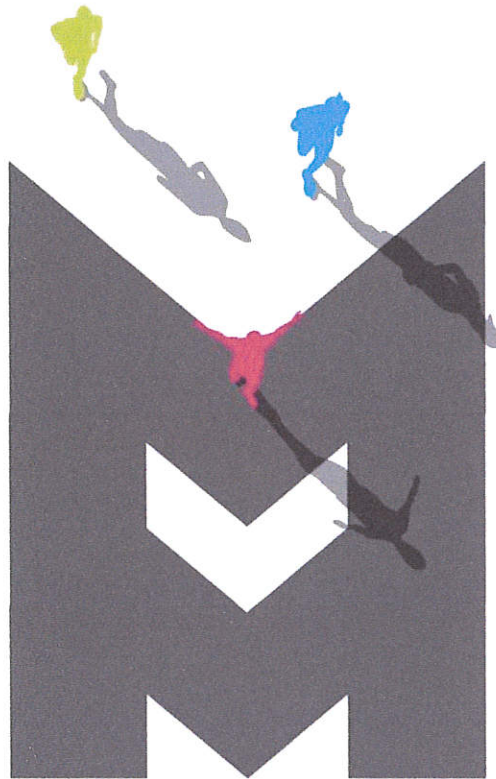


# 2017 Milwaukee Marathon



## Public Works Committee

July 19<sup>th</sup>, 2017 – 9:00 am

## Appearing for Nineteen88 Productions, LLC

**Joe Zimmerman – President**

[joez@rocventures.org](mailto:joez@rocventures.org)

Office: (414) 908-6360 Cell: (414) 617-0425

**Scot Johnson – Business Development & Event Operations**

[scotj@rocventures.org](mailto:scotj@rocventures.org)

Office: (414) 908-6322 Cell: (414) 553-0616



**Erie St.**

- We have met privately with the Peter Renner (Renner Architects) and Jeff McDonald (President, Harbor Front Condominiums) to discuss support of utilizing Erie St. Please see attached letter of support.
- If allowed to operate this event, we will continue to collaborate with the residents and businesses along Erie St. to ensure smooth operation, Focused street closures, and Local business promotion.

**Access to Churches**

- We have met with a number of churches along the route including; Redeemer Lutheran Church (Pastor Lisa Bates), Bishop Jeffery Haines (Auxiliary Bishop of Milwaukee), and Reverend Rob Odom (Central United Methodist Church).
- During these meetings, we made significant process to increase parishioner access to Sunday services. We are continuing working with the churches to customize parking plans and increase awareness ahead of the event date.
- Several meetings have been scheduled with other organizations along the route including Gesu, who we will work with to come up with a real solution to their concerns.
- The result of this outreach has been very promising and resulted in support of our event.

**Lakefront Marathon**

Milwaukee Marathon	Lakefront Marathon
<ul style="list-style-type: none"> <li>– Offers several distances – mile, 5K, 10K, half marathon and full marathon.</li> <li>– Current attendance is 5,000 and projected attendance is not capped, allowing this event to grow.</li> <li>– The route stays within the City of Milwaukee.</li> <li>– 2017 Economic impact for Milwaukee is estimated at \$1,083,181 and \$1,827,292 in 2019.</li> <li>– Highlights Milwaukee’s diverse neighborhoods, businesses and brings together its Community.</li> </ul>	<ul style="list-style-type: none"> <li>– Offers one distance – the marathon.</li> <li>– The event is limited to 3,200 marathon runners.</li> <li>– Route starts in Grafton and runs along the Lakefront, finishing in Veterans Park.</li> <li>– Economic impact for Milwaukee is limited because of the capped attendance and limited usage of Milwaukee.</li> <li>– Highlights Milwaukee’s Lakefront.</li> </ul>



**R E N N E R**  
*a r c h i t e c t s L L C*

6 4 3 E A S T E R I E S T R E E T  
M I L W A U K E E , W I 5 3 2 0 2  
4 1 4 2 7 3 - 6 6 3 7 F A X 4 1 4 - 2 7 3 - 6 6 3 8

July 14, 2017

Alderman Robert Bauman  
City Hall  
200 E. Wells Street  
Room 205  
Milwaukee, WI 53202

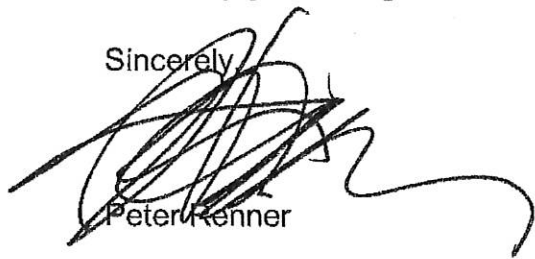
(414) 286-2221

Dear Bob:

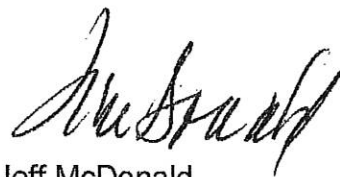
Jeff McDonald, president of the association, Chris Corley, board member, and I met with Scot Johnson and Joe Zimmerman of roc, owners of the Milwaukee Marathon. Scot and Joe said that the Marathon includes a 5k run, a 10k run, a half marathon, and a full marathon and that they are going to start a few blocks west of the Harbor Front at 6:30AM. All the people should have run down Erie Street by about 7AM. The 5k and 10k runners run up the lakefront and then back up Erie Street but they indicated that all those runners should be done by 9AM on Sunday.

