



MILWAUKEE DOWNTOWN

Business Improvement District 21 | **301 W Wisconsin Ave. Suite 106** | Milwaukee, Wisconsin 53203
Phone **414.220.4700** | www.milwaukeedowntown.com

CEO

ELIZABETH A. WEIRICK

BOARD OF DIRECTORS

CHAIR

TAMMY BABISCH
Colliers International

IMMEDIATE PAST CHAIR

JOSEPH G. ULLRICH
US Bank

VICE-CHAIR

KEVIN KENNEDY
Northwestern Mutual

SECRETARY

JOHN CREIGHTON
CBRE | JCI

ASSISTANT SECRETARY

ANNETTE ADAMS
MGIC

TREASURER

KEVIN BEHL
Madison Medical Affiliates

STEVE BARTELT

The Marcus Corporation

MARK FLAHERTY

Jackson Street Holdings LLC

KIM GUERRERO

Colliers International | 833
East Wisconsin

TOM IRGENS

Irgens

SUSAN JOHNSON

Colliers International | 411
East Wisconsin

PATTI KEATING KAHN

PK2group

DAVID KNIGHT

Associated Bank

GEORGE MEYER

Kahler Slater

PHYLLIS M. RESOP

Pentagon Property
Management WI LLC

CONOR WARD

WEC Energy Group

SCOTT WELSH

Inland Companies | Colliers
Wisconsin

EX-OFFICIO MEMBER

MARTY BROOKS

Wisconsin Center District

MARK NIEHAUS

Milwaukee Symphony
Orchestra

PEGGY WILLIAMS SMITH

VISIT Milwaukee

November 28, 2023

Public Works Committee
200 E. Wells Street
Milwaukee, WI 53202

Re: Letter of Support Milwaukee Marathon

Dear Members of the Public Works Committee:

I'm writing this letter in support of the Milwaukee Marathon tentatively scheduled for Saturday, April 13, 2024. We look forward to the return of this annual tradition and welcome the athletes and volunteers excited to participate in the return of running. We believe that the exposure and economic impact of the run and the surrounding events have a valuable economic impact on our city.

Although the event hasn't occurred in person in a few years, the last event represented athletes from twenty-three states and eight countries. Over half of the field will be athletes from out of town (60+ miles). These athletes have chosen the City of Milwaukee as their destination race. The Milwaukee Marathon is an excellent opportunity to showcase the city.

Our support is contingent upon the race organizers providing a robust communications plan with surrounding communities, businesses, and properties along the route well in advance and, again, as the race approaches. We also encourage whatever tasks and resources are available to minimize the length of the disruption and efficient coordination on race day for full utilization of streets and sidewalks as early as possible after the race.

We value the Milwaukee Marathon and the visibility it brings to our great city. We believe that with proper planning and communication, it can be a great success in bringing economic value to our community. We are happy to utilize our communication channels to help get the word out on the race route, street closures, and any other pertinent information that will help run a seamless and safe event.

Sincerely,

Beth Weirick, CEO
Milwaukee Downtown BID #21
bweirick@milwaukeedowntown.com

DOWNTOWN