



WISCONSIN CENTER DISTRICT

Miller High Life Theatre • Wisconsin Center • UW-Milwaukee Panther Arena
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March 27, 2019 Town Hall Followup

Dear Team,

On Tuesday afternoon, I had the chance to share my CEO's Vision for our team. Instead of some flowery paragraph of corporate babble, I simply have these expectations for you:

- Be Bold
- Be Proud
- Be Experience Obsessed

Do your job with all the talents and energy you can muster. Help your colleagues deliver the highest quality product we can and go out of your way to create memorable experiences for our guests. It's simple and I'd like to think it's the same type of vision you'd ask of your employees if you were in my role.

I had the "BPX" feeling during the Mariah Carey concert at the Miller High Life Theatre. I took a moment during the show to just stop and look around. The venue was full, the sound, lights and the guest services teams were doing their jobs well. But what struck me was the energy in the building and the reaction of the crowd. Their passion happened in our home. They sang, danced and shared their evening with not only their dates but the thousands of people connected to them in their lives. Each interaction gives us the chance to help make an evening special. I was so proud of our team.

Our venues are bustling with activity and through your leadership and actions we will be more active than ever in the coming months. But, it's not the events in our venues that will give us the opportunity to shine. Your chance to live out this vision begins right now. YOU get to make the choice of how you will do your job today. There isn't an international conference or sold out sporting event that will make the choice for you to give your best performance today.

As an organization, we have begun installing the "Be Bold, Be Proud, Be Experienced Obsessed" inside our daily activities. Please know that when you see a sign or email about the project that they're just another reminder of the choices you get to make to embrace the opportunities we have. I want you to be involved and I'm dedicating time each week to talk with you and your supervisors about our progress. If you have ideas on how we can improve or questions about our execution, my door is open. Click [HERE](#) to email Michale to get on my calendar. I'd love to hear what you have in mind on how we can take these ideas to the next level.

Thank you for what you do for the organization. Now, put yourself on stage and let's show the community what we can do.

BPX baby,
Marty