Populous is widely recognized in the industry as the thought leaders for convention and exhibition facility design.

**Convention Center Experience**

Albany Convention Center Site Studies, ALBANY, NY
Anaheim Convention Center Expansion, ANAHEIM, CA
Augusta Civic Center District Plan, AUGUSTA, GA
Bangkok Convention Centre, BANGKOK, TH
Birmingham Convention Center Complex, BIRMINGHAM, AL
Brown County Exhibition Center Expansion Study, GREEN BAY, WI
Cleveland Convention Center Site Study, CLEVELAND, OH
Dallas Fair Park Exhibition Space Feasibility Study, DALLAS, TX
DLF International Exhibition & Convention Centre, NEW DELHI, INDIA
Dodge City Events Center Study, DODGE CITY, KS
Doha Convention Center Design Competition, DOHA, QATAR
Cape Town Convention Center Expansion, CAPE TOWN, ZA
Dubai Convention Center Design Competition, DUBAI, UAE
Duluth Entertainment & Convention Center Expansion, DULUTH, MN
Eastern Maine Events Center, SAVANNAH, GA
Erie Civic Center Master Plan, ERIE, PA
Fort Myers Convention Center, FORT MYERS, FL
Fort Wayne Convention Center Expansion Study, GRAND RAPIDS, MI
Fort Worth Convention Center Expansion, FORT WORTH, TX
Georgia World Congress Center Master Plan, ATLANTA, GA
Grand River Center, EUGENE, OR
Greenspoint Convention Center Study, HOUSTON, TX
Harborside Convention Center & Hotel Study, PORT MERTER, TX
Henry B. Gonzalez Convention Center Expansion, SAN ANTONIO, TX
H.N. Trow Academy Conference Center, MILWAUKEE, WI
Indiana Convention Center Expansion Study, INDIANAPOLIS, IN
Iowa Events Center & Hy-Vee Hall, DES MOINES, IA
Irving Convention Center Study, IRVING, TX
Jacob J.avits Convention Center Expansion Plan, NEW YORK, NY
Jordan Valley Park Expo Center, SPRINGFIELD, MO
Las Vegas Convention Center Expansion, LAS VEGAS, NV
Los Angeles Convention Center Expansion, LOS ANGELES, CA
Miami Convention Center Study, MIAMI, FL
Moscow Convention Center Renovation, MOSCOW, RU
Muscat Convention Centre Design Competition, MUSCAT, OMAN
Music City Convention Center Expansion, NASHVILLE, TN
National Exhibition Centre Design Concept, BIRMINGHAM, UK
Newark Convention Center Study, NEWARK, NJ
Ocean City Convention Center & Performing Arts, OCEAN CITY, MD
Oklahoma City Convention Center, OKLAHOMA CITY, OK
Pennsylvania Convention Center Expansion, PHILADELPHIA, PA
Phoenix Convention Center Expansion & Renovation, PHOENIX, AZ
Qatar National Convention Centre Extension, DOHA, QATAR
Richard E. Berry Educational Support Center, HOUSTON, TX
Sacramento Convention Center Conceptual Design, SACRAMENTO, CA
San Antonio Facilities Development Study, SAN ANTONIO, TX
San Jose McEnery Convention Center Expansion & Renovation, SAN JOSE, CA
Sparks Convention Multi-Purpose Center Study, SPARKS, NV
Sydney International Convention & Exhibition Centre, SYDNEY, AUSTRALIA
Tampa Convention Center Expansion Planning, TAMPA, FL
Tinley Park Convention Center Expansion, TINLEY PARK, IL
UCF Forum, South Campus Mixed-Use Development, KNOXVILLE, TN
Utah Valley Convention Center Expansion, PROVO, UT

Phoenix Convention Center Expansion 

**Populous**
THE IMAGINE THAT WORKSHOP

The right blend of Imagine That attendees produces the next generation of innovative ideas for the convention and trade show industry.

