



TECHNICAL MANUAL



**WISCONSIN
CENTER DISTRICT**
MEETINGS | CONVENTIONS | EVENTS

millerhighlifetheatre.com | wcd.org

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Introduction | Miller High Life Theatre



Miller High Life Theatre is a nearly 4,100 maximum capacity entertainment venue in downtown Milwaukee, offering buzzworthy entertainment including concerts, Broadway shows, children's theatrical adaptations and comedy. In partnership with the Pabst Theater Group, the Theatre's exclusive booker and venue operator for public, ticketed entertainment events, Miller High Life Theatre brings some of the biggest names in entertainment to our stage year after year. Owned and operated by the Wisconsin Center District, the Theatre has played an important role in Milwaukee's entertainment and gatherings landscape since 1909.

Key Contacts

Miller High Life Theatre

500 W. Kilbourn Ave.
Milwaukee, WI 532023
414-908-6000
millerhighlifetheatre.com | wcd.org

Event Services

Contact your event services manager with any event-specific questions.

Sales/Entertainment Booking

sales@wcd.org

Public Safety

414-908-6165 (24/7/365 availability)

Information Technology (IT)

Contact your event services manager with questions about IT.

Marketing

marketing@wcd.org

Sponsorship and Advertising

sponsorship@wcd.org

Levy Restaurants

Exclusive, in-house food and beverage
levycatering@wcd.org | 414-908-6154

CTI

Preferred, in-house audio visual (AV) provider
info@cti.com | (800) 743-6051
Contact your event services manager with questions about AV.

Visit Milwaukee

Milwaukee Convention and Visitors Bureau
visitmilwaukee.org

General Specifications



4,038 seated capacity with built-in flexibility.



Easy, efficient load-in with direct dock-to-stage access.



Generous backstage space including dressing rooms and catering areas.



Spacious concourses including a three-story, half-domed rotunda.



Canopied passenger drop-off.



Features a variety of additional event spaces, including Miss Lizzie's bar and lounge, Plankinton and Kilbourn Halls.



ADA compliant.



2nd Floor

- 2nd Floor: 1,403.
- 2nd permanent seats: 1,399.
- 2nd ADA: 8.

Lower Boxes

- Lower Boxes, each side: 39.
- Lower Boxes permanent seats, each side: 39.
- Lower Boxes ADA, each side: 0.

Upper Boxes

- Upper Boxes, each side: 22.
- Upper Boxes permanent seats, each side: 22.
- Upper Boxes ADA, each side: 0.

Total Seating: 4,038

BASIC DIMENSIONS AND CAPACITIES

| AREA | GROSS SQ. FT. | DIMENSIONS | CEILING HEIGHT | STAGE (GSF) | BANQUET: 60" ROUNDS OF 8 | THEATER | CLASSROOM |
|-----------------------|---------------|---------------|----------------|---------------|--------------------------|---------|-----------|
| Main Hall | 31,897 | Irregular | 65' (max) | 2,514 | - | 4,038 | - |
| 1 st Floor | 18,719 | Irregular | 65' (max) | - | - | 2,513 | - |
| 2 nd Floor | 10,016 | Irregular | - | - | - | 1,403 | - |
| Lower Boxes | - | Irregular | - | - | - | 78 | - |
| Upper Boxes | - | Irregular | - | - | - | 44 | - |
| Rotunda | 32,815 | Irregular | 65' | built to suit | 240 | - | 1,000 |
| Plankinton Hall | 6,131 | 100' 6" x 61' | 14' | built to suit | 400 | 650 | 400 |
| Kilbourn Hall | 3,993 | 66' x 60' 6" | 12' 9" | built to suit | 250 | 390 | 250 |
| Kilbourn Hall Rotunda | 1,581 | 41' x 41' | 32' | built to suit | 50 | - | 50 |
| Miss Lizzie's | 1,100 | 22' x 60' | - | - | - | - | 48 |
| Ticket Lobby | 3,750 | 81' x 46' | - | - | 192 | 320 | 48 |

1st Floor

- 1st Floor: 1,242.
- 1st Floor permanent seats: 1,104.
- 1st Floor pit (removable/portable seats): 112.
- 1st Floor ADA: 26.

Mezzanine

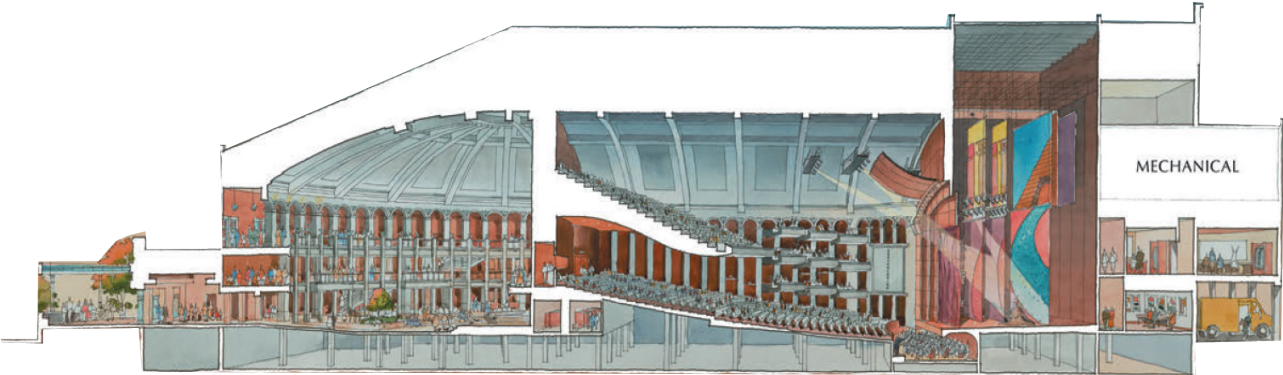
- Mezzanine level: 1,271.
- Mezzanine permanent seats: 1,263.
- Mezzanine ADA: 8.

