



May 27, 2022

Chairman Pieper and Members of the Finance Committee:

The Waukesha Pewaukee Convention and Visitor Bureau requests your support in investing ARPA funds into the development of an additional turf field at the proposed soccer complex at Mindiola Park.

Sports tourism is one of the fastest growing segments of the tourism industry! Families will travel weekends across the Midwest to compete in tournament play, many times replacing the traditional family vacation with these sporting events. Unfortunately, due to the lack of such competitive facilities in our destination, we are unable to host any type of significant tournaments. However, this proposal completely changes that scenario with the number of proposed fields and by featuring synthetic turf fields, creating a first-class play experience!

This competitive soccer complex provides a much needed demand generator for spring and fall weekends, creating business for the 700+ hotel rooms in our community during what we call our "shoulder season". Research from the Huddle Up Group, specifically related to soccer tournaments, tells us the average hotel revenue is \$177,933. But the impact from these tournaments does not stop at the hotels, it generates spending from visitors in our restaurants, shops, gas stations and other events and attractions. These dollars from people outside our community are vital to many small businesses within our community, while also generating tax dollars for our city. And of course, this facility will also generate rental revenues for the Park and Rec Department.

The CVB is a committed partner to the Park and Rec Department, working together to market and bring tournaments to this complex. We are excited about the impact this would bring to our community and appreciate your consideration of this request.

Sincerely,

Tammy Tritz, Executive Director  
Waukesha Pewaukee CVB

*Fun meets Adventure*

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