



May 10, 2023

Dear Distinguished Members of the City of Milwaukee Licensing Commission:

I'm writing today to express VISIT Milwaukee's support for the proposed legislation from Alderpersons Zamarripa and Brostoff that creates clearer and more uniform guidelines for food trucks in the City of Milwaukee.

VISIT Milwaukee has always and will always support independent restaurant operators like those that run food trucks and brick and mortar restaurants. Our food and beverage community is one of the best expressions of Milwaukee's diverse cultures, it enhances our reputation across the country, and it is a major driver of tourism.

Recently, however, it has become clear that there is a need for further guidance that allows food trucks – and brick and mortar restaurants – to coexist in a safe and successful manner throughout the city.

This legislation is a great start at creating a path to success for both food trucks and brick and mortar restaurants that ultimately serves the greater good of the community.

Thank you for your consideration on this matter, and I welcome a conversation about this at any time.

Genuinely,

A handwritten signature in blue ink, appearing to read "P. Williams-Smith".

Peggy Williams-Smith
President & CEO

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