BACKSTAGE ROOMS

| ROOM | LOCATION | QUANTITY | AMENITIES/DIMENSIONS |
|---|------------------------------------|----------|---|
| 1-person star dressing room | 1 st Floor behind stage | 2 | Sinks, toilets, showers and lighted mirrors |
| 4-person quick change | 1 st Floor behind stage | 1 | 23' x 20' |
| 8-person green room | 1 st Floor behind stage | 4 | Sinks and lighted mirrors |
| 2-person dressing room | 2 nd Floor behind stage | 4 | Sinks and lighted mirrors |
| 4-person dressing room | 2 nd Floor behind stage | 4 | Sinks and lighted mirrors |
| 8-person dressing room | 2 nd Floor behind stage | 6 | Sinks and lighted mirrors |
| All gender restrooms/showers | 2 nd Floor behind stage | 2 | 1 sink, 1 toilet and 3 showers each |
| Conductor's room | 1 st Floor east of dock | 2 | 1 sink, 1 toilet, 1 urinal each |
| Musicians/chorus room | Under stage | 1 | Sink, toilet and lighted mirror |
| Wardrobe room | 2 nd Floor, stage left | 1 | 36' x 15' 2 washers, 2 dryers 2 additional washer hookups available |
| Plankinton Hall *Plankinton Hall is a convertible, multi-use space, not strictly "backstage" except as defined by production security perimeter; production has right of first refusal based on actual needs. May be used for patron functions, etc. | 2 nd Floor, stage left | 1 | 98' x 61', carpeted |

Note: Telecommunication hook ups in all backstage rooms. Show paging system is also available.

