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WCD.org

Wisconsin Center District  
CEO Update  
Friday, August 16, 2019

### **Business Updates**

- On August 15 we hosted a showcase for past and future clients, entitled Engage the Event. The purpose of the event was to highlight what our collective team can produce in terms of set up, lighting, sound, and food and beverage, and begin not only to attract new business but earn back past clients. I am very proud of the outcome and the teamwork it took to set up this phenomenal event. A clip highlighting it can be viewed at <https://cbs58.com/news/wisconsin-center-showcases-potential-to-host-events-for-dnc>.
- Pepsi is being integrated across all facilities Support equipment has been delivered and placed, and product is available and being served. The next step is marketing integration, which will be ongoing.
- On the Human Resources front, the next all staff Town Hall meeting will be September 4th. Liz Gilbert, President and CEO of the DNC Milwaukee Host Committee is the featured presenter.

We recently engaged a human resources firm that specializes in convention centers, arenas and theater organizations to assess our organizational structure, policies and procedures, hiring practices and benefits. They have submitted their assessment and recommendations which MJ, Gilfillan, our VP of Human Resources and I will be reviewing and reacting accordingly.

We have begun a 32-hour leadership training program over a four week period for the WCD's senior leaders and supervisory group commencing this week and continuing through November. Training is covering topics such as: Hallmarks of Leadership, Communication Foundations, Managing Conflict, Emotional Intelligence, Predictive Patterns of Behavior, Change Management, Interviewing and Negotiating Skills.

- Construction of the new bar in the Miller High Life Theatre entrance lobby is underway and scheduled for completion week of September 16.
- As per the Lease Agreement with the Bucks for the Fiserv Forum, Steve and I met last week with the Bucks CFO, CTO, Director of Finance and AGM to review and discuss their capital investment program for the coming year.
- I have also been in contact with Peter regarding the glass panel falling off the Fiserv Forum earlier this week. Fortunately, no one was injured. They have since inspected all of the glass on the building and determined no other pieces are compromised. They expect a report on what caused the failure in the next week.

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### **Booking Updates**

#### Entertainment

- This week we announced the “90’s Kickback Concert” on November 22<sup>nd</sup>
- Elvis Costello will bring his “Just Trust” tour to the Miller High Life Theatre on November 26
- We ended July with Weird Al Yankovic’s “Strings Attached” tour in the Miller High Life Theatre. It was a sold-out crowd – I continue to be encouraged by the commentary by attendees who have never been into our beautiful Theatre.

#### Sales

- Visit Milwaukee and the WCD sales team have been attending various industry trade shows and are working tirelessly to sell Milwaukee and the Wisconsin Center.

### **DNC Updates**

- The DNC’s original contract dates for our buildings began on June 1, 2020. The national planning committee has graciously offered back June 1-7 in the Wisconsin Center, which will allow us to host the annual Milwaukee Urban League Black and White gala. I appreciate their flexibility and willingness to adjust.
- Most recent assessments of the convention center lead me to believe that caucuses will be housed on floors 1 and 2, with the 3<sup>rd</sup> floor likely being dedicated to being a media hub to protect outlets from weather-related shut downs.

### **Wisconsin Center Completion**

Today the Board approved a resolution which will allow our Board Chairman, Jim Kanter, and me the leverage to contract the appropriate companies and experts to keep the construction project moving. The next step for us is to engage an owner’s rep, who will guide us through the next phase of project development and activation for such things as:

- quantify infrastructure requirements to properly develop the site including WE Energies and other incoming service providers to conceptually plan out routes and identify requirements for services;
- create an initial overall project budget and high-level cash flow forecast;
- create an initial master project schedule including City of Milwaukee Planning/Zoning approval timelines;
- provide options for the best delivery method of the project;
- initiate interface with regulatory agencies;

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- develop and monitor guidelines ensuring we meet or exceed the requirements to contract with minority and disadvantaged business enterprise stakeholders; and the hiring of Milwaukee City and County residents;
- develop and generate RFPs and RFQs for geotechnical engineering, environmental engineering, surveying, architect and construction manager;
- review and oversee the selection process for contractors and vendors we will directly engage;

Throughout the coming year, at these meetings or otherwise as appropriate, either a representative from the respective organization or I will be providing the Board and staff with regular updates on our progress. We also presented a general timeline to the Board for the overall project. This timeline will act as a framework so we can be more nimble when changes occur.