

HISTORIC
**DOWNER
AVENUE**
EASTSIDE

November 28, 2023

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

Re: Letter of Support Milwaukee Marathon

To Whom It May Concern:

I'm writing this letter on behalf of Historic Downer Avenue BID #41 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 who are 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 to our city.

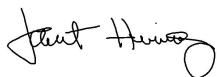
Although the event hasn't taken place in person in a few years, the last event represented athletes from 23 states and 8 countries. More than half of the field will be athletes from out of town (60+ miles). These athletes have chosen the City of Milwaukee as their destination race. The Milwaukee Marathon is a great opportunity to showcase the city.

Of course, we encourage the race organizers to provide a strong communications' plan with surrounding communities, businesses, and properties along the route well in advance and of course again as the race approaches. We also encourage whatever tasks and resources are available to minimize the length of the disruption.

In our estimation the value outweighs the inconvenience of this event. We are happy to utilize all of our communication channels to help get the word out on the race route, street closures and any other pertinent information that will be helpful in running a seamless and safe event.

Thank you in advance.

Kindly,



Janet Henning
Executive Director Historic Downer Avenue BID #41