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Contact: Darryll Fortune, MATC  
[fortundl@matc.edu](mailto:fortundl@matc.edu), 414-467-7221 or  
Cassie Ziegelbauer, [cassie.ziegelbauer@bucks.com](mailto:cassie.ziegelbauer@bucks.com)

## **MATC Signs Agreement To Lease a New Athletic Training and Event Facility in Deer District**

*Construction begins this summer on shared-use facility  
co-developed and co-owned by J. Jeffers & Company and the Milwaukee Bucks*

**MILWAUKEE (January 21, 2025)** – Milwaukee Area Technical College (MATC) is excited to announce the signing of a lease agreement to build a new shared-use athletic training facility in Deer District near the college’s Downtown Milwaukee Campus. The shared-use facility is being co-developed and co-owned by the Milwaukee Bucks and J. Jeffers & Co.

The college envisions a 28,000-square-foot double-court gymnasium that seats up to 1,000, a fitness center, locker rooms, concessions, meeting rooms and other amenities to primarily serve MATC’s fitness and health programs and athletics, including women’s basketball, men’s basketball and women’s volleyball. It will also provide state-of-the-art training facilities for all students and staff.

“This is a great next step toward delivering a facility that our student-athletes and entire college community deserve, and we are excited to join two great partners,” said MATC President Anthony Cruz, Ed.D. “Students and the community have indicated the importance of sports and delivering healthy entertainment outlets to enhance the student experience. That this is being built in Deer District is a bonus because of its notoriety, convenience and quality this will bring.”

Construction is expected to begin this summer and take about 18 months. The development, which hasn’t been named, will be located on vacant land between West McKinley, West Juneau and North Vel R. Phillips avenues and North King Drive. The entire project would encompass just over 340,000 square feet and include 269 market-rate apartments owned by the developer above the athletic facility. Plans are for an additional 13,000 square feet of street-level, mixed-use commercial space and an outdoor plaza for public enjoyment near the southwest corner of McKinley Avenue and King Drive. The facility will include a 290-space parking structure.



“We’re thrilled that this development, in partnership with J. Jeffers and the city of Milwaukee, will continue to redefine downtown Milwaukee,” said Michael Belot, the Milwaukee Bucks’ Senior Vice President of Business Operations and Chief Real Estate Development Officer. “We are delighted to welcome MATC to Deer District with a facility that would include a gymnasium, fitness center, meeting rooms and more for its students and sports teams to enjoy year-round.”

The new development is not the first time that MATC, the Bucks and J. Jeffers & Co. have come together to create positive change in the neighborhood. “This project offered the opportunity to continue investing in Milwaukee’s Deer District and Westtown neighborhoods in collaboration with our valued partners, MATC and the Bucks,” said Brian Loftin, Chief Development Officer at J. Jeffers & Co. He continued, “The redevelopment of Journal Square Block, which included the creation of student housing for MATC, marked the beginning of a strong and impactful partnership. We look forward to building on that foundation with this new development.”

Similar to Westtown Green, student housing developed by MATC’s preferred housing partner J. Jeffers & Co., this new facility also serves to attract and retain college students. MATC’s Stormers men’s basketball team won its first-ever National Junior College Athletic Association Division II championship in 2023, the 2024 women’s volleyball team won its first National Junior College Athletic Association Region 4 District Championship earning its first ever trip to the NJCAA Div II Volleyball National Tournament, and other athletic teams are moving up to NJCAA Division II, which means the college can offer students additional athletic scholarships.

### **About MATC**

As Wisconsin’s largest technical college and one of the most diverse two-year institutions in the Midwest, Milwaukee Area Technical College is a key driver of southeastern Wisconsin’s economy and has provided innovative education in the region since 1912. More than 30,000 students per year attend the college’s four campuses and community-based sites or learn online. MATC offers affordable and accessible education and training opportunities that empower and transform lives in the community. The college offers more than 180 academic programs — many that prepare students for jobs immediately upon completion and others that provide transfer options leading to bachelor’s degrees with more than 40 four-year colleges and universities. Overwhelmingly, MATC graduates build careers and businesses in southeastern Wisconsin. The college is accredited by the Higher Learning Commission.



### **About J. Jeffers & Company**

J. Jeffers & Co., headquartered in Milwaukee, Wisconsin, is a mission-driven real estate development and investment firm. With a core commitment to historic preservation, adaptive reuse, along with architecturally sensitive new construction, J. Jeffers & Co. strives to create value for both our investors and the communities we work in. The firm specializes in complex transformations and financial transactions, working to make a broader development impact that extends beyond the physical structure and includes increasing property values, creating jobs, and preserving historic structures.

### **About Deer District**

Deer District is Milwaukee's newest neighborhood and is redefining the city's downtown. Anchored by the world-class Fiserv Forum, a preeminent sports and entertainment venue and home to the NBA's Milwaukee Bucks, the 30-acre Deer District is Milwaukee's premier location for people to live, work and play, and is a hub for the city's vibrant future. A year-round destination, Deer District features a myriad of dining and entertainment options in addition to Fiserv Forum including The MECCA Sports Bar & Grill, The Cluckery, The Beer Garden, Good City Brewing, Drink Wisconsinbly Pub, Fat Tuesday, The New Fashioned and Insomnia Cookies. Deer District also features a large plaza which serves as an ideal setting to enjoy live music, festivals, outdoor movies, fitness classes and other events. Additionally, Deer District includes GATHER at Deer District, the Bucks' state-of-the-art training center, the Froedtert & the Medical College of Wisconsin Sports Science Center, the 550 Ultra Lofts apartment building and The Trade Milwaukee, a 200-plus room Marriott Autograph Collection hotel, which are located directly across from Fiserv Forum. Future developments for Deer District include a FPC Live operated music venue, a five-story mixed-use development in partnership with J. Jeffers Co., and further commercial, office space and real estate. For more information on Deer District, visit [DeerDistrict.com](http://DeerDistrict.com).

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