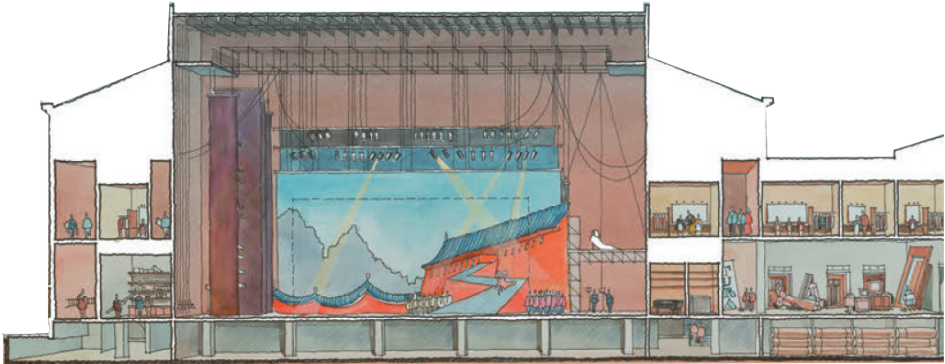
Elevations and Sections



Rotunda Lobby

Seating

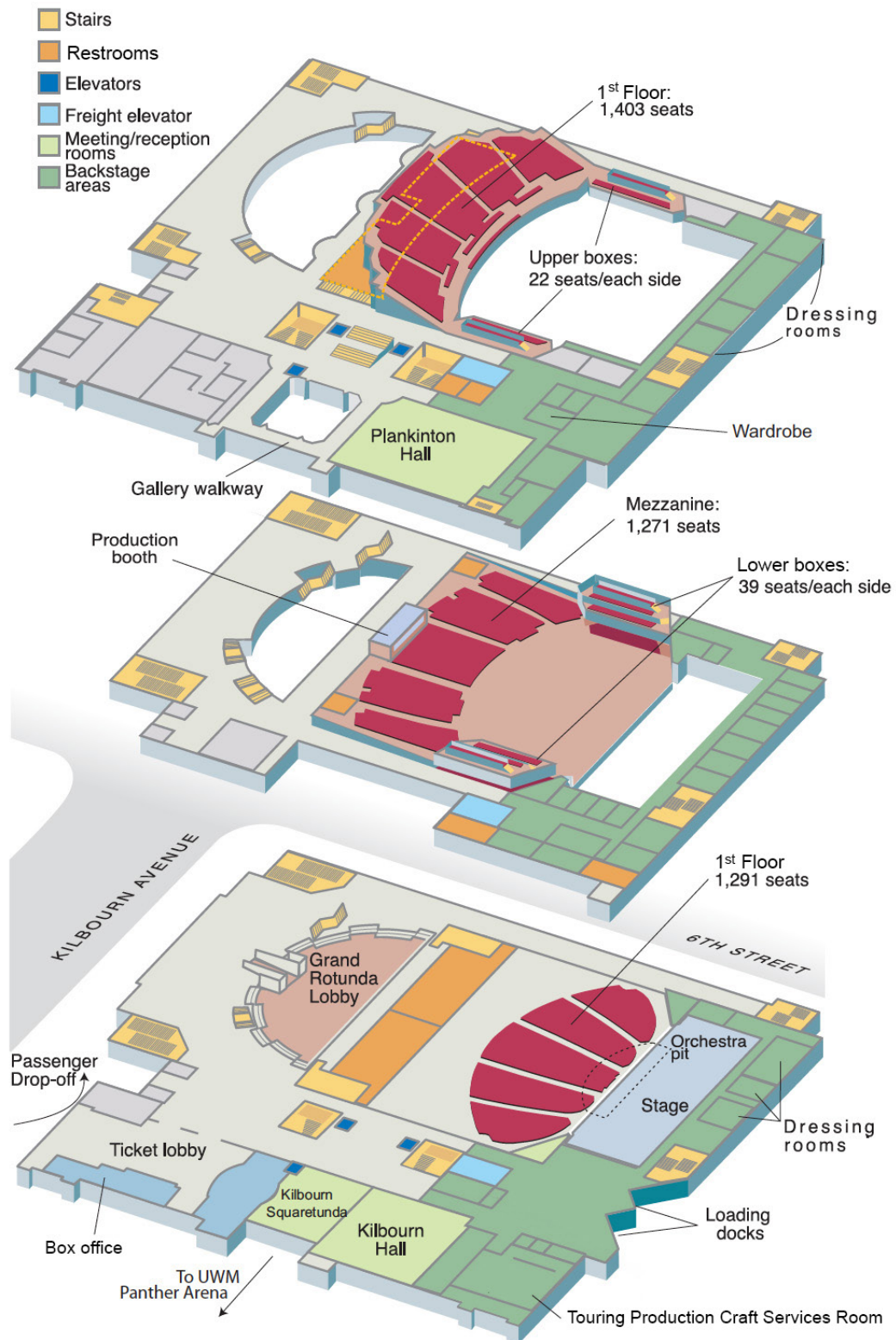
Stage



