



January 20, 2015

Honorable Tom Barrett
Mayor
City of Milwaukee
200 East Wells Street
Milwaukee, Wisconsin 53202

Honorable Robert J. Bauman
4th District
Common Council
City of Milwaukee
200 East Wells Street
Milwaukee, Wisconsin 53202

Dear Mayor Barrett and Alderman Bauman:

Over the past several years we have expressed our support for the proposed streetcar system because more transportation alternatives are important to Summerfest and the Ethnic Festivals. The Milwaukee World Festival, Inc., Board of Directors however has not had the opportunity to consider the proposed streetcar system and they may or may not agree with us regarding this issue.

As a major downtown entertainment venue that draws visitors from throughout the region, the state, and the country, our staff supports efforts to offer alternatives and expand public transportation options for both Milwaukee area residents and the approximately 1,500,000 annual visitors to Henry Maier Festival Park. In 2014, over 280,000 Summerfest patrons utilized public transportation. Additionally, many of our 2,000 seasonal employees rely on public transportation to get to work.

Public transportation options, such as the streetcar, will operationally benefit Summerfest, the other events at Henry Maier Festival Park, and other Lakefront destinations, which directly and indirectly benefits the City.

Sincerely,

Ted Kellner
Chairman of the Board

Don Smiley
President and CEO