



WISCONSIN CENTER DISTRICT

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

Friday, May 10, 2019 CEO Update

Business Updates

- A contract for non-alcoholic beverage provide is in negotiation right now. I expect to have a full announcement within the next couple of weeks.
- An RFP for contractors for the construction of the new bar in the Miller High Life Theatre was issued and the pre-bid meeting was held on Monday, April 29. Construction is scheduled to begin in June with completion by September. This bar space will bring a beautiful meeting space for patrons who attend our shows and events, as well as be available to rent out by private events

Booking updates

Entertainment:

- DeadMau5 – December 14 in the Wisconsin Center, partnering with Live Nation/Frank Productions (who also brought us Michelle Obama and Mariah Carey)
- Trolls LIVE! – Five performances over two days in the MHLT, January 18-19, 2020

Sales:

- Business and inquires have taken off since the announcement of the DNC. Just in the week of April 22 alone, the WCD and VISIT Milwaukee sales teams conducted nine site tours over the course of five days. Since those site tours, two organizations have verbally committed to Milwaukee and will be bringing their programs to our city for the first time.
- Since March 24th the WCD sales team engaged with over 250 past, present and potential clients for what will be an annual spring sales blitz.
- Northwestern Mutual has confirmed their 2020 dates. The annual convention will be moving to August due to displacement from the DNC.
- DNC was in Milwaukee April 23 and 24. Determining use of space. Expect them to use the Miller High Life Theatre and Expo Halls for their various caucuses.

Wisconsin Center Completion

- In April, a subcommittee comprised of a variety of experts in the fields of finance and construction made public an RFQ to engage global financial institutions to gauge their interest in our completion project. In other words, tell us how much can the WCD afford. Morgan Stanley was identified as the lead investment banking firm for the potential project. More updates on this part of the project will come later in the calendar year. While continuing to pursue financing options, we will simultaneously develop RFPs for the project architect and project manager.
- Security RFP responses have been received and we are continuing to do our due diligence in vetting the options in the best interest of the WCD

Other Updates

I shared with the board that our all-employee meeting was held March 26 on the stage of the MHLT, where I rolled out my CEO Vision along with the directive to Be Bold, Be Proud, Be Experience Obsessed.

It's notable that several of our clients have brought to our attention that they have noticed a shift in attitude, intensity, and direction. Great work to all of you for embodying BPX in your work lives!

Be Bold. Be Proud. Be Experience Obsessed.

Marty