



August 29, 2018

Milwaukee Common Council
City Hall
200 E. Wells St
Room 205
Milwaukee, WI 53202

Dear Milwaukee Common Council,

Skills Pipeline and Startup Milwaukee have always supported cultivation in the City of Milwaukee, as it offers a place for new and existing millennials to thrive. For this reason, among many others, we at Skills Pipeline/Startup Milwaukee are vocalizing our support for the return of the 2019 Milwaukee Marathon lead by Rugged Races, LLC.

Rugged Races LLC has an extensive, proven track record of producing a variety of races, and is arguably the most reputable event productions company in North America, capable of producing a world-class race such as the Milwaukee Marathon.

We think it is important to honor companies such as Rugged Races who want to bring these kinds of economic activities to our city. Milwaukee sits near last on the list of metropolitan areas in the United States without a world-class marathon. Let's start embracing these opportunities to put Milwaukee on the map.

As I'm sure it's been noted, Rugged Races successfully produces over 90 events per year, each drawing in approximately 250,000 participants from their database which is one of the most extensive in North America. The company could invest nearly \$.5 M and will partner with a local nonprofit to help raise money.

As a job creator in the city and an advocate of the startup community and making Milwaukee a world-class city capable of developing, attracting and retaining talent needed for us to thrive in the 21st century, we believe it is time to bring this marathon back with the right production by Rugged Races. We know that in time, the marathon could have a major economic impact on the city and local businesses as estimated by VISIT Milwaukee and could eventually draw upwards of 20,000 participants.

Alongside other organizations, community leaders and business, we are asking for you, the Milwaukee Common Council to stand with us in bringing back the 2019 Milwaukee Marathon. Please feel free to reach out to us with any questions or concerns.

Regards,

A handwritten signature in black ink that reads 'Matt Cordio'.

Matt Cordio
Founder & President, Skills Pipeline & Startup Milwaukee