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**WISCONSIN CENTER DISTRICT AMONG FIRST SOUTHEASTERN
WISCONSIN BUSINESSES TO BEGIN GBAC STAR™ ACCREDITATION**

Convention center and entertainment venue leader encourages local business to apply for gold-standard accreditation

MILWAUKEE - (Sept 28, 2020) - The [Wisconsin Center District \(WCD\)](#), is among the first southeastern Wisconsin businesses to apply for the [Global Biorisk Advisory Council \(GBAC\) STAR™](#) accreditation. A subset of the International Sanitary Supply Association, the GBAC is the cleaning industry's only outbreak prevention, response and recovery accreditation for facilities.

The GBAC STAR™ accreditation is an interactive process that involves a venue, facility, destination or school working directly with GBAC consultants to develop a plan that is appropriate for the size, business model, and budget for its size. The WCD is pursuing accreditation for all three of its venues – Wisconsin Center, Miller High Life Theatre, and UW-M Panther Arena. Once completed, this accreditation means that the WCD facilities have:

- Established and maintained a cleaning, disinfection, and infectious disease prevention program to align with GBAC standards, which minimize risks associated with infectious agents like the novel coronavirus (SARS-CoV-2).
- Met the proper cleaning protocols, disinfection techniques, and work practices to combat biohazards and infectious diseases.
- Trained and educated venue cleaning staff on outbreak and infectious disease preparation and response.

"The GBAC STAR accreditation will become an expectation of consumers in the future," said Marty Brooks, president and CEO of the WCD. "By working together to create a broad GBAC certified region, Milwaukee will continue to rise to the top of the list for both leisure and meeting and convention business planners for years to come."

The Wisconsin Center, Miller High Life Theatre, and UW-Milwaukee Panther Arena are already in the process of securing GBAC STAR™ accreditations. If Milwaukee businesses come together to secure broad accreditation, Milwaukee will be the second city in the country to feature such a timely and notable attribute across all aspects of service and hospitality for guests and visitors.

"The GBAC STAR Accreditation Program is performance-based and designed to help any facility to establish a comprehensive system that ensures the proper protocols, appropriate

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disinfection techniques and cleaning best practices for any infectious disease agents are implemented to help increase confidence to enter and feel safe inside a building,” said Dr. Gavin Macgregor-Skinner, Director, Global Biorisk Advisory Council (GBAC). “We’re thrilled to be working with the WCD on their three venue accreditations and to be hosting local workshops that encourage other businesses to seek out the accreditation process and make Milwaukee a destination city for consumers.”

The WCD and [VISIT Milwaukee](#) are proud to bring the GBAC STAR™ accreditation workshops to Milwaukee. Local businesses can register for the free in-person events scheduled for Thursday, October 1 and Friday, October 2. The workshops will be conducted in a safe, physically distanced room set, providing businesses the opportunity to meet with the GBAC STAR™ accreditation team to collaborate on and complete the GBAC STAR™ application.

“The GBAC STAR accreditation is not required for businesses; however, we highly recommend it,” said Peggy Williams-Smith, president and CEO of VISIT Milwaukee. “The more GBAC-certified businesses we have in Milwaukee, the safer meeting planners will feel when booking business in our city. Convention attendees are also looking for GBAC STAR facilities when making their decisions whether or not to attend in person.”

Registrants are encouraged to have already set up their application and remit fifty-percent of the application fee. The GBAC STAR™ accreditation is not one size fits all. GBAC personnel will work with each company to help identify what cleaning techniques work best, which trends to adopt and which to pass on, and how to keep employees and guests safe while being together.

For more information regarding the WCD’s GBAC STAR™ workshops, visit:

<https://wisconsincenter.com/events/global-biorisk-advisory-council-gbac-accreditation-workshop/>.

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About Wisconsin Center District

Experience-obsessed and committed to creating unforgettable experiences, the [Wisconsin Center District](#) (WCD) is a quasi-governmental body that operates the [Wisconsin Center](#), [UW-Milwaukee Panther Arena](#) and [Miller High Life Theatre](#) in downtown Milwaukee. WCD venues are within walking distance of leading hotels, retail establishments, attractions, dining, nightclubs and transportation. Created under [Wisconsin State Statute](#) in 1994, WCD offers captivating- and buzzworthy-experiences making Milwaukee a not-to-be-missed destination.

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