



THE PABST THEATER GROUP

The Pabst THE RIVERSIDE TURNER HALL
Ballroom

Mayor Tom Barrett
Members of the Milwaukee Common Council
City Hall, 200 E. Wells St.
Milwaukee, WI 53202

Dear Mr. Mayor and Members of the Milwaukee Common Council,

I am writing to you to inform you of The Pabst Theater Group's support for Milwaukee's modern Streetcar project.

The Pabst Theater Group takes great pride in the growth and development of our Milwaukee business that began as a start-up in 2002. Our work is done in iconic, creative places of public assembly that help to build community, loyalty and reinforce identity and heritage for our city. Our goal is to assist in stimulating and revitalizing downtown, promoting pride of place and anchoring a creative economy, while serving as a unique showcase for human creativity, arts and culture as vital assets in our city.

Now hosting over 450 performances per year, the Pabst Theater Group brings performers here from around the world and welcomes over 400,000 customers annually that will visit, fall in love with and use the many assets that our city has.

Our business should stand as a very visible example of the tremendous growth and progress that our city has made in this last decade. During this period of time there has been an explosion in the restaurant, bar and the hospitality industries in our city. The number of people who now use and participate in our city is beyond predictions that an economist could have made. This participation has become the new power tool for predicting development in our city. It has helped to spawn a never before seen, aggressive expansion and development of apartments, condos and hotels in our city.

This Streetcar project is a critical component to embracing, supporting and continuing Milwaukee's growth. We will be at a competitive disadvantage for future economic development if we do not start somewhere, here and now, with the Streetcar. We urge you to support the Streetcar project.

Respectfully,

Gary Witt

CEO Pabst Theater Group

