



## **FOR IMMEDIATE RELEASE**

### **Industry Veterans Revitalize Whitefish Bay's Fox Bay Theater with a Timeless Music and Event Space**

Whitefish Bay, WI January 22, 2025 – After a long four-year national search, The Fox Bay Theater, a beloved local landmark since 1951, is set to begin an exciting new chapter. Vacant since 2020, the historic venue could be transformed into a vibrant entertainment and event hub through a collaboration between industry veterans and New Land Enterprises.

Originally a 988-seat movie theater and cultural centerpiece for 70 years, the Fox Bay Theater faced challenges during the COVID-19 pandemic and remained unused—until now. In 2022, community feedback highlighted the need for a modern gathering space, inspiring plans for a multi-purpose venue. This transformation marks a new era for the Fox Bay Theater, bringing new energy and purpose to Whitefish Bay and the surrounding area.

“Our goal is to create a space where the community can share memorable experiences and create new traditions,” said Sheldon Oppermann of New Land Enterprises.

#### **Introducing The Argo**

Founded in 2022 after a three-year search for the ideal venue, The Argo has found its perfect home in the historic Fox Bay Theater. Serving as the cornerstone of the theater's revitalization, The Argo will reinvigorate this beloved space with vibrant energy and a renewed purpose. The revitalization of the Fox Bay Theater is about more than restoring a building—it's about reigniting a sense of community. From creating jobs to supporting local nonprofits, The Argo team is committed to making a positive impact on Whitefish Bay and the broader Milwaukee area.

The venue will feature:

- Entertainment Hall: A midsize venue hosting concerts, comedy shows, and movie nights.
- First Floor: Bar and restaurant with craft beverages and elevated, approachable fare
- Second Floor: Private event space designed for weddings, fundraisers, and more.

Led by a team of experienced industry professionals with extensive expertise in live entertainment, venue management, and marketing, The Argo will feature a carefully curated mix of local and national acts.

The leadership team includes:

- Adam Powers, Director of Operations, brings over two decades of experience in live event production and hospitality management.
- Josh Bryant, Director of Sponsorships, combines his marketing technology expertise with a lifelong passion for music.
- Andrew J. Coate, Director of Marketing, leverages his background in global brand leadership and Midwest music scene connections.

“This project is about much more than entertainment—it’s about fostering a space for creativity, celebration, and community connection,” said Powers. “In addition, we are proud to contribute to local arts initiatives by donating \$1 from every ticket sale to arts-focused nonprofits in the area.”

The Argo team is thrilled to announce that the revitalized Fox Bay Theater is set to open in late summer 2025. With plans to host 90–100 events annually, including concerts, movie nights, weddings, and community gatherings, the team can’t wait to welcome everyone into this vibrant space. Let’s come together and create new memories that will last a lifetime!

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### About the New Land Enterprises

Fox Bay Theater Building is owned by Fox Bay Building SPE LLC, led by Tim Gokhman and Ann Shuk of New Land Enterprises. Since 1993, New Land Enterprises has been building, renovating, and managing residential communities and commercial space in Milwaukee. The company has become a leader in mixed-use development, having designed and developed over 1,500 units. Recent projects include Ascent, NOVA, KinetiK, Crossroads Collective, and Black Cat Alley. For more information: <http://www.NewLandMKE.com>

### About The Argo Team

Founded in 2022, The Argo team unites over 60 years of combined expertise in entertainment and venue operations. Its members have extensive experience managing renowned venues such as the House of Blues, The Elbo Room, Pabst MKE Brewery & Taproom, and Lakeshore Theater.

Beyond venue management, The Argo team boasts a proven track record in organizing large-scale events such as the Pabst Brewery Grand Opening, VinterSkol Fest MKE, Fruhling Fest MKE, IAM Fest, Old Settlers Music Fest, and the Underground Music Showcase in Denver.

Guided by a shared passion for live events and community engagement, The Argo team is dedicated to inspiring, connecting, and supporting music lovers and creators. Through their creativity, dedication, and expertise, they strive to foster growth and innovation within the entertainment community. <https://www.theargolive.com/>

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