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October 20, 2022

To Whom It May Concern

It is my pleasure to write this letter in support of the proposed FPC Live Deer District Concert Venue.

The Wisconsin Restaurant Association (WRA) represents over 7,000 restaurant locations statewide and are a critical part of the hospitality and tourism sector. Our organization represents all segments of the restaurant and hospitality industry including food establishments of all types and sizes. WRA members are seasonal drive-ins, supper clubs, diners, bars, locally owned franchisees, fine-dining, and hotels/resorts. Our membership is composed of more than 75 percent independent restaurants that are cornerstones of their communities who not only provide great food, drink, and hospitality, they also support local schools, teams, charities, and churches; provide meeting places to celebrate, mourn and organize; and offer safe, tasty meal options for busy families.

Our Milwaukee restaurant members do all this and more. They create good paying jobs, support the local economy, and are a critical element to the tourism and convention industry – all while providing exceptional food and experiences to their guests. We support economic development projects like the proposed FPC Live's concert venue to drive visitors to the downtown area in order to fill restaurant seats, support their hard-working employees, and add to the viability of these businesses.

Tourism continues to be a vitally important element of the Milwaukee economy. Our region's rich ethnic culture and well-deserved culinary reputation are part of the reason why Milwaukee is becoming a destination of choice for tourists and major conventions. Without a strong hospitality sector, the city will not be able to support the growing importance of tourism and convention business to Milwaukee. Adding additional entertainment options supports the investments we've made to attract visitors who come here to enjoy our legendary hospitality.

Finally, we recognize that Milwaukee is a key economic driver for the region and the state. Projects like this are critical as we build Wisconsin as a destination for businesses to expand while also attracting families to move here to live raise their children. We are a hidden treasure and the more who can enjoy our hospitality, the more who will move here to enjoy our quality of life.

It is for these reasons that the Wisconsin Restaurant Association supports this project. A thriving downtown with additional entertainment options is important to the survival and growth of downtown restaurants and hospitality businesses.

Kindest Regards,

A handwritten signature in black ink that reads "Kristine Hillmer". The signature is written in a cursive, flowing style.

Kristine Hillmer
President & CEO
Wisconsin Restaurant Association