FOR IMMEDIATE RELEASE

**Milwaukee Metro Leadership, Influencers Voice Support for Iron District MKE Development Plans**

“This will be a transformative economic project for Milwaukee that will revitalize an underutilized part of downtown with a new sports and entertainment destination while also providing much-needed workforce housing.”

* **Jose Perez/Common Council president, Milwaukee**

“The addition of a unique multi-use group of facilities integrated adjacent to the Marquette campus will complement Westown. Key to its success will be the expertise and commitment from the team of local and locally focused business people.”

* **Marty Brooks, CEO, Wisconsin Center District**

“The Harley-Davidson Museum is thrilled to see this new development announcement. Since we opened our doors in 2008, it has been great to see how the Menomonee Valley has become of of the top destinations for tourists and locals alike. We’ve had the good fortune of working with Jim Kacmarcik in the past, and we have no doubt this new venture will bring more world-class entertainment experiences to the neighborhood. Since we opened our doors in 2008, it has been great to see how the Menomonee Valley has become one of the top destinations for tourists and locals alike.” “We’ve had the good fortune of working with Jim Kacmarcik in the past, and we have no doubt this new venture will bring more world-class entertainment experiences to the neighborhood.”

* **Bill Davidson, Vice President of the Harley-Davidson Museum.**

“According to Sports ETA, in 2021, sports tourism in the U.S. generated a total economic impact of nearly $92 billion. In Milwaukee, sports events have generated over $25.6 million in economic impact and over 23,000 hotel room nights this year alone. Live entertainment venues are similarly impactful. According to NIVA, independent live entertainment venues across the U.S generate $10 billion in direct economic impact for their local communities. Thanks to Bear Development, Kacmarcik Enterprises, and the Pabst Theater Group, those figures will only increase. This development represents another incredible step forward for the west side of downtown and the city as a whole. With a new professional soccer team, an 8,000-seat stadium and live entertainment venue, and an upscale hotel, the Iron District will become a tourism powerhouse. We couldn’t be more thrilled to help promote it to the world.”

* **Peggy Williams-Smith, President and CEO, Visit Milwaukee**

“As we envision our future, Milwaukee needs creative and collaborative projects to keep our young people here and attract new talent to meet the region’s needs. The partners in this proposed development have thoughtfully planned a destination that can generate and meet demand in sports, music, lodging, and retail for many years to come. I look forward to learning more details about this exciting venture.”

* **Joel Brennan, President, Greater Milwaukee Committee**

“The Iron District development is a welcome investment in what has been an extremely underutilized corridor that has created a void in connecting neighborhoods. The mix used development will add value at every level, from a world-class soccer venue to housing, a concert venue, and a hotel. This collaborative project will certainly be an enormous generator of positive activity for downtown Milwaukee and the Marquette neighborhood.”

* **Beth Weirick, CEO, Milwaukee Downtown, BID 21.**

“This is a fantastic collaboration between some of the things Milwaukee does best. Sports, Culture, and Education! The Iron District isn’t just about activating one area within the city; rather, its influence will benefit the entire city. I can imagine its draw will extend well beyond Milwaukee and Wisconsin. It’s also an example of individuals with vision and ambition. Well done!”

* **Paul Miller, Owner, Colectivo**

“Milwaukee is home to some of America’s most historic soccer clubs. With this development, the Wisconsin soccer community is poised to build upon its storied foundation. We are thrilled to welcome professional outdoor soccer to Milwaukee and the opportunity to inspire young athletes and create lifelong fans of the game.”

* **Melissa Zielinski, Executive Director, Wisconsin Youth Soccer Association**

“I’m excited for the new development for Milwaukee’s future. Anchor institutions prioritizing collaboration and creativity on a development that solves many of the region’s needs shows enormous potential.”