25% BUILDING OPERATORS
25% CVB/SALES/BRANDING
25% MEETING PLANNERS
25% DESIGNERS

COLLABORATION
EXPLORATION
CREATIVE IDEAS

IDEA FOR FLEXIBLE INDOOR/OUTDOOR MEETING SPACE AT IMAGINE THAT IN 2003
IMPLEMENTED AT THE PHOENIX CONVENTION CENTER IN 2009

IDEA FOR A FLEXIBLE RIGGING GRID SYSTEM AT IMAGINE THAT IN 2003
IMPLEMENTED AT THE QATAR NATIONAL CONVENTION CENTRE IN 2011

IDEA FOR MODULAR MEETING ROOMS AT IMAGINE THAT IN 2003
IMPLEMENTED AT ICC SYDNEY IN 2016

WISCONSIN CENTER
FEASIBILITY PLANNING STUDY - 06.15.2018
TRENDS IMAGINE THAT

2003
- Enhance Security
- Showcase Technology
- Focus on Experience
- Transform the Machine
- Integrate with the City

2004
- More Meeting Rooms
- More Services
- Vertical Integration
- Enhanced F & B
- Hotel Interaction
- Convention District
- Shorter Show Days

2008
- Labor Shortage
- Competition
- Sustainability
- Unique Experience
- Localization
- Crowd-sourcing
- Globalization
- Consumer to Creator
- Impatience
- Conversation

2011
- Advanced Technology
- Environmental Thrift
- Flexibility
- Revenue Enhancement
- Functional Efficiency
- Smaller / Better Buildings
- Destination Design
- Community Integration
- Sports Capable
- “De-com-modify” Space
- Connect to Outdoors
- Customer Experience
- Spirit of Place
- Enhanced Food Service

2017
- Informal Fixed Seating
- Meeting Space Variety
- Comfort
- Convenience
- Connections
- Destination Focus
- Outdoor Spaces
- Wellness and Wellbeing
- Projection Technology
- Understanding the Needs of
  A Multi-generation Customer
- Flexibility and Adaptability
- Emerging Technology
- Authenticity
- Vertically Stacked Buildings
- Natural Light and Views
- More Interesting Spaces
- Better Food Options with
  More Variety

How do you LEAVE TRENDS BEHIND?
WHAT IS MULTI-PURPOSE?

OPEN CONFIGURATION

DEMISED CONFIGURATION

BUILDING SECTION

ANAHEIM CONVENTION CENTER
MULTI-PURPOSE HALL
The diagram outlines the process for the feasibility planning study, starting with the Kick Off Web Call on May 2, 2018. The process includes the following stages:

- **Start**
- **Research and Analysis**
- **Design/Layout Options**
- **In Person Building Walk Through Design Charette**
- **Design/Charette**
- **Web Call Design Charette**
- **Board Meeting Presentation**
- **Design/Pricing**

The timeline shows these events, with specific dates for each step, leading up to the Board Meeting Presentation on June 15, 2018.
**Operations**
What are your five biggest events each year?
How does this facility interface with the adjacent Arena(s) and Miller Lite Theater?
Are there any shared services? Have groups booked multiple facilities and if so how often?
How do groups utilize hotel meeting space and what is your arrangement with the hotels?
What are your three greatest assets?
What do you think are your three greatest weaknesses?
Has loading/marshaling ever been an issue? Can it be better?
How is parking addressed?
What percentage of attendees arrive by:
  - Motor Coach
  - Private vehicle
  - Taxi / Uber
Do they have specific accommodations? Drop offs?
What spaces include rigging points? What is their spacing and capacities?
How would you rate the way finding signage in the building?
How would you rate your security infrastructure?
Are there any features you feel are missing in the building?
If you could change anything what would it be?
How do the staff use the building? (i.e. locker rooms, staff entrances, etc.)
Is there a portable solution being used?

**Food Service**
What is the highest number of meals prepared for a single seating?
What are your three greatest assets?
What do you think are your three greatest weaknesses?
Are the food service areas configured to provide the highest efficiency?
Is the size of the food service areas appropriate to handle the demand?
Are there any features you feel are missing in the building?
If you could change anything what would it be?
How does the staff use the building? (i.e. locker rooms, staff entrances, etc.)
Is there a portable solution being used?

**Potential Expansion**
Is maintaining the existing parking lot desired, needed, or expected?
Is there capacity in the existing kitchen to accommodate any added program?
Is a Multi-Purpose Solution adequate to handle all three of the expanded program areas?
Is the current distribution of meeting rooms making it difficult to host concurrent events?
Are the current sizes and variety of meeting rooms adequate?
Is contiguous exhibit hall space an absolute necessity?
Is added flexibility and hosting capabilities desired in the pre-function space?
Is elevated exterior space desired?

