

MILWAUKEE WORLD FESTIVAL, INC.

In 2023 Summerfest will celebrate its 55th anniversary, which is a true testament to the widespread support our community has demonstrated for “The World’s Largest Music Festival.” From our corporate sponsors representing some of Wisconsin’s most prestigious companies, to the musicians that come from various corners of our state to the generations of fans, Summerfest delivers economic impact, drives media interest, and provides seasonal employment for over 2,000 area residents. We are proud to call Wisconsin home and promote our state as a stellar place to live, work and play!

Our team at Milwaukee World Festival, Inc. (MWF), producer of Summerfest, is excited about the return of Milwaukee County Transit System’s (MCTS) shuttle service, which traditionally serves tens of thousands of patrons annually. We are encouraging festivalgoers and our employees to come to Summerfest and other events at Henry Maier Festival Park via MCTS. The buses not only offer a safe, convenient, and direct route to the festival grounds, but also help us minimize traffic and parking issues for patrons and our neighbors, while providing a great experience.

As a non-profit organization, MWF’s mission is to promote an understanding of different ethnic cultures and nationalities, create civic pride and showcase performing arts, offer activities and recreation as well as provide employment opportunities for the youth of the community. A robust, affordable, and easily accessible public transit option like MCTS bus service helps us to fulfill our mission by providing greater access for everyone in the community to Summerfest, along with the various ethnic and cultural festivals and other arts, recreational and employment opportunities available at Henry Maier Festival Park. Each year, we hire approximately 2,000 seasonal employees – a task that is easier to accomplish when there is a good public transit option for our applicants.

MWF wants to voice our support for increased state-level financial support for MCTS. More specifically, we support the efforts of Milwaukee County Executive David Crowley and the Move Forward MKE coalition to create sustainable local funding for MCTS.

Public accessibility underscores decades of success of Summerfest and is a hallmark of MWF’s mission. We are grateful for your continued work with your colleagues to restore state funding levels for this critical part of Wisconsin’s transportation infrastructure.

Sincerely,



Don Smiley
Chief Executive Officer
Milwaukee World Festival, Inc.