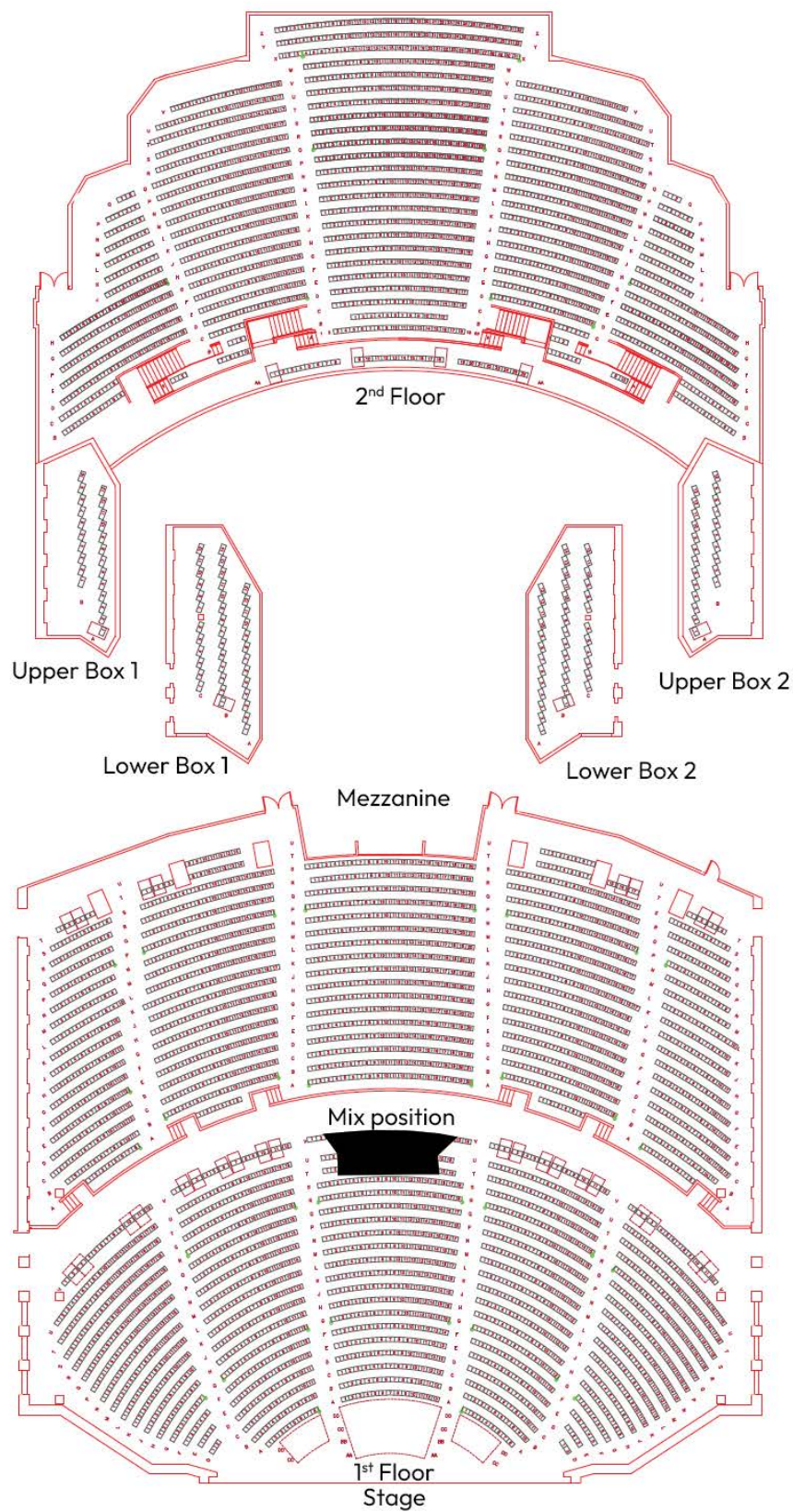
Stage

Dressing rooms
Loading docks

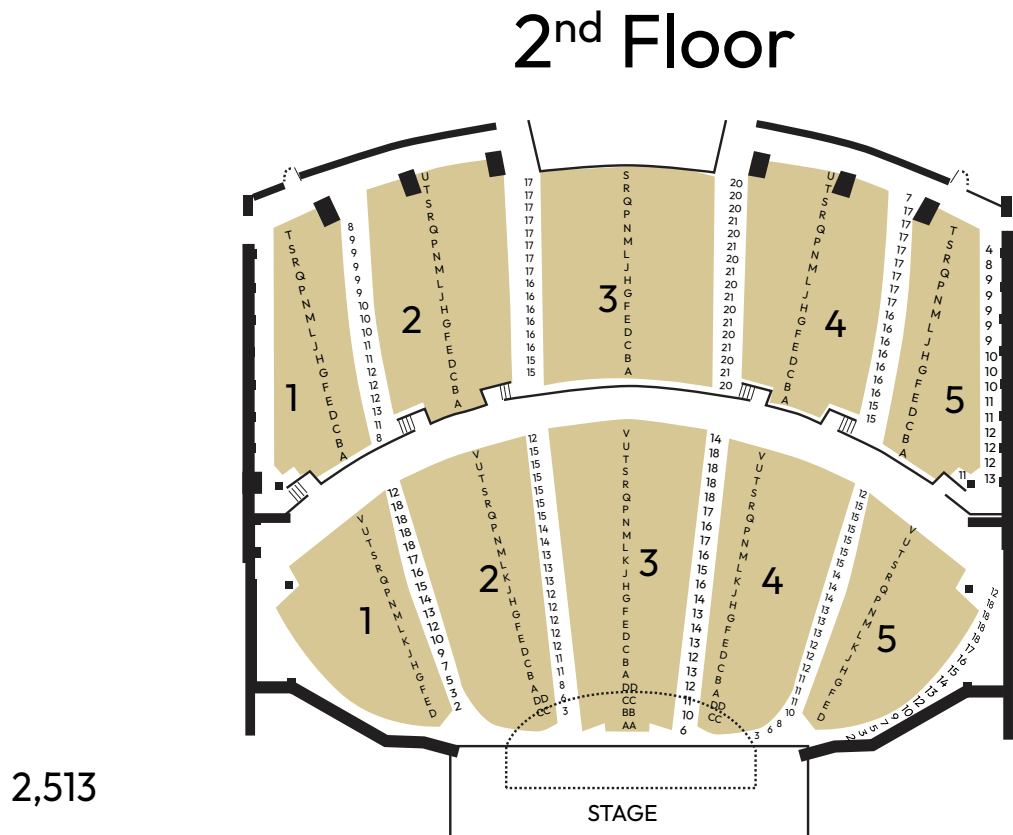
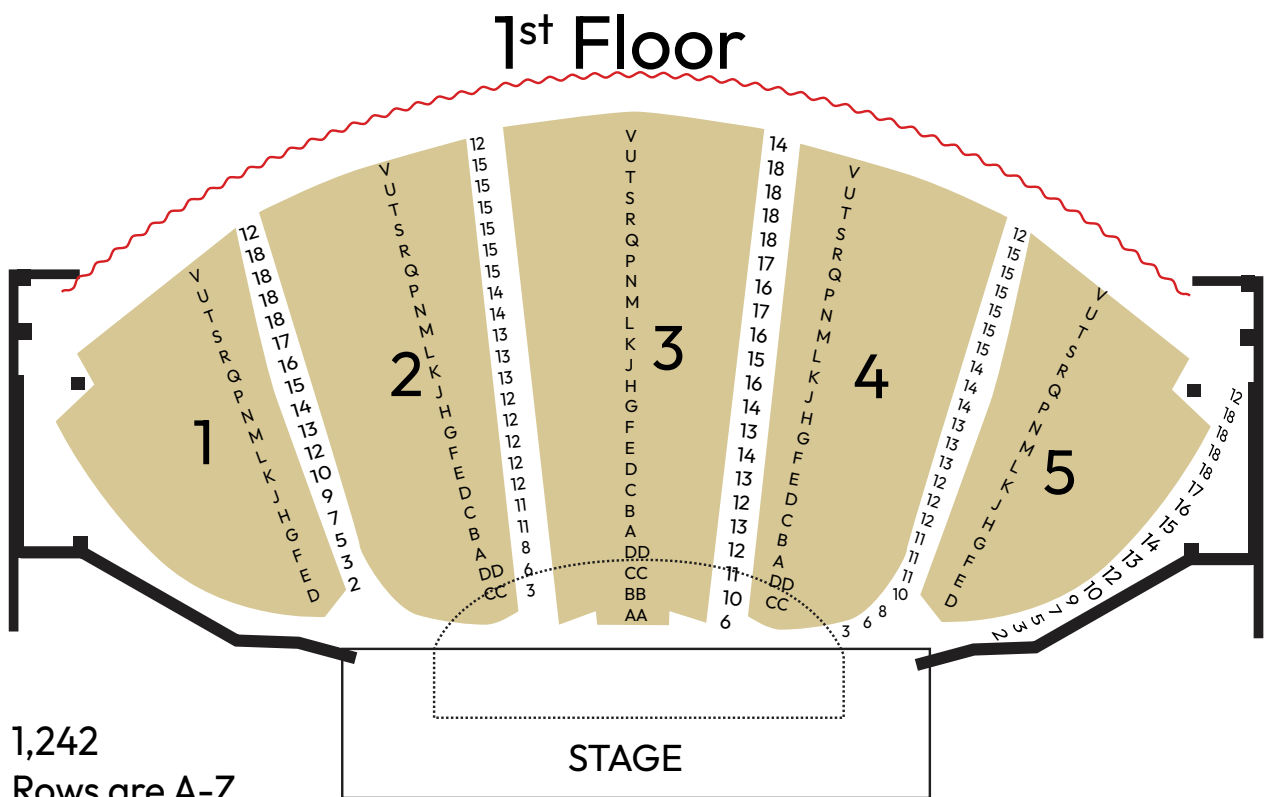
Axonometric View



