

To: Municipalities in SE Wisconsin
Date: May 31, 2024
Re: Extended Bar Hours for RNC 2024

As you are aware, the Republican National Convention will be held in SE Wisconsin between July 15-18, 2024, hosting upwards of 50,000 guests spread around the entire SE quadrant of our state. This large of a convention is a once in a generation opportunity. It will not only have an immediate and large economic boost to the entire region but will have a lasting impact for many years to come. This convention is also a unique opportunity to showcase our beautiful state and extend our legendary hospitality to many who have never traveled here. We undoubtedly will see an economic impact for many years to come for both business and leisure travel as a result.

Because of the unique nature of this being a prime-time television event, delegates and groups will generally not be able to leave Fiserv Forum until 11 pm or later in the evenings of the event. Once they depart, they need to navigate their way via their bus coaches to their hotels. Not until that point will these guests look to have a nice meal, enjoy a classic Wisconsin cocktail, and wind down from their day. It is because of the RNC's late schedule that the bar time was extended to 4 am for our area to allow for out-of-town guests to enjoy what our state has to offer.

We understand that many municipalities are considering opting out of allowing their local hospitality businesses to capitalize on this opportunity. As you look at what you intend to do in your community, I urge you to reach out to your local hotels that are likely already fully booked with convention attendees who will need the extended hours to be able to fully appreciate local amenities. With the delegates not leaving Fiserv Forum until 11 pm or later, it will be important for hotels and restaurants to have eating and drinking options available to the delegates and other visitors after normal business times.

Here are a few additional points to consider as you consider your options:

- These delegates are being transported by bus and will most likely use alternative modes of transportation other than a car, to enjoy a meal or a glass of wine. Of course, impaired driving is always a consideration for late night parties, but we do not believe that the risk is great from those who are attending the convention.
- If there are no dining or bar options open, these groups are still going to want to eat and wind down after their day and would then turn to private parties in their hotel and purchase food and drinks to carry into the facility. This would harm the hotel and nearby restaurants and bars from capitalizing on this economic opportunity that is literally in their facility or near it.
- Finally, we know from past conventions that once visitors have experienced the area at a convention, business and convention travel to the area in the future increases. And when visitors see the fantastic quality of life that we all enjoy, they may even consider moving to Wisconsin someday.

We fully understand that not all restaurants and bars are located near a convention hotel and most of those that are in this category would likely opt to not extend their hours due to staffing constraints and low opportunity during these extended hours. However, this should not eliminate the opportunity for those businesses that may benefit from this increase in visitors to their area.

Thank you for your consideration and attention. Should you have any questions, do not hesitate to contact any one of us for further information.



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