**District Development - Sales**
Is the current Wisconsin Center an accurate reflection of Milwaukee and its future?
How do we see future development infilling the gaps over the coming years?
What impact/relationship will the new Bucks Arena/District have on the Wisconsin Center?
Is the current brand current with prospective trends?
Has social media influenced the perception of the Wisconsin Center in a positive way?
EXISTING PROGRAM
Exhibit Space: 188,695 SF
Ballroom Space: 37,500 SF
Meeting Space: 39,640 SF
Total Existing: 265,800 SF

MINIMUM EXPANSION RECOMMENDATION
Exhibit Space: +112,000 SF
Ballroom Space: +15,000 - 25,000 SF
Meeting Space: +30,000 - 35,000 SF
Total New: +157,000 SF - 172,000 SF

TOTAL + EXPANSION
Exhibit Space: 300,000 SF of contiguous exhibit hall space
Ballroom Space: 52,500 - 62,500 SF of column free ballroom Space
Meeting Space: 69,640 - 74,640 SF of state of the art meeting space
Total Leasable: 422,800 SF - 437,800 SF
### Overall Program Review

<table>
<thead>
<tr>
<th>Program:</th>
<th>Existing GSF:</th>
<th>Expansion GSF:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Renovation</td>
<td>01 Traditional</td>
</tr>
<tr>
<td>Level 3 - Upper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ex Hall</td>
<td>188,695</td>
<td>85,021</td>
</tr>
<tr>
<td>Balcony (Exterior)</td>
<td>N/A</td>
<td>4,662</td>
</tr>
<tr>
<td>Prefunction</td>
<td>24,395</td>
<td>10,925</td>
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<tr>
<td>Back-of-House</td>
<td>N/A</td>
<td>16,306</td>
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<tr>
<td>Loading Dock</td>
<td>N/A</td>
<td>16,623</td>
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<tr>
<td></td>
<td>Level 3 - Total:</td>
<td>213,090</td>
</tr>
<tr>
<td>Level 2 - Mezz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting</td>
<td>19,820</td>
<td>22,612</td>
</tr>
<tr>
<td>Balcony (Exterior)</td>
<td>N/A</td>
<td>0</td>
</tr>
<tr>
<td>Prefunction</td>
<td>29,704</td>
<td>25,698</td>
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<tr>
<td>Back-of-House</td>
<td>N/A</td>
<td>27,410</td>
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<tr>
<td>Parking (Exterior)</td>
<td>N/A</td>
<td>60,261</td>
</tr>
<tr>
<td></td>
<td>Level 2 - Total:</td>
<td>49,524</td>
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<tr>
<td>Level 1 - Ground</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting</td>
<td>19,820</td>
<td>22,004</td>
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<tr>
<td>Multipurpose</td>
<td>N/A</td>
<td>0</td>
</tr>
<tr>
<td>Ballroom</td>
<td>37,500</td>
<td>15,353</td>
</tr>
<tr>
<td>Prefunction</td>
<td>56,015</td>
<td>36,627</td>
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<tr>
<td>Kitchen/Pantry</td>
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<td>4,344</td>
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<tr>
<td>Back-of-House</td>
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<td>20,508</td>
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<tr>
<td>Loading Dock (Exterior)</td>
<td>N/A</td>
<td>0</td>
</tr>
<tr>
<td>Parking (Exterior)</td>
<td>N/A</td>
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<td></td>
<td>Level 1 - Total:</td>
<td>113,335</td>
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<tr>
<td>Totals:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elevated Bridge Over Kilbourn</td>
<td></td>
<td>3,965</td>
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<tr>
<td>Total Gross SF:</td>
<td>375,949</td>
<td>435,856</td>
</tr>
<tr>
<td>Total Conditioned SF:</td>
<td>290,773</td>
<td>321,391</td>
</tr>
<tr>
<td>Total Leasable Program SF:</td>
<td>144,990</td>
<td>186,917</td>
</tr>
</tbody>
</table>

### Totals:

- **Exhibit Hall**: 85,021
- **Ballroom**: 15,353
- **Meeting Room**: 44,616
- **Multi-Purpose Hall**: 0

---

**Wisconsin Center Feasibility Planning Study - 06.15.2018**

[10] **Populous + Crossroads Consulting Services**
### DESIGN OPTIONS

#### 01_TRADITIONAL

- Exhall: 85,021 SF
- Ballroom: 15,353 SF
- Meeting Room: 44,616 SF
- Total Net Program: 144,990 SF

**TOTAL GROSS AREA:** 435,856 SF  
*+Including Parking*

#### 02_ELEVATED

- Exhall: 123,705 SF
- Ballroom: 34,320 SF
- Meeting Room: 28,892 SF
- Total Net Program: 186,917 SF

**TOTAL GROSS AREA:** 424,016 SF  
*+Including Parking*

#### 03_MULTI-PURPOSE

- Exhall: 97,758 SF
- MPS Hall: 98,932 SF
- Meeting Room: (80,000) SF
- Total Net Program: 196,690 SF

