



MILWAUKEE DOWNTOWN

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August 27, 2018

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

To the Milwaukee Common Council,

Milwaukee Downtown, Business Improvement District #21 (BID #21) has supported the efforts of bringing a local marathon to our City similar to the Boston or Chicago Marathons in the past. Today, we at Milwaukee Downtown, BID #21 expresses our support of the marathon's return in April 2019.

The Milwaukee Marathon has had a positive impact on the City, and our organization is supportive of its return. The 2019 Milwaukee Marathon also has a new owner, Rugged Races – one of the largest event productions companies in North America, producing over 90 events each year that bring more than 250,000 participants to its host cities. In conjunction with Rugged Races, the marathon will be locally run with Marquette University students operating as 1881 Event Productions.

Marathons have brought positive socio-economic impacts 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 projected attendance increases and 2017 Milwaukee Marathon stats, organizers predict 4,700 participants that will fill 560 hotel rooms. Visit Milwaukee calculates this could have an economic impact of about \$800,000 for our city.

Milwaukee is an ideal venue for a large-scale marathon. The Greater Milwaukee area has more than 17,000 hotel rooms, including more than 5,000 downtown alone. Our world-class museums, variety of restaurants and attractions, sports facilities, and lakefront offer numerous options for additional marathon events and activities, as well as entertainment for runners and their guests while they visit our City.

Milwaukee Downtown, BID #21 sees the enormous potential of such a major sporting event for our City. With Rugged Races organizing and owning the Milwaukee Marathon with local partners, we see this as another opportunity to show newcomers the unprecedented positive momentum that is underway across the City. Thank you for your ongoing support of events like the 2019 Milwaukee Marathon.

With gratitude,

Beth Weirick
CEO | Milwaukee Downtown, BID #21