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FOR IMMEDIATE RELEASE

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WISCONSIN CENTER DISTRICT REVEALS PLANS FOR DIVERSITY AND INCLUSION VERIFICATION PROCEDURES

Cross Management Services, Inc. and Prism Technical Management & Marketing Services to oversee inclusion and verification process for Wisconsin Center expansion

MILWAUKEE - (June 18, 2021) - The Wisconsin Center District (WCD), in partnership with Cross Management Services, Inc. (CMSI) and Prism Technical Management & Marketing Services (Prism), today unveiled their plans for tracking and verifying diversity and inclusion procedures throughout construction of the Wisconsin Center expansion. Both CMSI and Prism have a thorough process for monitoring and tracking commitments to inclusion efforts for both businesses and the workforce, respectively.

“The Wisconsin Center expansion will create thousands of jobs during construction and again once opened, and it’s important to us that a variety of these jobs are held by Milwaukee residents and representative of our community,” said Marty Brooks, president and CEO of the Wisconsin Center District. “Prism and CMSI will ensure that we’re keeping our promise to the community and meeting the inclusion goals we’ve committed to.”

The WCD has committed to contracting with at least 25 percent minority-owned businesses, five percent women-owned businesses, and one percent disabled veteran-owned businesses for construction, along with a Residential Preference Program (RPP), mandating at least 40 percent of on-site construction labor hours will be performed by trade workers residing in the city of Milwaukee. Upon opening, the expanded Wisconsin Center is expected to support 2,300 full-time equivalent jobs throughout the state of Wisconsin.

The WCD is prepared to meet these inclusion and diversity goals and is currently on track to maintain them. Final business inclusion goal results will be available in Q4 2021.

“At CMSI, we use creativity and business savvy to meet and exceed our clients’ inclusion goals. Policies of diversity and inclusion help build better businesses, and a stronger community. We are happy to partner with the WCD to ensure easy, effective, and verifiable compliance with their business inclusion process,” said Carla Cross, president and CEO of Cross Management Services, Inc. “Our unique quality control systems provide multiple checks for information accuracy and onsite visits authenticate the performance of a commercially useful function by certified firms.”

While CMSI will ensure contracted businesses meet the WCD’s goal for minority-owned, women-owned, and disabled veteran-owned companies, Prism will monitor diversity in the workforce. The bidding process for subcontractors has already begun, but there are still many

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open construction jobs. To help fill these roles, Prism representatives will be attending Northcott Neighborhood House's [Juneteenth](#) event on Saturday, June 19. During the event, they will share information about the Wisconsin Center expansion and collect contact information and work history of those interested in joining the construction team.

"The Wisconsin Center expansion will have a profound impact on the Milwaukee community, and we're looking forward to partnering with the WCD team to make sure inclusion goals and milestones are met throughout the construction process," said Randy Crump, CEO of Prism Technical Management & Marketing Services. "We have an abundance of untapped talent in southeast Wisconsin, and there's no better place to start recruiting that talent than within our own city. Our team is excited to meet candidates at this Saturday's Juneteenth event."

For additional information about the Wisconsin Center expansion, to view a fly-through video of the new space, and to learn more about becoming a subcontractor, vendor, or supplier, visit buildingmore.com.

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Wisconsin Center District

Experience-obsessed and committed to creating unforgettable moments, the [Wisconsin Center District](#) (WCD) is a quasi-governmental body that operates the [Wisconsin Center](#), which in 2021 will begin undergoing a \$420 million expansion to double its size; [UW-Milwaukee Panther Arena](#); and [Miller High Life Theatre](#) in downtown Milwaukee. The WCD venues are within walking distance of leading hotels, retail establishments, attractions, dining, nightclubs and transportation. Created under [Wisconsin State Statute](#) in 1994, the WCD offers captivating- and buzzworthy-experiences, making Milwaukee a not-to-be-missed destination.

Wisconsin Center

The [Wisconsin Center](#), located in the heart of downtown Milwaukee, is the hub of convention business in Wisconsin and is ideal for trade and consumer shows, conventions, banquets, business meetings, and celebrations. Currently, the Wisconsin Center offers 188,695 square feet of contiguous exposition space and 37,500 square feet of ballroom space, accommodating up to 1,000 vendors and 10,000 guests. More intimate spaces are also available for groups as small as ten.

In 2021, the Wisconsin Center began undergoing a \$420 million expansion, which will double the size of the convention center space. This will allow the WCD to host multiple events simultaneously and offer flexible space arrangements to meet various clients' needs. The expansion is expected to be completed and open for business in Q1 2024. The Wisconsin Center is owned and operated by the Wisconsin Center District and is experience-obsessed and dedicated to providing unforgettable, buzzworthy moments for all clients and guests. For more information and to book an event, visit wisconsincenter.com.

About CAA ICON

A division of leading entertainment and sports agency Creative Artists Agency (CAA), [CAA ICON](#) is the world's-leading owner's representative and strategic management consulting firm

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for public and private sports and entertainment facility owners/operators, professional franchises, and leagues. With more than 50 sports, entertainment, and public assembly projects and over 1,500 consulting engagements, CAA ICON has managed the development of many of the most successful venues around the world, spanning 11 professional sports leagues, totaling nearly \$20 billion. CAA ICON offers world-class service in the areas of project management, strategic advisory, feasibility and planning, and beyond.

About Cross Management Services, Inc.

[Cross Management Services, Inc.](#) is a consulting firm that provides community outreach, contract compliance, construction management, and real estate brokerage services. It specializes in designing, coordinating, or monitoring Diversity and Inclusion Programs for developers, contractors, corporations, and governmental entities on construction projects. As an Inclusion Consultant, over \$750 million in spending with diversity contractors has been generated from over 50 projects throughout Wisconsin with a combined value over \$3 billion.

Cross Management Services, Inc. believes that the growth and success of the company is directly related to employees fulfilling their career aspirations, clients' meeting their established objectives and the need for all Milwaukee businesses and residents to contribute to the growth of Milwaukee's regional economy.

Cross Management Services, Inc. is certified as 8(a), HUBZone and WOSB by the Small Business Administration, DBE by the states of Arizona, California, Illinois, Indiana, Mississippi, Texas and Wisconsin; MBE by the State of Wisconsin; SBE by the cities of Madison and Milwaukee; and WBE by the city of Madison.

About Prism Technical Management & Marketing Services

Based in Milwaukee, WI and St. Louis, MO, [Prism Technical Management & Marketing](#) is a private sector entity that specializes in project and construction management, business development training and corporate internship training and placement. Prism, started in 1995, works to ensure the diversity of workers and legitimate contracting practices on major construction projects funded by taxpayers. This has allowed Prism to advise many forward-thinking companies and governmental entities on matters of process, management, knowledge transfer and strategy.