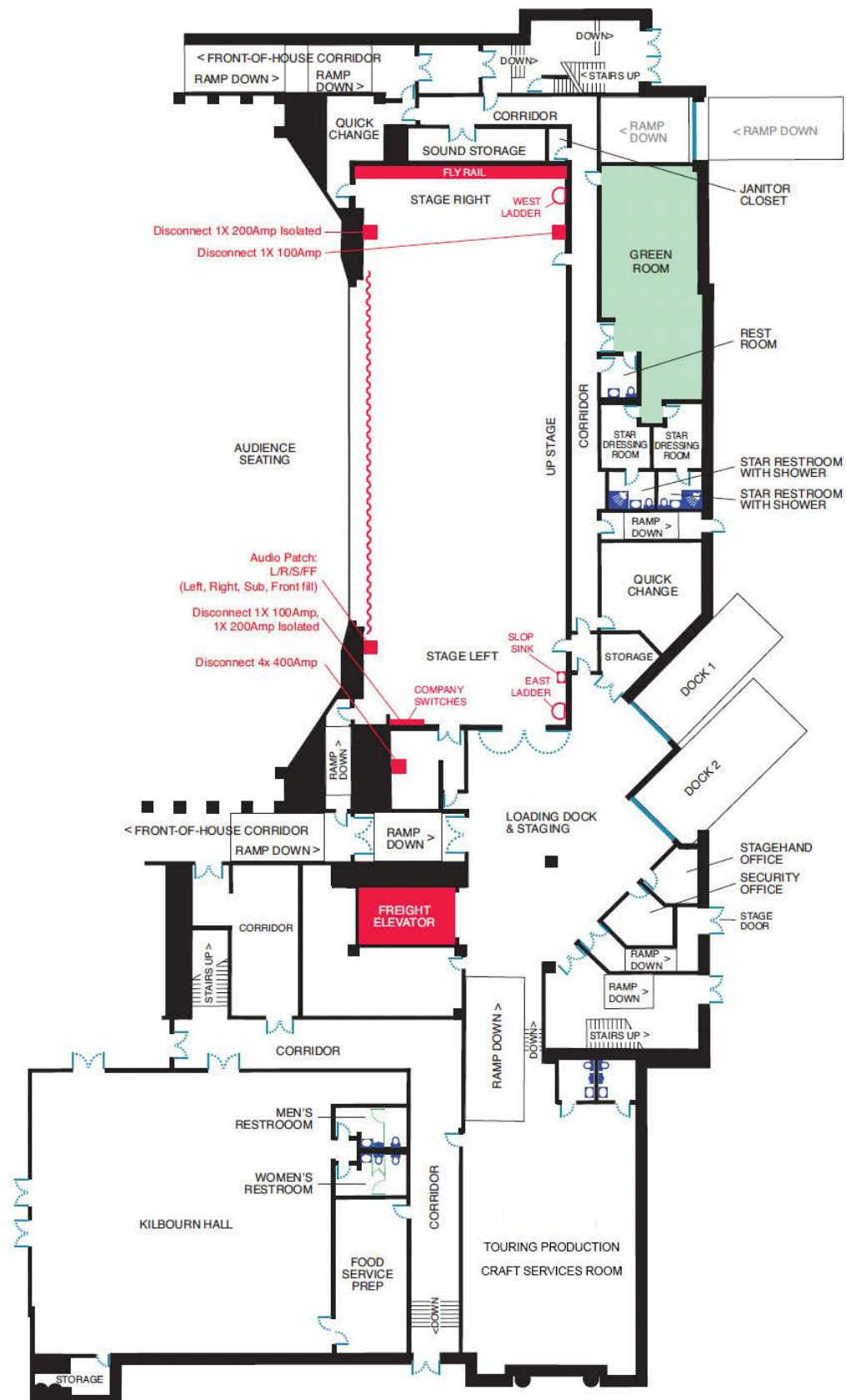
Full House Seating Chart



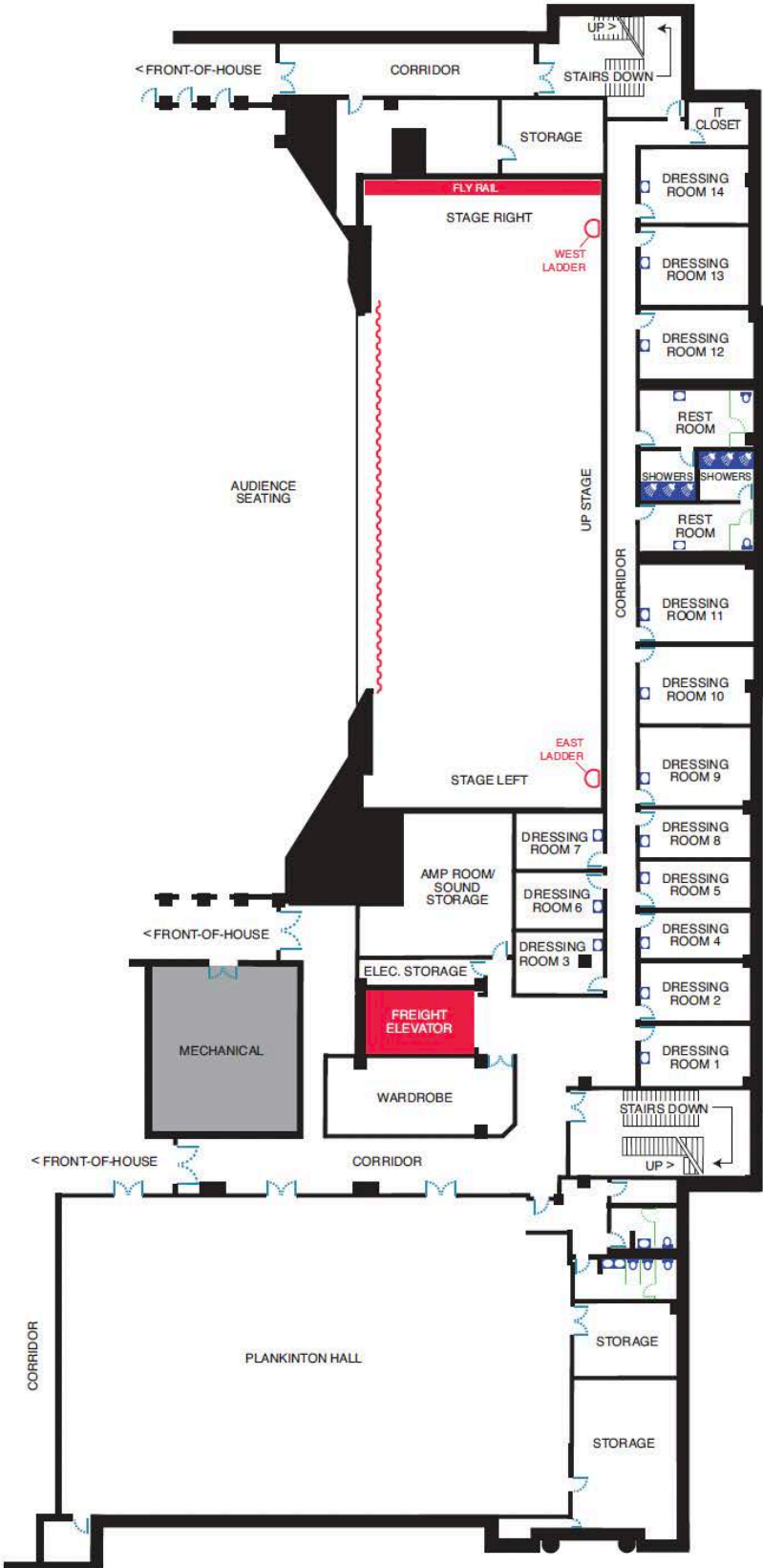
Full House Seating Chart

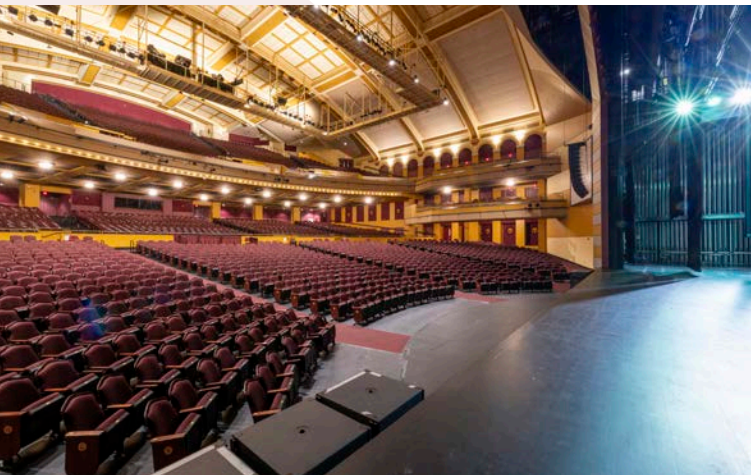


Back-of-house - 1st Floor



Back-of-house - 2nd Floor





- Stage to audience:
 - With orchestra pit: 17' 7".
 - Without orchestra pit: 6' 2".
- Stage to balcony: 87'.

Load-In/Out

- Location: Upstage left.
- Number of docks: 2.
- Dimensions: 10' x 10' opening.
- Dock levelers: Yes.
- Distance to stage: 24'.
- Opening to stage: 9' 7" W x 14' 9" H.

Parking:

- Parking for 1 truck at dock; must leave 1 dock open.
- Additional parking for trucks or buses next to building; shore power available.

Orchestra Pit Dimensions (Curved Pit):

- Width: 47' 6".
- Depth front-to-back at center of pit: 9' 3".
- No pit elevator.

