



## FOR IMMEDIATE RELEASE

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## Miller High Life Theatre Reaches Agreement with Pabst Theater Group to Serve as Exclusive Booker and Operator for Public, Ticketed Entertainment Events

*Wisconsin Center District Board approves five-year agreement*

**MILWAUKEE** - (March 18, 2022) - Today, the Wisconsin Center District's Board of Directors approved a five-year agreement in which the [Pabst Theater Group](#) will serve as the exclusive booker and operator for public, ticketed entertainment events held at the 4,087-seat [Miller High Life Theatre](#).

"The purpose of this agreement is to align with an entity that delivers best-in-class guest experiences and promoter partnerships; showcases a dedication to the city of Milwaukee; and increases the activity of the Miller High Life Theatre without compromising the Wisconsin Center District's ability to maximize the space for our core meetings and conventions business," said Marty Brooks, president and CEO of the Wisconsin Center District. "Our goal for the Miller High Life Theatre is to maximize activity. We have been talking with a variety of promoters for years, and now is the right time as demand for live-events ramps up and we focus on the continued progress of convention center expansion, set for completion in early 2024."

The Pabst Theater Group will assume exclusive booking rights to public, ticketed entertainment events effective immediately with management of full operations to transition by July 31. All current Miller High Life Theatre bookings will be honored as outlined in the agreement. The Wisconsin Center District will retain naming rights and sponsorship opportunities and rights to book the Miller High Life Theatre for meetings and conventions business.

“When our industry was abruptly and completely shut down by the pandemic, it showed us and everyone else just how important live entertainment is not only to its fans, but also to the economic health and imaging of our city,” said Gary Witt, President and CEO of the Pabst Theater Group. “Part of our mission as an almost 20-year old Milwaukee company is to make sure that the city around us thrives. And with that, the common goal in our agreement with our friends at the Wisconsin Center District is as we have done in the past with each of the venues that are now a part of the Pabst Theater Group, to reawaken and help to give a soul and identity to another historic and beautiful venue, the Miller High Life Theatre.”

The Pabst Theater Group has a long-standing history in Milwaukee for reinventing historic live entertainment spaces in the city; from the Pabst Theater, to the Riverside Theater, to Turner Hall Ballroom. With deep roots in Milwaukee as a local company and decades’ worth of experience as an independent promoter, the Pabst Theater Group has the potential to bring more diverse and higher-caliber live events to the Miller High Life Theatre. Working together, these two entities will attract more people to Milwaukee’s downtown, benefitting neighboring businesses and the city as a whole.

[Click here](#) for Miller High Life Theatre video footage available for media use.

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### **Miller High Life Theatre**

[The Miller High Life Theatre](#) is a 4,087-seat venue with two sloped tiers of seats providing excellent sight lines and comfort, back-of-house amenities to match, and built-in flexibility to reduce capacity to more intimate settings of 2,562 (shown here) or 1,291 seats.

Easy load-in is achieved with flat and level dock-to-stage access. Touring productions love its generous backstage and dressing room space, and 21st-century physical plant, sound, lighting, and acoustical systems.

Two attached side halls, Kilbourn and Plankinton, offer fantastic ancillary space for rehearsals, crew catering, meet & greets, press rooms, vendor expos, and small shows seating up to 700. A huge rotunda lobby completes the fan experience with spectacular space for concessions, merchandise sales, receptions, and general patron circulation.

### **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 began its \$420 million expansion in 2021 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.

### **Pabst Theater Group**

The Pabst Theater Group hosts close to 700 shows and events annually at its five venues, the Pabst Theater, the Riverside Theater, Miller High Life Theatre, Turner Hall Ballroom and the Back Room @ Colectivo (in partnership with Colectivo Coffee). Additionally, the group hosts shows at the Fiserv Forum, UW-Milwaukee Panther Arena and Warner Grand Theater. The Pabst Theater Group employs a total of 350 full and part-time staff.