* **Ian Abston, Director, Hoan Group**

“This new development is terrific news for Milwaukee. Taking a long-dormant parcel of land downtown and turning it into a thriving new entertainment corridor is exactly the type of project this city should be doing. A brand new soccer stadium, music venue, hotel, housing, and so much more — this is a step forward for this city and region. And making something of this magnitude happen with local partners is how Milwaukee does this the right way. That the Pabst Theater Group will be the ones to run this new music venue just adds to the excitement. In so many ways, they’ve been the catalyst for so much of the good change happening downtown over the last two decades. This is a big deal, and Milwaukee should embrace this project.”

* **Dan Shafer, The Recombobulation Area**

“The new concert venue, stadium, and related development proposed for the area just south of Wisconsin Avenue and west of 6th Street is another exciting example of the revitalization of downtown Milwaukee west of the River. It’s a perfect addition to the development already in place and will add to the vibrancy of the area. Having Pabst Theater Group involved in programming, the indoor venue almost guarantees success. What a win for Milwaukee.”

* **Stephen Chernof, Chairman, WAM DC**

“This is one of those high-visibility sites that best contributes to the downtown’s DNA with a high-energy development. If you arrive downtown by freeway, this site creates an immediate initial impression. It deserves a signature development. The proposed stadium/performance venue combination is a catalytic project that will energize this entire quadrant of the West Wisconsin Avenue corridor. This is a really exciting destination development that will energize a critical site that links West Wisconsin Avenue and the Marquette campus. It helps mend the gap created by the freeway with memorable venues accessible to the public. Great proposal!”  
  
“Our WAM DC group has been working on reinvesting in the West Wisconsin Avenue corridor for ten years. The before/afterthe transformation has been remarkable. This development is a critical piece for the district and will create a strategic bridge between West Wisconsin Avenue and the heart of the Marquette University campus.”

* **Robert Monnat, Senior Partner, Mandel Group Inc.**

“We’re very excited for this new multi-use complex; many of the Turners are avid soccer fans. Pairing an entertainment and sports venue with a hotel and housing is a good idea, especially given its proximity to mass transit.”

* **Emilio De Torre, Executive Director, Milwaukee Turners**

“We believe this world-class development will be transformative and bring renewed energy to an underutilized area on Westown’s southwest corner. The Iron District is an amazing opportunity to further solidify Downtown Milwaukee as the economic and entertainment heart of the state. We’re all excited to see the Westown area continue to grow with additional housing, ,hotel and retail venues.”

* **Stacie Callies, Executive Director, Westown Association**

**About Kacmarcik Enterprises**Kacmarcik Enterprises is a portfolio of companies in the Industrial, Human Performance & Social Impact, and Consumer sectors, all of which are committed to the collective goal of positively impacting a million lives annually.   
[www.kacmarcikenterprises.com](http://www.kacmarcikenterprises.com)

**About Bear Development**  
With roots dating back to 1924, Kenosha-based Bear Development provides innovative solutions to complicated real estate developments. Since 1986, the company has been involved with the acquisition and development of residential, multi-family, hospitality, retail, office, and industrial projects. The firm currently owns and manages real estate in 20 states. Leveraging the most talented people available, we strive to create the highest quality real estate products designed to provide long-term value for our stakeholders. Bear is committed to creating value in the communities where we live, work and serve.  
[www.beardevelopment.com](http://www.beardevelopment.com)

**About Pabst Theater Group**  
The Pabst Theater Group hosts close to 700 shows and events annually at its five **core**venues, the Pabst Theater, the Riverside Theater, Miller High Life Theatre, Turner Hall Ballroom and the Back Room @ Colectivo (in partnership with Colectivo Coffee). Additionally, the group hosts shows at the Fiserv Forum, UW-Milwaukee Panther Arena and Warner Grand Theater. The Pabst Theater Group has a financial impact on the city exceeding $250 million and spends $1.3 million in marketing annually, helping to build community, loyalty and reinforce identity and heritage for Milwaukee while employing a total of 350 full and part-time staff**.**[www.pabsttheatergroup.com](http://www.pabsttheatergroup.com)

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