**TOTAL GROSS AREA:** 453,421 SF  
*+Including Parking*
LEVEL 1 - GROUND

- KITCHEN [4,344 GSF]
- BALLROOM [15,353 GSF]
- MEETING [22,004 GSF]
- PARKING
- LOADING
- DROP OFF

01_Traditional

N 6th ST
W 6th ST
W WISCONSIN AVE
W WELLS ST
W KILBOURNE AVE
N 4th ST

WISCONSIN CENTER
FEASIBILITY PLANNING STUDY - 06.15.2018
01 Traditional LEVEL 3 - UPPER

LOADING DOCK

EX HALL [185,000 GSF]

NEW EX HALL [85,021 GSF]

BALCONY
01_Traditional SECTION

EXISTING  NEW

NEW EX HALL [85,021 GSF]
BALCONY
BALLROOM [15,353 GSF]
MEETING [44,616 GSF]

W WELLS ST
W KILBOURNE AVE

WISCONSIN CENTER
FEASIBILITY PLANNING STUDY - 06.15.2018
02_Elevated SECTION

EXISTING | NEW

NEW EX HALL [123,705 GSF]

BALLROOM [34,320 GSF]

W KILBOURNE AVE

W WELLS ST

W KILBOURNE AVE

PARKING
03_Multi-Purpose  LEVEL 1 - GROUND

- **LOADING DOCK**
- **KITCHEN [13,096 GSF]**
- **MULTIPURPOSE [98,932 GSF]**
- **DROPOFF**
03 Multi-Purpose LEVEL 3 - UPPER

- N 6th ST
- W Wisconsin Ave
- N 4th St
- W Kilbourne Ave
- EX HALL [185,000 GSF]
- NEW EX HALL [97,758 GSF]
- BALCONY
- LOADING DOCK
## Program: Existing GSF: Expansion GSF:  
### Renovation 01 Traditional 02 Elevated 03 Multipurpose

### Level 3 - Upper
- **Ex Hall**: 188,695, 85,021, 123,705, 97,758
- **Balcony (Exterior)**: N/A, 4,662, 1,268, 15,435
- **Prefunction**: 24,395, 10,925, 5,888, 11,536
- **Back-of-House**: N/A, 16,306, 16,091, 20,552
- **Loading Dock (Exterior)**: N/A, 16,623, 15,460, 15,109

### Level 3 - Total:
- **Level 3 - Total**: 213,090, 133,537, 162,412, 160,390

### Level 2 - Mezz
- **Meeting**: 19,820, 22,612, 15,392, 0
- **Balcony (Exterior)**: N/A, 0, 0, 3,694
- **Prefunction**: 29,704, 25,698, 13,842, 3,831
- **Back-of-House**: N/A, 27,410, 24,811, 18,725
- **Parking (Exterior)**: N/A, 60,261, 35,639, 85,740

### Level 2 - Total:
- **Level 2 - Total**: 49,524, 135,981, 93,378, 110,316

### Level 1 - Ground
- **Meeting**: 19,820, 22,004, 13,500, 0
- **Multipurpose**: N/A, 0, 0, 98,932
- **Ballroom**: 37,500, 15,353, 34,320, 0
- **Prefunction**: 56,015, 36,627, 27,898, 17,129
- **Kitchen/Pantry**: N/A, 4,344, 9,824, 13,096
- **Back-of-House**: N/A, 20,508, 32,155, 25,846
- **Loading Dock (Exterior)**: N/A, 63,537, 38,608, 16,047
- **Parking (Exterior)**: N/A, 63,537, 38,608, 16,047

### Level 1 - Total:
- **Level 1 - Total**: 113,335, 162,373, 164,261, 178,750

### Elevated Bridge Over Kilbourn
- **Elevated Bridge Over Kilbourn**: 3,965

### Totals:
- **Total Gross SF**: 375,949, 435,856, 424,016, 453,421
- **Total Conditioned SF**: 290,773, 321,391, 321,391

### Total Leasable Program SF:
- **Total Leasable Program SF**: 144,990, 186,917, 196,690

### ESTIMATED PROJECT COST

- **$247 MILLION - $277 MILLION**

### ESTIMATE INCLUDES:
- **a. 30% for Project Soft Costs**
- **b. Expansion**
- **c. On Site Parking**
- **d. Existing Building Modernization**
- **e. Elevated Connection Over Kilbourn**

*Costs are escalated to 2019. Additional escalation should be added at 4% per year beyond 2019.*