

December 28, 2018

Milwaukee Common Council  
Public Works Committee  
City Hall, 200 E. Wells Street  
Milwaukee, WI 53202

Committee Members:

On behalf of the Board and Staff at Discovery World, I am writing to express our support for the 2019 Rugged Race Milwaukee Marathon, which will take place on April 6, 2019.

We have met with representatives from the Marathon, and we believe that this annual event could further cement Milwaukee's place as a national destination for major events and activities. The immediate benefit to the community in terms of activity in hotels, restaurants and bars will be significant, but it is also part of the evolving story of Milwaukee's national ascendancy.

The organizers have taken feedback from community stakeholders and set times for the event that will ensure that museums and other attractions will not face undue burdens on the date of the race, and we appreciate the time and concern that have been shown. We support the efforts in 2019 and hope that the race will grow in popularity and success in the years to come.

Please let me know if we can provide anything else in support of the 2019 Milwaukee Marathon.

Sincerely,



Joel Brennan  
Resident & CEO