



March Board Cycle

Milwaukee County Parks

9480 Watertown Plank Rd.

Wauwatosa, WI 53226

(414) 257-PARK

Date: February 16, 2018

To: Theodore Lipscomb, Sr., Chairman, County Board of Supervisors

From: Jim Sullivan, Interim Parks Director

Subject: **USA Triathlon Bid for 2020 and 2021 (INFORMATION)**

Issue

Visit Milwaukee, in partnership with Milwaukee County Parks, is looking to bring back the USA Triathlon Age Group National Championships to Milwaukee August 8-9, 2020 and August 7-8, 2021.

Background

Once again, Visit Milwaukee is looking to bring the USA Triathlon to Milwaukee's Lakefront. With bids soon due to the USA Triathlon organization to apply for this opportunity, the intent of this item is to make the County Board aware of the possibility of this prestigious event returning to our home town in August of both 2020 and 2021. While it is understood that there is a great deal that must go right to make this happen, it is with your support that this event can help bring positive exposure to our Milwaukee County Parks as well as our fine city.

(Background information supplied by Visit Milwaukee) Milwaukee hosted the event in August of 2013, 2014, and 2021. Due to the overwhelming success of the event in the first two years, the event returned for an unprecedented third year with the support of partners along the lakefront and downtown. Milwaukee currently holds the record for highest participation at 4,800 athletes in 2014 – which included participants from all 50 states and Washington, D.C. If granted the bid by USA Triathlon, we look to surpass our record in 2020 and 2021. On average, the USA Triathlon Age Group National Championships brought to Milwaukee 12,000 athletes and spectators, utilized over 4,000 room nights and created an economic impact of \$6.2 million each year.

In 2020, the event which has been held annually since 1983, is planned feature two national championship races for athletes ages 18 to 80-plus. The Olympic-Distance National Championships covering a 1,500-meter



MilwaukeeCountyParks

countyparks.com



MILWAUKEE COUNTY
PARKS

swim, 40-kilometer bike, 10-kilometer run course will begin early morning on Saturday, August 8th. The Sprint National Championships which will begin early morning on Sunday, August 9th, will showcase athletes who compete on a 750-meter swim, 20-kilometer bike, and 5-kilometer run course. Set along the shores of Lake Michigan, the main venue and finish area potentially will be located near the Milwaukee Art Museum and Discovery World, with the race routes using various locations along Milwaukee's scenic lakefront and Lincoln Memorial Drive.

While events that impact Lincoln Memorial Drive are presented to the County Board for approval on a yearly basis, the opportunity to provide information well in advance of this potential event serves as a boost to Visit Milwaukee in their efforts to bring this showcase event to Milwaukee and partner with Milwaukee County Parks.

Recommendation

No action requested. Informational item unless further action required.

Prepared By: Jeff Orlowski, Assistant Chief of Recreation and Business Services, Milwaukee County Parks

Approved By: Jim Sullivan, Interim Parks Director



Attachments:

- None

Copy:

- Chris Abele, County Executive
- Raisa Koltun, Chief of Staff, County Executive's Office
- Kelly Bablitch, Chief of Staff, County Board of Supervisors
- Jason Haas, Chairman, Parks, Energy & Environment Committee
- Marcelia Nicholson, Vice-Chair, Parks, Energy & Environment Committee
- Sequanna Taylor, Supervisor District 2
- Sheldon Wasserman, Supervisor District 3
- Marina Dimitrijevic, Supervisor District 4
- James Luigi Schmitt, Supervisor District 6
- Michael Mayo, Sr., Supervisor District 7
- David Sartori, Supervisor District 8
- Steve Taylor, Supervisor District 9



MilwaukeeCountyParks

countyparks.com



MILWAUKEE COUNTY
PARKS