



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

Miller High Life Theatre • Wisconsin Center • UW-Milwaukee Panther Arena
400 West Wisconsin Avenue Milwaukee, Wisconsin 53203
Phone 414.908.6000 • Fax 414.908.6010 • www.wcd.org

CEO Update Friday, March 22, 2019

Business opportunities

- Update on non-alcoholic beverage provider: we are still in discussions with Pepsi Co, Coke, and Dr. Pepper. A decision will be made next week.
- A WCD-wide security RFP was issued on Thursday, February 21, and a mandatory meeting was held on Monday, March 4. Proposals are due next Wednesday - we expect to hear from seven of the 11 companies who attended the March 4 meeting. Our recommendation will be shared with the board at the May 10 meeting. Our expectation is for the chosen firm to begin September 1, in line with the start of the fall sports seasons.

Booking update

- DNC confirmed for 2020. The Wisconsin Center and UWMPA will be handed over to the DNC beginning June 6, and the Miller High Life Theatre will follow on June 15. The dates of the actual event are July 13-16, 2020. Other information about the overall event is available at <https://www.visitmilwaukee.org/dnc/>.
- Michelle Obama sold out MHLT Thursday, March 14. Great show, great crowd, great night.
- Mariah Carey at the MHLT Friday, March 15. Terrific review in the Journal Sentinel at <https://tinyurl.com/yy8kf62t>.
- George Clinton will kick off his Farewell Tour here at the Miller High Life Theatre on Friday, May 30. The tour has been featured in *Rolling Stone* and *Pollstar* magazines, as well as many local media outlets, as George will be celebrating over 40 years of touring. The blockbuster lineup will feature George Clinton and Parliament Funkadelic along with Galactic, Fishbone and Miss Velvet & the Blue Wolf.

Other notable events to speak of:

- Mike Epps Comedy Show March 9 – a week before the event the promoter approached us about adding a second, late show. We were able to accommodate the request and as such, enhanced the promoter experience and our own bottom line.
- Mott the Hoople April 1, kicking off the first US tour in 45 years here at the MHLT

Expansion/Completion and other Facility Upgrades:

- We continue to investigate options to fund the completion of the Wisconsin Center. An update to the HVS economic-impact study is expected by April 5. Subsequent to those findings, the RFQ committee -- comprised of John Mehan of RW Baird; David Erdmann of the State Department of Administration; John Yingling; Craig Kammholz of the MMAC; and Steve Marsh and Marty Brooks of the WCD – will issue an RFQ to various financial institutions on April 12. Responses to the RFQ are due to RW Baird on Wednesday, April 24. The RFQ committee will review the submissions and present them to the finance committee and governance committees in May. Finalists will be shared with the full board at the May 10 meeting.
- A new bar in the lobby of the Miller High Life Theatre is in development, in the space currently occupied by the coat check. We are working with Kahler Slater to develop and build the bar, with an expectation of greater customer service and increased per-person revenue per event. The operational layout of equipment, plumbing, storage and refrigeration has been completed. A layout of the space is [here](#) for you to see. Please note that this is a working draft, and final design elements will be firmed up by the end of May.
- Both the MHLT bar and the Wisconsin Center CONFLUX have been funded in part by a grant from Levy Restaurants. As part of the contract renewal in 2017, Levy Restaurants agreed to invest \$1 million, amortized over the life of the contract, into WCD facilities. The intention is to offer continuous upgrades and improvements to all of our clients in each of our facilities.

A reminder that the all employee meeting is scheduled for next Tuesday at 3:30 in the MHLT. Also invited are Levy Restaurants, CTI and Visit Milwaukee staffs. I will be sharing employee survey results and establishing new levels of expectations.

This weekend we welcome Badger Volleyball for their second of three weekends and continue the Apparel Show in the Wisconsin Center, have Admirals and WAVE games and welcome Chris Tomlin's *Holy Roar* tour in the UWM Panther Arena, and start to load in the Reinhart Food Service spring food show. I know you will continue to treat every event like the most important event we have. See you all Tuesday afternoon.

Sincerely,

Marty