



October 19, 2022

To Whom it May Concern:

My name is Dan Katt, I am co-founder and CEO of Good City Brewing, based in Milwaukee's Century City business park, with a location on Milwaukee's east side, and a taproom restaurant located in the Deer District. We also have locations in the Wauwatosa and Mequon communities.

As a small local business owner and native of the Milwaukee area, I am deeply invested in Milwaukee – both financially and socially. I have been fortunate enough to start a business and a family in the city and have been greatly supported by area residents, businesses, and the city itself. I have a strong desire to see the city grow and thrive and continue to do what I can to be part of its success.

In 2019, our business was the first to open in the Deer District, shortly after Fiserv Forum was opened. We chose the location because we believed in the vision of the entertainment district and what we wanted to be a part of the city's growth, and the growth of the west side of downtown. We have faced our share of challenges, particularly during the pandemic and in its aftermath, but we continue to believe that the Deer District has great potential that can only be realized by further development of the remaining vacant properties.

We believe that FPC Live's proposed venue will enhance the Deer District and will benefit our business and others by attracting visitors to the area. The use of the site is complimentary to the existing uses there and does not compromise the development of future hotels or entertainment venues that will help the Deer District and Convention Center visions be realized. If the project is not approved in Milwaukee, I am sure a neighboring city would receive it with open arms, so we believe if it is going to be built in our area, it should be built in Milwaukee. The Deer District, which is already designed for large events and has ample space for the project, seems like a good place for it.

We understand that entertainment venues and large crowds can create unintended issues that will need to be addressed and planned for, but none of these issues will be new to our city, and as a stakeholder in the neighborhood, we are committed to working with others to develop and implement reasonable solutions, just like we often do.

Regards,

Dan Katt

Co-Founder & CEO  
Good City Brewing, LLC