Stage Dimensions

- Proscenium width: 73' 10".
- Proscenium height:
 - At corner of arch: 30'.
- Stage width: 121'.
- Stage depth (from smoke pocket): 45'.
- Apron (from smoke pocket): 2' 9".
- Wing space stage left: 20'.
- Wing space stage right: 19".
- Stage height: 4' 4".

Line Set Data

- Grid height: 78' 10.5".
- Total number of line sets: 50 on 8" centers.
- Pick-up lines: 6.
- Pipe length: 80'.
- Available 4' pipe extensions: 12.
- Pipe weight: 500 lbs.
- High trim: 75'.
- Low trim: 4'.
- Arbor capacities: 2,750 lbs.
- Total weight available: 95,700 lbs.
- Location of lock rail: Stage right, stage level and fly gallery: 33' 6".
- Loading floor: Stage right 69' 4".
- Location of pin rail: Stage left and right at fly gallery: 33' 6".
- Loft blocks: 60 for 5/8" rope.

RIGGING SCHEDULE*

| SET/DESCRIPTION | PROSCENIUM WALL TO CENTER LINE OF SET |
|--------------------|--|
| GV - Grand valence | |
| FC - Fire curtain | |
| 1 - Front portal | 2' 1" |
| 2 - House curtain | 2' 9" |
| 3 | 3' 5" |
| 4 | 4' 1" |
| 5 | 4' 9" |
| 6 | 5' 5" |
| 7 | 6' 9" |
| 8 | 7' 5" |
| 9 | 8' 1" |
| 10 | 8' 9" |
| 11 | 9' 5" |
| 12 | 10' 1" |
| 13 | 10' 9" |
| 14 | |
| 15 | 12' 1" |
| 16 | 12' 9" |
| 17 | 13' 5" |
| 18 | 14' 9" |
| 19 | 15' 5" |
| 20 | |
| 21 | 16' 9" |
| 22 | 15' 5" |
| 23 | 18' 1" |
| 24 | 18' 9" |
| 25 | 19' 5" |
| 26 | |
| 27 | 20' 9" |
| 28 | 21' 5" |
| 29 | |

| SET/DESCRIPTION | PROSCENIUM WALL TO CENTER LINE OF SET |
|-----------------|--|
| 30 | 23' 5" |
| 31 | 24' 1" |
| 32 | |
| 33 | 25' 5" |
| 34 | 26' 1" |
| 35 | 26' 9" |
| 36 | |
| 37 | 28' 1" |
| 38 | 28' 9" |
| 39 | 29' 5" |
| 40 | 30' 9" |
| 41 | 31' 5" |
| 42 | 32' 1" |
| 43 | 32' 9" |
| 44 | 33' 5" |
| 45 | 34' 1" |
| 46 | 34' 9" |
| 47 | |
| 48 | 36' 1" |
| 49 | 36' 9" |
| 50 | 37' 5" |
| 51 | 38' 9" |
| 52 | 39' 5" |
| 53 | 40' 1" |
| 54 | |
| 55 | 42' 1" |
| 56 | 42' 9" |
| 57 | 43' 5" |
| 58 | 44' 1" |
| | |
| | |

*Current hanging plot will be furnished upon request.

DRAPERY

| DRAPERY | QUANTITY | DIMENSIONS (Height x Width) |
|--|----------|--------------------------------|
| Grand valance | 1 | 8' 10" x 75' 8" |
| House curtain (guillotine)/electric traveler | 2 | 37' 6" x 41' 6" |
| Black masking legs | 12 each | 35' x 12' |
| Black masking legs | 8 each | 35' x 8' |
| Black border | 6 each | 10' x 80' |
| Traveler curtain | 2 panels | 37' x 45' 6" 50% fullness |
| Full stage black | 2 panels | 35' x 41' 6" 50% fullness |
| Full black out | 2 panels | 35' x 41' 6" Flat |
| Cut legs | 2 each | Flat |
| Black Sharkstooth scrim | | 35' x 80' |
| Seamless Cyclorama | | 25' x 80' |

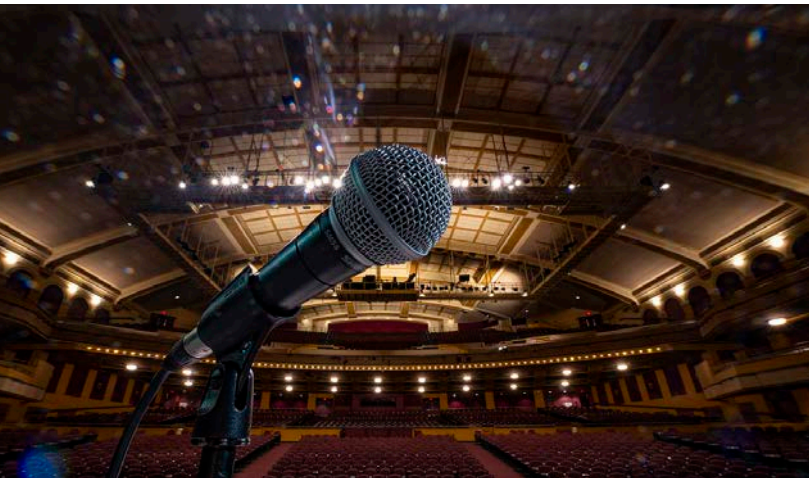
Note: Black drapery is Black IFR Crescent fabric

CIRCUIT POSITIONS

| CIRCUIT POSITIONS | 20A CCTS | 50A CCTS | CIRCUIT # | TRANSFERABLE TO STAGE LEFT? |
|--|-------------|-------------|----------------------|--------------------------------|
| Far catwalk – 18HR, 24 center, 18 HL | 60 | | 1-60 | Yes |
| Near catwalk -- 12HR, 18 center, 12 HL | 42 | | 61-102 | Yes |
| Balcony rail – 6HR, GHL, 12 center HL | 24 | | 103-126 | Yes |
| Proscenium torm SL | 12 | | 163-174 | Yes |
| Proscenium torm SR | 12 | | 175-186 | Yes |
| Box boom SL-18 (6 low, 12 up) | 18 | | 127-144 | Yes |
| Box-boom SR-18 (6 low, 12 up) | 18 | | 145-162 | Yes |
| Front-of-house truss position | 6 | | 187-192 | Yes |
| Fly floor raceway SL | 96 | 2 | 193-288, 389, 390 | No |
| Orchestra pit | 4 | 2 | 385-388, 389-392 | No |
| Front of House truss position | 60 | | T1-T60 | Yes |

ROAD SHOW POWER

| ROAD SHOW POWER | LOCATION | QUANTITY | ELECTRICAL SERVICE |
|--|-----------------|----------|--------------------|
| Road dimmer power | DSL dimmer room | 4 | A, 3 phase, 208V |
| Road sound power (isolation transformer) | DSL wall | 1 | A, 3 phase, 208V |
| Road sound power | DSR wall | 1 | A, 3 phase, 208V |
| Stage machinery power | DSL wall | 1 | A, 3 phase, 208V |
| Stage machinery power | Upstage right | 1 | A, 3 phase, 208V |
| Tour bus show power | Loading dock | 1 | A, 3 phase, 208V |



LIGHTING

Dimmers (5) SR48 ETC Sensor Racks Containing:

- 235) D20-E dual 20 amp modules: 286 dimmers.
- (5) D50-AF single 50 amp modules: 5 dimmers.

