

**ADDRESS**

555 W. Wells Street, Milwaukee, WI 53203

**PHONE NUMBER**

414.908.6000

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

FOR IMMEDIATE RELEASE

Sarah Maio

[smaio@wcd.org](mailto:smaio@wcd.org)

414-908-6056

**WISCONSIN CENTER DISTRICT ANNOUNCES \$15 Per Hour MINIMUM WAGE  
New Standard Effective July 1, 2020**

**MILWAUKEE, WI - (February 27, 2020)** – In a landmark release, the Wisconsin Center District has announced a minimum wage increase to \$15 per hour. In addition, those currently making up to \$18.50 per hour will receive no less than a \$1.50 per hour wage increase, all effective July 1, 2020. The Wisconsin Center District (WCD) owns and operates the Wisconsin Center, Miller High Life Theatre, and UW-Milwaukee Panther Arena.

“Providing a \$15 minimum wage is a business expectation I have had since I began with the WCD in 2018,” said Marty Brooks, President and CEO of the Wisconsin Center District. “My expectation is for the WCD to be an employer of choice. Retaining current talent is the most direct path to providing our guests with world-class experiences. It is necessary to stay competitive for talent in the highly sought-after hospitality and event industries.”

Sixty five percent of WCD staff will be positively impacted by this change.

“Careful financial analysis revealed that we could confidently accelerate the internal timeline for this important employee benefit,” said Brooks. “My CEO Vision is for our staff to Be Bold. Be Proud. Be Experience Obsessed. I feel very proud that we can deliver this expectation back to the staff who is charged with living this vision every day, in every venue we operate.”

Driving economic impact throughout southeastern Wisconsin, the Wisconsin Center is home to public and private events such as the Greater Milwaukee International Car and Truck Show, Moose 2020 Annual North American Convention, the Northwestern Mutual Annual Meeting of the Association of Agents, and the annual Milwaukee Urban League Black and White Ball.

The Miller High Life Theatre is the largest theater in the state at 4,000 seats. Public and private events in the facility have included “Becoming” with Michelle Obama, the M Tour with Mariah Carey, and shows from Broadway to urban to classic rock. The Miller High Life Theatre is also a sought after destination for private events such as weddings and Quinceaneras.

Milwaukee’s original sports complex, the UW-Milwaukee Panther Arena, is home to UWM Men’s Panther basketball, the Milwaukee WAVE, Milwaukee Admirals, and Brew City Bruisers. The building also hosts public ticketed events such as Toby Mac, AEW Wrestling, and The Millennium Tour 2020.

All three venues will be home to the DNC events and activities this summer.

###

Fax: 414.908.6010 | Box Office Fax: 414.223.0286

*Wisconsin Center District owns & operates the Wisconsin Center, UWM Panther Arena & Miller High Life Theatre*