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Wisconsin Center District
CEO Update
Friday, March 6, 2020

Today was a big day for the Wisconsin Center District. In a meeting this morning the renderings for the expansion of the Wisconsin Center were shared with the board, along with the funding models to support the project.

I am very proud to share these images with you. Hopefully you are as excited as I. You can click www.BuildingMore.com to see the images (more on that name below). While you're there you can look through the full decks which were presented by the architecture team of tvsdesign/EUA as well as the financial deck from Baird and Morgan Stanley.

There is a lot of information out there, most notably clear directives to the design team on the features that our expanded building MUST include, along with expectations to the financing team on achieving long term strategic financial goals for the WCD. Please direct any of your questions or comments about the design or the funding models to me, Steve Marsh, or your manager. As always your feedback is encouraged.

On the topic of Building More: we realized early on that there was a unique opportunity to give this project an identity and have created a thematic concept to support the message of the project. We turned to outside consults to generate a variety of ideas, conducted third-party research to vet those concepts, and weighed the value of the statement across all kinds of audiences (most importantly, Milwaukeeans).

Our theme for the expansion of the Wisconsin Center is Building More. This primary theme is supported by two dozen supporting themes, such as Building More Impact. Building More Diversity. Building More Stories. And Building More Pride. The Building More campaign is our springboard in amplifying the value of this project within our own city, drawing a straight line from the expansion of the Wisconsin Center to the pride of our residents to live in such a dynamic city. I'm very proud of the intentional manner in which we have built this communications strategy to make this building matter to those in our own backyard.

Below are additional details which I shared in my CEO report at the board meeting held earlier today. Please reach out to me with feedback anytime.

Coronavirus:

Groups are reaching out to us and Visit Milwaukee expressing their concerns about the impact the coronavirus may have on their attendance and specifically asking about what we are doing in the facility.

We have ordered and will have by the end of next week, 40 additional hand sanitizer stations installed in all restrooms, outside of each meeting room and multiple dispensers at all entrances. Each hand sanitizer will be numbered with its location noted. Cleaning staff will be tasked with checking on the

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status of each sanitizer and marking it down on a log sheet. When the sanitizer is $\frac{3}{4}$ empty, a new refill will be installed.

A memo was sent to all WCD staff this past Wednesday encouraging them to among other things, stay home if they are sick. We have also provided hand sanitizers and wipes to all employees to be used at their desks, in their work space and on equipment they use.

Cleaners on each shift have been instructed to wipe down with disinfectant all surfaces that are regularly touched by attendees or staff.

We have consulted with our counsel at Michael Best, regarding if the coronavirus is a trigger for the force majeure language in our license agreements. Based upon the current restrictions, it does not. This could change if travel and gatherings of large groups are prohibited.

DNC Updates

- Meetings and site visits continue to happen. We know their team is getting close to finalizing the usage for our buildings, and expect to have more information to share with you soon.

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