Lighting Control:

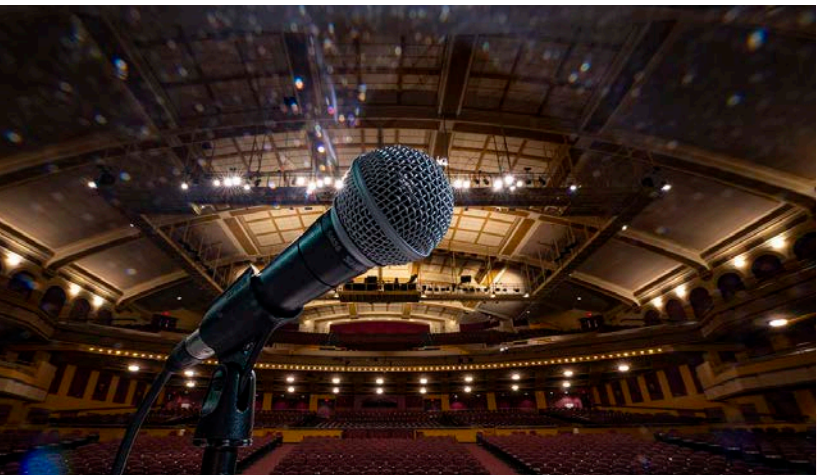
- ETC ION XE20 console, tablet remote.
- ETC Net3 network.
- ETC Paradigm architectural control.

Light Locations:

- Fixed booth or in-house mix position.
- Pass through available from stage left and right to house and booth mix.

Lighting Instruments:

- 26-degree Source 4, 575W: 25.
- 19-degree Source 4: 30.
- 14-degree Source 4, 750W: 30.
- 10-degree Source 4: 20.
- 5-degree Source 4: 29.
- 10" 2000W Fresnels: 9.
- Barn doors for 10" Fresnel: 9.
- 5' jumper cable: 20.
- 10' jumper cable: 20.
- Two-fer: 20.
- 25' 6" circuit multicable: 15.
- 50' 6" circuit multicable: 32
- Multicable breakout: 64.
- Lycian Model 1290 long-throw follow spots: 4.



HOUSE AUDIO

Front-of-house – L'Acoustics Kara:

- LA8 Processors/amplifiers: 6.
- Boxes (12 per side): 24.
- SB18 Sub Cabinets: 12.
- X8 front fill speakers: 6.

Fills and Monitors System:

- JBL-SR4733X side fills: 4.
- JBL-SR4702X wedges: 8.
- Crown Macro-Tech 2402 amplifiers: 4.

Assisted Listening System:

- Listen Everywhere Transmitter: 1.*
- *Contact your event services manager for more information.

Backstage/Lobby Paging:

- 70V system: Program or paging feed.
- QSC CX204V amplifiers: 4.
- Symetrix Solus 8 Digital Sound Processors: 4.

HOUSE VIDEO (Additional charges apply.)

Equipment:

- 12' x 16' Projection Screens flanking stage (1024 x 728, 4:3 aspect ratio): 2.
- Christie LX 1200 12,000 Lumen Projector (Ceiling mounted under balcony): 2.
- I-MAG cameras (1080i Kings Triax Multicore): up to 4.

Mixing Console:

- Contact your event services manager for details.

Mixing Locations:

- Fixed booth and in-house mix positions available.
- Pass-throughs to house mix and booth: stage left and right .

Plankinton Hall and Kilbourn Hall equipment:

- Sony SRP-X700P Powered Mixer: 1 each.
- Crown CT s600 amplifiers (Plankinton): 2.
- Crown CT s600 amplifiers (Kilbourn): 1.

Production Communications:

- Clear-Com Two-Channel Paging system w/ Clear-Com TW-12B System Interface: 1.
- Clear-Com 702 intercom belt packs: 18.

Other (Additional charges apply):

- Assorted wired complement microphones. Contact your event services manager for details.
- Star-System Patching Scheme throughout BNC connectors: RGBHV, HD/SD-SDI.

**Smoking policy:**

Miller High Life Theatre is part of a smoke and tobacco-free neighborhood. Smoking and vaping are not permitted anywhere on the Wisconsin Center District campus.

Carry-ins:

Food and beverage carry-ins are not permitted. Still camera carry-ins are subject to the artist/tour/promoter's preference. Food and beverage carry-ins are not permitted. Still camera carry-ins are subject to the artist/tour/promoter's preference. Professional cameras with removable lenses are generally prohibited. Video cameras are generally prohibited

unless expressly allowed by the artist/tour/promoter.

Curbside drop-off:

Curbside drop-off and pick-up of passengers is permitted on all streets surrounding the Miller High Life Theatre. Drivers must remain with the vehicle.

Curfew:

No indoor event/performance curfew. 11:00 p.m. City of Milwaukee curfew for unescorted minors. 2:00 a.m. bar closing time (applies to private bars at food and beverage events weeknights, 2:30 a.m. weekends).

Sales taxes:

7.9% (8.4% for prepared food and beverage)

Public Safety:

Public safety is paramount for all Wisconsin Center District (WCD) events. The District's Emergency Response Plan is available to inform clients about our high-level plans and procedures. As every incident is unique, exact execution is determined by the on-duty Public Safety Control Center (located on the S200 Level of Baird Center's South Building, at 750 N. 6th St.) operator and may deviate based off facility intelligence.

Security-related questions pertaining to your event may be directed to WCD's public safety manager or VP of public safety. We provide in-house facility security 24/7/365; if additional security is needed for your event, this is offered through a third-party security organization.

