and subsequently built the Sylvee, they expanded their propitious footprint to the east Washington Avenue Corridor where another of our restaurants resides. Sylvee's influence on the area is very similar to what I described above; a massive economic driver and cultural hub that simultaneously attracts *and* promotes a positive, free-spending public atmosphere benefitting neighborhood businesses and residents alike.

This letter is sent to enthusiastically support FPC Live's Deer District concert venue proposal.

We are huge Bucks fans that attend games regularly and we can say with total confidence that this project will be a great addition to our favorite NBA team's home district.

Happy to make myself available to discuss this further at your convenience.

Cheers!

Sam

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Samuel J Parker

settledownmadison.com