From:	Orrantia, Leslie
To:	Cnare, Rebecca
Cc:	
Subject:	For Consideration by Downtown Coordinating Committee
Date:	Wednesday, January 16, 2019 5:39:39 PM

Hi Rebecca -

I hope this email finds you well. As the Director of Community Relations at UW-Madison, I'm writing regarding the proposed city event restrictions with consideration to the University's Homecoming events. I kindly request that you forward this email which articulates UW's concern to the Downtown Coordinating Committee for their review and consideration.

Homecoming is an annual tradition with a 108-year history, therefore having significant cultural value, community engagement, and economic benefit to the city. As you may know, UW's Homecoming parade brings together university faculty, staff, alumni, donors, students, and members of our greater Madison community to celebrate the university and the beginning of a new academic year. It has been a great way to engage our city community in the annual traditions, spirit, and vibrancy of our campus as well as a fabulous way to highlight our university's widespread collaboration with the City of Madison and our local elected representatives -- a newer tradition that we hope to continue. Each year, the parade invitation is extended to nearly 165,000 alumni living across the state of Wisconsin, more than 10,000 in both Chicago and the Twin Cities, as well as a great number of out-of-state alumni that venture back for the occasion.

The parade is planned and executed by Wisconsin Alumni Association's Homecoming Committee, a student organization consisting of 40 undergraduate students who foster skills in the planning process that greatly benefit Wisconsin Foundation and Alumni Association and the university. Of course, the students also take these skills and experience beyond the event itself, serving them well into their future.

Overall, the parade causes street closures for approximately 4 hours from about 4 pm – 8 pm; 8 pm is when the UW Block Party begins, with the parade filtering into this continued celebration at One Alumni Park. Of course, this event too remains open to the public, complete with fish fry, fireworks, performances by the UW Band, Bucky Badger, drink, food, and art activities.

On behalf of UW-Madison and the Wisconsin Foundation and Alumni Association, I wanted to request you consider the great impact this event has on campus and community when in final deliberations of the proposed restrictions. Of course, if you or members of the committee have any questions or concerns, please do not hesitate to reach out.

Thank you in advance for your consideration of our concern and well wishes for a great

evening.

Leslie

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The time is always right to do what is right. - MLK, Jr.