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[WCD.org](http://WCD.org)

Wisconsin Center District  
CEO Update  
Friday, October 18, 2019

### **Business Updates**

- You have certainly all noticed the repairs being done to the cast iron drain pipes over the sidewalk and across Wells Street. This is the first part of a two-part capital project, which was accelerated due to leaks which sprung after heavy rain this summer. The pipes are twenty years old and are being replaced with PVC along the way.
- On the Human Resources front, the latest all staff Town Hall meeting was held on September 4th.
  - In addition to WCD full and part time staff, representatives from CTI, Levy and Visit Milwaukee attended.
  - Liz Gilbert, President and CEO of the DNC Milwaukee Host Committee was the featured presenter along with Sarah Maio, our VP of marketing and communications and Mike Jakubowski, our Director of Video Services.
- Substantial construction of the new bar in the Miller High Life Theatre entrance lobby has been completed. We met yesterday to develop the punch list and expect everything to be completed within the next two weeks. Levy training in the bar is scheduled for the week of October 28<sup>th</sup> and the bar will be in use for the Mystery Science Theater event in the MHLT Saturday, November 2<sup>nd</sup>.

### **Booking Updates**

A few of the shows in the MHLT confirmed since the last Board meeting:

- 90's Kickback Tour 11/22/2019
- Mike Epps returns as part of the Fabulously Funny Comedy Festival on March 20, 2020
- The Choir of Man brings a unique musical experience on March 7, 2020

Plus two other shows that we have not announced publicly for early 2020.

A few notable convention groups throughout our campus in August and September of this year:

- Evangelical Church of America (ELCA)
  - 3,000 attendees
- HD Dealer Meeting
  - 6,000 attendees

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- Scottish Rite Freemasonry
  - 1,900 attendees
- In September alone we hosted seven conventions, including:
  - Society of Plastics Engineers – 1,200+ attendees
  - National Rural Electric Cooperative Association – 1,700+ attendees
  - American Public Human Services Association – 1,600+ attendees
  - Prevent Child Abuse America – 850 attendees
- In October we continue with strong national associations:
  - American Indian Science and Engineering Society – 2,200+ attendees
  - Education Market Association – 1,400+ attendees

#### **DNC Updates**

The DNCC has assigned Zoe Garmendia as their director of convention facilities overseeing all activities during the License Period held on our campus. She will be our primary contact for space usage and will have oversight of all expenses incurred on our property.

#### **Wisconsin Center Completion**

As I have previously notified you, we have engaged CAA/ICON to be our owner's rep on the project.

We kicked off the project on September 19 with identifying necessary activities over the next six months. We then transitioned into the afternoon session with representatives from Michael Best, Quarles & Brady, David Urdman of the DOA, Morgan Stanley and Baird Financial Advisors, with the primary objective of identifying what information the financing team needs and when they need it in order to present to the WCD Board the draft financing package by March.

The key takeaway from this meeting was that we need a more defined financing number. In order to establish this, we will accelerate the issuance of the architectural RFQ and the RFP for the construction manager from January 2020 to sometime before the end of November.

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