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Wisconsin Center District
CEO Update
Friday, January 24, 2020

As you all know, on January 14 the UW-Milwaukee Panther Arena was home to a re-election rally for President Trump. The building was at max capacity with 11,500 attendees plus 1,500 overflow in our parking lot. This event was a great litmus test for the DNC and I want to reiterate how very proud I am of the work we did to be experience obsessed for client and guests alike. 2020 will be a banner year and I have full faith in our ability to continue to be Bold. Proud. And Experience Obsessed.

To keep you updated, below is what I shared with in my CEO report at the board meeting held earlier today. Please reach out to me with feedback anytime.

Business Updates

Entertainment and Sports

- Radiance NYE was held in the Wisconsin Center, with over 8,000 in attendance for Milwaukee's biggest New Year's Eve party
- Today we announced "Set It Off!" for the Miller High Life Theatre for March

Catering Business:

- We look forward to our first corporate holiday party client at Miss Lizzie's, happening next month
- The MDA Black and Blue Ball has been confirmed for May in the Wisconsin Center
- Also in May, the Boys & Girls Club Gala in the Wisconsin Center
- NAACP Milwaukee Branch Freedom Fund Dinner is confirmed for October in the Wisconsin Center

Convention Sales

Wisconsin Center Confirmed Bookings:

- President Donald Trump Rally, January 2020
- Dance Fest Milwaukee, January 2020
- National College Fair, October 2020
- Wisconsin Restaurant Association Midwest Food Expo, March 2021
- Bead & Button **Two Year** contract, June 2021 & 2022

VISIT Milwaukee Confirmed Bookings:

- Badger Regional Volleyball, March 2020
- Whirlpool Corporate **Two Year** Contract, April 2020 and January 2021
- Wisconsin Association of School Boards **Two Year** contract, January 2021 and 2022
- Wisconsin Jr Volleyball Winter Classic, January 2021
- Alpha Kappa Alpha Sorority Central Regional Conference, March 2021
- National Assn of Intercollegiate Gymnastics Clubs National Championships
- National Tactical Officers Assn, September 2022

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- Snow and Ice Management Symposium, June 2022
- 2021 United States Cheese Championships, March 2021

Staffing

A special welcome to our new special events sales manager, Katie Ragan. Katie's focus is booking private events and celebrations such as weddings, Quinceañeras, galas, and special social and catering events.

DNC Updates

- On January 7 we welcomed over 500 media representatives into the Wisconsin Center to prep for their time in Milwaukee during the DNC
- At a press conference last week the DNC's protected area was unveiled. Our buildings are within that zone and more information will come out in March and April regarding further expectations for how our staff will be getting in and out of work during that week.
- DNCC, the national planning committee, is getting closer to determining usage of our space. As soon as we know more we will share it across all departments.

Wisconsin Center Completion

On Tuesday, January 21st, the file containing the Resolution for Certification of the Moral Obligation Bonds was introduced to the Common Council and referred to the Public Works committee. It is listed as an agenda item during their January 29th committee meeting. We expect it to be supported and placed on the agenda and voted upon during the February 11th full Common Council meeting.

In October the Board approved the expense of up to one million dollars through April 1st in connection with the next phase of due diligence for the expansion project. Through today we have committed approximately \$853,000 in fees and expenses and do not anticipate spending more than an additional few thousand dollars.

We are currently identifying the space and functionality requirements with the design team so they can design and then cost out the project.

We expect to have design renderings for the architects to share with you at the March 6th Board meeting. At this same meeting Morgan Stanley and Baird will present the recommended funding model. We will not have the project cost estimate until later in March so we will be using a "not to exceed" number for example purposes.

Once we are comfortable with the project cost model, we will send an updated draft funding model for your review prior to the April 2nd meeting.

After funding is approved we will be reaching out to the full Board to schedule meeting times where the architects will be available for comments, questions and to especially receive your input on the design of the project.

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