

## Philadelphia Met Analysis

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**From** Dan Casale<DanCasale@LiveNation.com>

**Date** Wed 9/27/2017 9:12 AM

**To** Eric Blumenfeld

Eric,

The following are the results of our internal feasibility analysis/comparative study of the metropolitan opera house located at 858 North Broad Street in Philadelphia. Live Nation entertainment is a global entertainment company founded in 2010 with more than 20,000 employees and over \$8 billion in sales, we are widely considered to be the industry leader in worldwide entertainment.

The Metropolitan opera house is a truly significant project for Live Nation, the surrounding neighborhood and the city of Philadelphia as a whole. After years of market analysis leading up to our steadily increasing engagement in the regional marketplace, **our conclusions are that the Metropolitan opera house project is timed right and fits well within our mission statement which includes the creation of fan friendly concert experiences.**

Given the flexibility, optics, access, architecture and surrounding area's continued development growth, we are highly confident that this venue which represents a sweet spot in terms of capacity and great flexibility in its ability to present a wide array of entertainment offerings ranging from concerts to theatrical shows, comedy and special events.

Having personally spent almost 20 years in the industry and having surveyed and consulted with several various partners, collaborators, agents and entertainers, I have little doubt that **this venue will exceed all expectations in terms of calendar event penetration and ticket sales.** We believe that this venue will have a significant impact on Live Nation's local market growth and its development will allow us to continue our trajectory.

Please feel free to contact me if I can provide any further insight.

Very truly yours,

Dan Casale