



Landmark Credit Union Live, Milwaukee's Newest Music Venue, to Open in Deer District



MILWAUKEE (Oct. 8, 2025) – Milwaukee's music scene is set for a major transformation with the arrival of Landmark Credit Union Live, a brand-new 4,500+ capacity indoor live music venue opening in February 2026 in the heart of the Deer District. A partnership between [Live Nation](#), [FPC Live](#) and [Landmark Credit Union](#), the venue will be a centerpiece of the city's fastest-growing entertainment hub, bringing world-class concerts, local jobs, and a new era of live music to Milwaukee.

Designed from the ground up with both fans and artists in mind, Landmark Credit Union Live combines cutting-edge acoustics, premium hospitality and interactive spaces to deliver an unparalleled live music experience. This partnership underscores Landmark Credit Union's long-term commitment to Milwaukee and to creating a destination where community and live entertainment come together.

“Landmark Credit Union Live will be a place where people gather together, connect and create lasting memories,” said Jina Amaro, senior vice president of marketing for Landmark Credit Union. “We are excited to be the naming rights partner of this venue and to show our continued commitment and support to the communities we serve across Wisconsin. This is another opportunity to strengthen our engagement in a new, meaningful way for many years to come.”

Landmark Credit Union Live will host concerts and community events year-round, bringing world-class performances to a stage built on hometown pride. Landmark Credit Union members will receive exclusive benefits, such as Fast Lane entrance access, and the entire community will enjoy special events, on-site promotions and more.

“Being a naming rights partner is about more than signage. It’s about embedding your brand into the cultural heartbeat of a community,” said Rob Scolaro, senior vice president and head of venue sales at Live Nation. “With Landmark Credit Union Live, we’re bringing national touring acts to Milwaukee while creating a destination rooted in community connection and unforgettable performances.”

“We’re building on Milwaukee’s musical legacy with a venue that cements the city as a must-play stop on the touring map,” said Joel Plant, CEO, FPC Live. “Landmark Credit Union Live will offer a modern, mid-sized setting tailored to today’s top acts. We look forward to welcoming fans next February and adding new energy to Deer District’s entertainment scene.”

Landmark Credit Union Live is set to open in February 2026. For updates, including show announcements, follow @LandmarkCULive on Instagram, Facebook, and X, or visit [LandmarkCULive.com](https://www.LandmarkCULive.com).

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About Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world’s leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Sponsorship. For additional information, visit www.livenationentertainment.com.

About Landmark Credit Union

Founded in 1933, Landmark Credit Union is a not-for-profit financial cooperative that's focused on serving its members by delivering great rates and low fees, providing personal service and investing in improved member experiences. Landmark Credit Union has more than \$7 billion in total assets, 35 branches, more than 400,000 members and 1,000+ employees. For more information, visit landmarkcu.com.