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Wisconsin Center Begins Subcontractor Bidding Process for \$420 Million Expansion Construction

Information can be found at buildingmore.com

MILWAUKEE - (April 16, 2021) - The [Wisconsin Center District](#) (WCD), along with its owner's representative, [CAA ICON](#), and construction firm partners [Gilbane Building Company](#) and [C.D. Smith Construction](#), who have formed a joint venture as Gilbane | Smith Wisconsin Center Expansion (Gilbane | Smith), are opening the subcontractor bidding process for the highly-anticipated [\\$420 million convention center expansion](#). Construction-related companies in southeastern Wisconsin that want to learn more about becoming a vendor, subcontractor, supplier or professional services provider for the expansion are encouraged to attend one of the upcoming information sessions and register to receive updates at buildingmore.com.

"Much of the rationale for propelling the expansion forward in the midst of a pandemic is the economic boost that a construction project of this scope will provide for Milwaukee," said Marty Brooks, president and CEO of the WCD. "We anticipate 2,300 on and off-site construction related jobs and over \$100 million in total construction wages. Combined with our pledge to a 40 percent Residential Preference Program, the Wisconsin Center expansion will drive Milwaukee into a bright post-COVID future."

Information sessions about early sitework will take place in early May, pre-bid sessions and a matching forum will be hosted in late May and bids will be due in June. During the information sessions, companies that have registered will receive information about the process for submitting bid proposals, standard terms and conditions related to the project, basic construction information, and a preliminary construction schedule.



“The anticipation of this project is building with every passing day, and the bidding process only adds to the excitement as we begin to engage more of the Milwaukee community members and workers,” said Adam Jelen, Gilbane | Smith Principal in Charge and Executive Vice President. “I encourage any construction-related companies that are interested in partnering with us on this project to visit buildingmore.com to learn more about submitting a bid.”

As part of the expansion project, which will double the size of the convention center, the WCD has committed to contracting with at least 25 percent of minority-owned businesses, five percent of women-owned businesses and one percent of disabled veteran-owned businesses. The organization has also pledged that at least 40 percent of on-site construction labor hours will be performed by trade workers residing in the city and/or certified through the city as part of its Residential Preference Program (RPP). The project is expected to create 1,150 new on-site construction jobs and 1,150 off-site construction jobs during the build, plus 2,300 FTE jobs upon completion. Once finished, the expansion will allow the WCD to host multiple events simultaneously and offer flexible space arrangements to meet various clients’ needs. The expansion is expected to be completed and open for business in Q1 2024.

To stay up to date on the bidding timeline and for more information, visit buildingmore.com.

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Wisconsin Center District

Experience-obsessed and committed to creating unforgettable moments, the [Wisconsin Center District](#) (WCD) is a quasi-governmental body that operates the [Wisconsin Center](#), which in 2021 will begin undergoing a \$420 million expansion to double its size; [UW-Milwaukee Panther Arena](#); and [Miller High Life Theatre](#) in downtown Milwaukee. The WCD venues are within walking distance of leading hotels, retail establishments, attractions, dining, nightclubs and transportation. Created under [Wisconsin State Statute](#) in 1994, the WCD offers captivating- and buzzworthy-experiences, making Milwaukee a not-to-be-missed destination.

Wisconsin Center

The [Wisconsin Center](#), located in the heart of downtown Milwaukee, is the hub of convention business in Wisconsin and is ideal for trade and consumer shows, conventions, banquets, business meetings, and celebrations. Currently, the Wisconsin Center offers 188,695 square feet of contiguous exposition space and 37,500 square feet of ballroom space, accommodating up to 1,000 vendors and 10,000 guests. More intimate spaces are also available for groups as small as ten.



In 2021, the Wisconsin Center began undergoing a \$420 million expansion, which will double the size of the convention center space. This will allow the WCD to host multiple events simultaneously and offer flexible space arrangements to meet various clients' needs. The expansion is expected to be completed and open for business in Q1 2024. The Wisconsin Center is owned and operated by the Wisconsin Center District and is experience-obsessed and dedicated to providing unforgettable, buzzworthy moments for all clients and guests. For more information and to book an event, visit [wisconsincenter.com](https://www.wisconsincenter.com).

About CAA ICON

A division of leading entertainment and sports agency Creative Artists Agency (CAA), [CAA ICON](#) is the world's-leading owner's representative and strategic management consulting firm for public and private sports and entertainment facility owners/operators, professional franchises, and leagues. With more than 50 sports, entertainment, and public assembly projects and over 1,500 consulting engagements, CAA ICON has managed the development of many of the most successful venues around the world, spanning 11 professional sports leagues, totaling nearly \$20 billion. CAA ICON offers world-class service in the areas of project management, strategic advisory, feasibility and planning, and beyond.

About Gilbane Building Company

Gilbane is a global integrated construction and facility management services firm with strong roots in Southeast Wisconsin over the past 40+ years. Gilbane's downtown Milwaukee office has been steadily growing in recent years. Recognized as the #1 Milwaukee-area contractor by Milwaukee Business Journal (2020), Gilbane has assembled an impressive portfolio of work, while staying true to our commitment of community partnerships, building capacity and safety excellence. Our extensive experience translates into a builder you can trust with valuable lessons learned and best practices on a variety building types including corporate, high-rise developments, industrial, food and beverage, education, hospitality and municipal, to name a few. Visit www.gilbaneco.com or follow us on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).

About C.D. Smith Construction

C.D. Smith Construction is an industry leader in safely providing the highest quality commercial construction services. Utilizing an integrated approach and self-performing trade services combined with technical expertise, our team serves as a solutions provider throughout all phases of a project from planning through construction. With veteran leadership, and a dedication to our employees and clients, we proudly place our name on projects of all sizes across the United States. Visit www.cdsmith.com or follow us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).