

May 28, 2025

City of Appleton Common Council

Appleton, WI

Dear Common Council Members,

I am writing to express my strong support for the Summer Shootout Soccer Tournament hosted by Wisconsin United Football Club, scheduled to occur June 20-22, 2025. This event is a valuable part of our tourism community, and I am hopeful that a special event permit will be granted to them in order to continue this tournament.

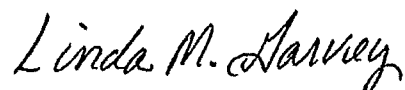
The Hilton Appleton Paper Valley has had the honor of hosting a soccer club from out-of-state since 2016 that has contributed significantly to the financial success of the hotel as well as nearby restaurants. This particular soccer club could travel anywhere and participate in a lot of other tournaments, yet they choose to come back to Appleton each year because of how well the tournament is run and their general fondness for our city.

To give you an idea of the impact this one club has, they occupy roughly 275 of our 388 rooms for two nights. You can imagine this same volume occurring at all of our Appleton hotels and the lodging tax dollars generated by these overnight stays.

If this tournament is not able to secure a permit, there would be severe financial consequences to the tourism industry in Appleton.

Thank you for your consideration in issuing a permit for this event and I am hopeful that this event will be able to continue enhancing our community this year and many years to come.

Sincerely,



Linda M. Garvey

Director of Business Development &  
Community Affairs