



July 16, 2018

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

To the Milwaukee Common Council,

In 2013, VISIT Milwaukee supported the efforts of bringing a local marathon to our city similar to the Boston or Chicago Marathons. Today, we at VISIT Milwaukee would like to express our support of that marathon's return in April 2019.

The Milwaukee Marathon was a positive reflection of the city, and our company is eager to see it return. The race has changed from one set of capable hands to another. The marathon is locally run by Marquette University students operating as 1881 Event Productions. The race is now owned by Rugged Races – one of the largest event production companies in North America, owning and operating 90 events across the continent.

Marathons have historically brought in a strong economic impact to the host city and, according to predictions, Milwaukee will be no different. Rugged Races has access to one of the largest participant groups in the United States, which will likely increase out-of-state attendance. Based on this projected increase and 2017 Milwaukee Marathon stats, organizers predict 4,700 participants and 560 sleeping rooms utilized. By our calculation, this will have an economic impact of about \$800,000 to our city.

Additionally, Milwaukee is an ideal venue for a large-scale marathon. We boast more than 17,000 hotel rooms in the Greater Milwaukee area including more than 5,000 rooms in downtown Milwaukee. Our museums, restaurants, attractions, sports facilities and lakefront offer a plethora of additional options for special marathon events and activities, as well as entertainment for runners and their guests.

VISIT Milwaukee sees the enormous potential of such a major sporting event and feels that the marathon is again in good hands. We wish them well as plans evolve for the 2019 Milwaukee Marathon.

Genuinely,

Paul Upchurch
President & CEO