



W I S C O N S I N C E N T E R D I S T R I C T

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January 18, 2019 CEO Update

A year ago today I was introduced to the Board, and began this chapter of my career a year ago Monday. I am very pleased and proud of the changes we've already made, and am excited about the challenges that lie ahead. In this morning's meeting with our Board I shared information that I would also like to share with you.

Business Opportunities

There are several pieces of good news to share in regard to progress and updates throughout our business:

- We are in discussions with a parking operator to contribute to the operation and sales of the parking lot, with the expectation of an increase to overall net income. PSD, Finance, and others have been involved in this conversation.
- We are developing an RFP (request for proposal) for outside event security. Currently the responsibility is on our clients to arrange their own security. This leaves the WCD open to exposure if something happens. By bringing in a partner we will be able to ensure security is up to the standards we expect across our facilities for all events. In September we will install and use magnetometers in the Miller High Life Theatre and UWM Panther Arena, and extra security will be required to support that as well. We intend to distribute the RFP by the end of February with selection April/May.
- Other contracts that I am currently reviewing and working to improve include Ticketmaster and Dr. Pepper/Snapple group. Both of these are significant sources of potential partnership and the review process allows us to make sure we're maximizing revenue.

2019 Projects

- Democratic National Committee: Meetings will be held in DC the week of January 21 and we expect to know by the end of January whether Milwaukee has won the 2020 convention. If awarded, this convention will be a monumental achievement for the entire city, including the WCD facilities.
- Since the November board meeting we have met with the Visit Milwaukee Business Development committee and continue to develop possible funding models for the expansion/completion of the Wisconsin Center. Activity will pick up now that the holidays are over and the Governor's staff is getting settled into their new jobs.

Operational and organizational updates:

- Smoke and tobacco free neighborhood implementation began January 1. Signage is being placed in and around the neighborhood. Response has been overwhelmingly positive.

- We are reviewing bids for development of new bar in box office lobby of Miller High Life Theatre, in the current coat check space. Project timeline should have the bar up and running late spring.
- The WCD is transitioning to a new booking and facility management software system, Venue Ops, which will also be utilized by Visit Milwaukee. We expect to go live with new system February 28. As I hope you can appreciate this is a tedious and time consuming project involving all of our departments but once implemented, should make significant improvements to our ability to make business decisions based off the same data.
- An all staff training was held on January 9 reviewing the open records/Ethics policy . Board will receive a similar training at the March meeting.
- In December the WCD welcomed our new vice president of sales, Megan Seppmann. Megan comes to us from the Marcus Hotel Group and has already made an impact on the policies and procedures of our sales department.
- Four WCD websites have been refreshed and went live in December, including MillerHighLifeTheatre.com; UWMPantherArena.com; WisconsinCenter.com; and WCD.org
- As the WCD staff expands to accommodate business growth we will be exploring new workstations for some parts of our staff. We are working on a plan to relocate some teams to maximize their efficiency and create needed space in the admin offices for incoming positions

Concert Booking

- Since the 11/30 board meeting we have announced a huge national show with Live Nation: *Becoming* with Michelle Obama on March 14. This event, along with the Mariah Carey show the next night, is the result of a lot of work and effort by Doug Johnson and Vince Piquette. We look forward to more shows of this size and scope.
- Also since the November meeting, we hosted RADIANCE, the largest NYE event in Wisconsin with over 8,500 attendees. Bravo to all involved for managing the intricate details of a show of that scope.
- We currently have more than 20 public ticketed shows on sale with more announcements to come after the February Pollstar conference.