



October 9, 2023

Dear Mayor McBride and Members of the Common Council:

The city of Wauwatosa is currently reviewing the long-standing partnership it has with VISIT Milwaukee. This includes the contracted amount the city pays to VISIT for its work to promote Wauwatosa as part of its championing Milwaukee and the region. City tourism staff has presented the Tourism Commission with a fresh Scope of Services as part of that new partnership agreement.

The Commission has completed a thorough review of the proposed Scope of Services and recognizes the value of each of the deliverables VISIT Milwaukee will provide through its execution. The restructured approach to the partnership will deliver tangible and trackable results in support of the Commission's efforts to promote Wauwatosa as a travel and tourism destination.

The VISIT Milwaukee team continually demonstrates its depth of knowledge and expertise in the promotion of the Milwaukee region. Our partnership with the organization provides access to resources Wauwatosa does not otherwise have. From the size of its team and the buying power it holds to the creativity and passion delivered daily, VISIT Milwaukee is a formidable destination marketing organization. We are Milwaukee's neighbor and partnering with VISIT Milwaukee allows Wauwatosa to capitalize on the success of VISIT Milwaukee.

On behalf of the Wauwatosa Tourism Commission, I am writing to express the Commission's support of the continued VISIT Milwaukee partnership. We ask for your approval of the new Partnership Agreement extending VISIT's commitment to Wauwatosa through 2028. The Commission believes VISIT Milwaukee has shown itself to be a powerhouse in the travel and tourism industry and sees the benefit of aligning Wauwatosa with the organization.

With the increased attention the city of Milwaukee and southeastern Wisconsin is currently receiving and will continue to receive throughout 2024 and we believe beyond, now more than ever it is important for the city of Wauwatosa to remain aligned with VISIT Milwaukee. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Dave Amoroso".

Dave Amoroso
Chairperson, Wauwatosa Tourism Commission