My first preference would be if they picked a different route and that we have had endless problems with closing down Erie Street and people being ticketed and towed but they didn't want to pick a different route. In the end we all concurred that they would try to put up signs on Saturday evening that say Erie Street will be closed from 2AM to 9 or 10AM Sunday morning so that we don't have people eating dinner at one of the restaurants or playing cards in a condo having their cars towed, like happened last year. If the City goes along with this we are ok with it. If you have a different idea let us know.

Sincerely,



Peter Renner

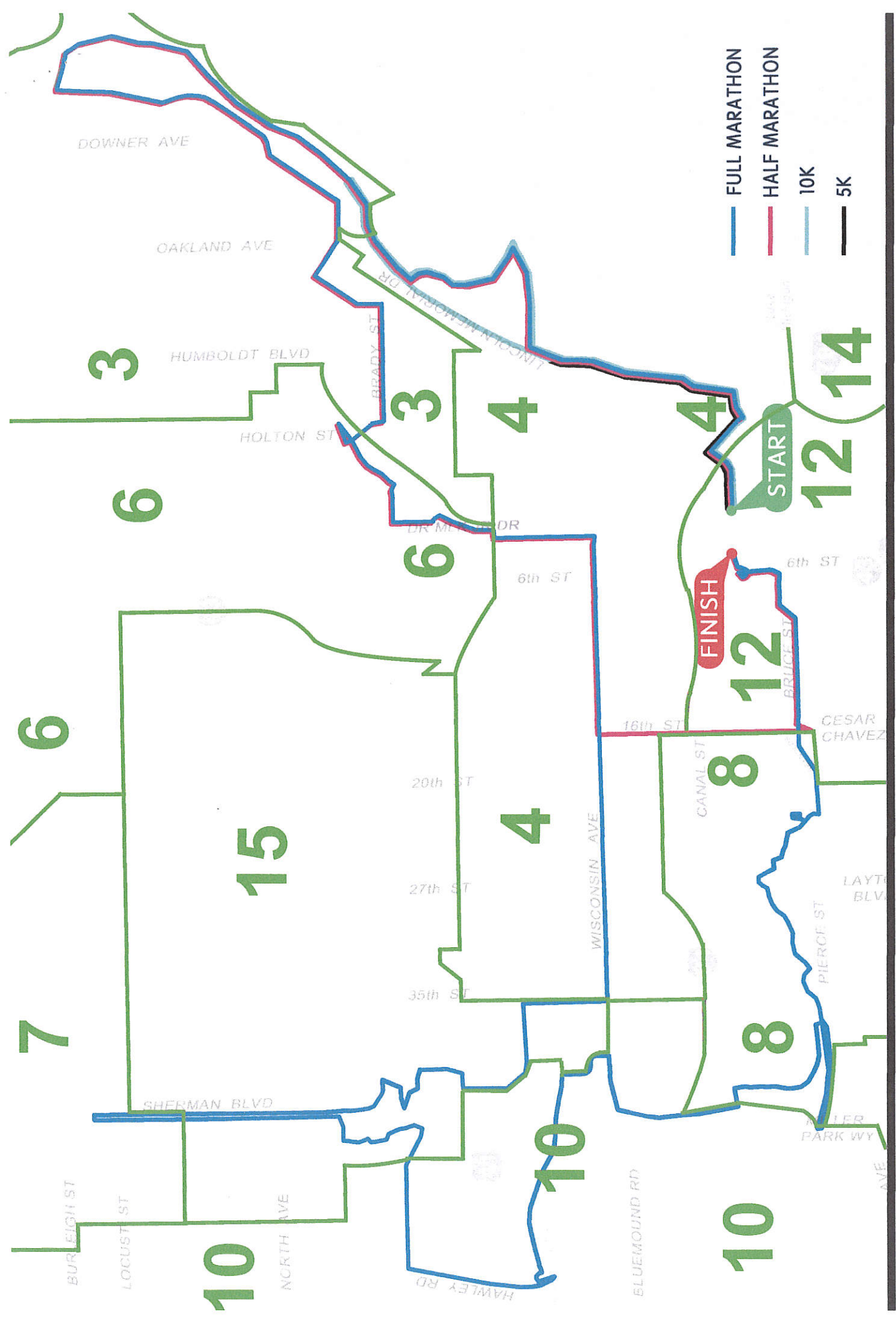


Jeff McDonald  
President, Harbor Front Condominium

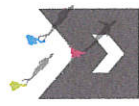
c: Jeffrey Reinbold, Sail Loft  
Brenda Regenfelder, Riverfront Pizzeria

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*a r c h i t e c t u r a l s o l u t i o n s*



# 5K, 10K, FULL & HALF COURSE MAP



MILWAUKEE MARATHON