Due to the size of the campus and multiple facility entrances, please call the Public Safety Control Center at 414-908-6165 in the event of any emergency requiring an

outside service (fire, police, medical) to report the location, type and specifics of the incident. The control center operator will direct the appropriate emergency services to the best location based on incident location, event traffic and event function considerations. In the case of medical emergencies, we ask that you please stay with the individual until help arrives.



Complimentary Wi-Fi

Complimentary Wi-Fi is available throughout the Miller High Life Theatre. Custom solutions are available upon request.

Internet Access

Miller High Life Theatre is served by dual, load-balanced 10 Gbps Internet connections provided via diverse paths.

Data Networking

Miller High Life Theatre's data network infrastructure consists of 200 Gbps core fiber backbones and 20 Gbps edge fiber backhauls with

fiber and copper connectivity available throughout the facility.

Telecommunications

Miller High Life Theatre can provide voice-over-IP phone lines and phone sets with assignable direct-inward dial phone numbers.

IT Specialty Services

Custom wired and wireless network engineering, cell phone charging stands, network switch rental and in-depth wireless analytics are available upon request. Please contact your event services manager to learn more.

Two-way Radios Rental

An internal two-way radio communications system spanning the entire WCD campus is available for event use. With two weeks advance notice, two-way radios can be rented for show management and key individuals involved with the operation of an event.

Audio Visual

Miller High Life Theatre's audio-visual services are provided by CTI, our preferred in-house audio-visual vendor. CTI is uniquely able to provide, operate and support the most advanced sound, light and video equipment on the market. This includes videography, video support and editing for entertainment productions. CTI maintains operations on site and can draw from a full-time and part-time staff of experts. To inquire about audio visual services, contact your event services manager.

Food and Beverage

Levy Restaurants is Miller High Life Theatre's exclusive in-house food and beverage provider and will work with you to create your menus. Food and beverages may not be brought onto the premises to be sold, used or given away (samples) without Levy's written

consent. To inquire about food and beverage services, contact your event services manager.

Marketing, Public Relations and Advertising Services

Miller High Life Theatre's in-house marketing and communications team may list your event on millerhighlifetheatre.com, including dates, times etc., if appropriate. The team is also available to help consult on other marketing and communications efforts including social media plans, public and media relations and other outreach. Contact your event services manager for details.

Interior and Exterior Promotional Signage

Miller High Life Theatre offers a selection of promotional signage for events, subject to availability. Additional promotional signage is sold through our in-house, Visual Impact program. Please contact sponsorships@wcd.org to learn more.

Where's the Nearest...



Nearest Airport:

- General Mitchell International Airport (mitchellairport.com).
- Distance from airport to venue: 10 miles, about 15 minutes.

Other Transportation:

- Amtrak: 5 blocks away, 10 minutes.
- Greyhound, Badger and other bus services: 5 blocks away, 10 minutes.
- Seasonal high-speed ferry to Muskegon, MI.: 3 miles away, about 10 minutes.

Nearest Hotels:

- Hilton Milwaukee City Center: 3 blocks away on Wisconsin Avenue.
- Hyatt Regency Milwaukee: Diagonally across on Kilbourn Avenue and Vel R. Phillips Avenue.
- Springhill Suites Milwaukee Downtown.
- DoubleTree by Hilton Hotel Milwaukee Downtown.
- More hotel info at visitmilwaukee.org.

Nearest Parking:

For the most up-to-date parking information, see millerhighlifetheatre.com/parking/.

The following list of establishments and services are provided for your convenience and not an endorsement. This list is not comprehensive and is subject to change. The nearest to hotels will differ.

24-Hour Diner:

George Webb

812 N. Dr. Martin Luther King Jr. Dr.
(Dr. Martin Luther King Jr. Drive between
Kilbourn Avenue and Wells Street.)

24-Hour Urgent Care:

St. Joseph's Outpatient Center

St. Joseph's Outpatient Center 201 N.
Mayfair Rd. (Wauwatosa, WI – on Highway
100)

Art Supplies:

Blick Art Materials

242 E. Menomonee St. (near Broadway and
Menomonee Street)

Bank:

Wells Fargo Bank

100 E. Wisconsin Ave. (Wisconsin Avenue and
Water Street)

Bar:

Miller Time Pub

509 W. Wisconsin Ave. (5th Street and Wisconsin
Avenue, inside Hilton Milwaukee City Center)

Bicycle Rentals:

Vulture Space Bicycle Collective

Vulture Space Bicycle Collective 651 N. Plankinton
Ave. (Plankinton Avenue south of Wisconsin
Avenue)

Bike Share Kiosk:

Bubl'r Bikes

901 N. Vel R. Phillips Ave.

Bowling Alley:

Landmark Lanes

2290 N. Farwell Ave. (½ block south of Farwell
Avenue and North Avenue)

Car Rental:

Hertz

804 N. Vel R. Phillips Ave. (Vel R. Phillips Avenue
and Wells Street)

**Casino:**

Potawatomi Casino Hotel

1721 W. Canal St.

1721 W. Canal St. (West on Canal Street, 10 blocks from 6th Street)

Cinema:

Oriental Theatre

2230 N. Farwell Ave.

(Farwell near North Avenue)

Cleaners:

Wolf's Dry Cleaners & Laundry

2230 N. Farwell Ave. (Farwell Avenue near North Avenue)

Coffee Shop:

Starbucks

333 W. Kilbourn Ave., Milwaukee, WI 53203 (inside the Hyatt Regency Milwaukee)

Dental Clinic:

Downtown Dental Group S.C.

161 W. Wisconsin Ave.

Department Store:

Kohl's

331 W. Wisconsin Ave. (Vel R. Phillips and Wisconsin Avenue)

Donut Shop:

Dunkin' Donuts

622 W. Wisconsin Ave. (7th Street and Wisconsin Avenue)

Florist:

Bella Fiori

2014 N. Farwell Ave.

Gas Station:

BP

350 N. Plankinton Ave. (Plankinton Avenue, south of St. Paul Avenue, by river)

Hardware Store:

Village Ace Hardware Prospect

2170 N. Prospect Ave.

Library:

Milwaukee Central Library

814 W. Wisconsin Ave. (enter at Wisconsin Avenue or Wells Street west of 8th Street)

Liquor Store:

Avenue Liquors

616 W. Wisconsin Ave. (1/2 block west)

Office Supplies:

FedEx Office Print & Ship Center

312 E. Wisconsin Ave. (Wisconsin Avenue and Water Street)

Optician:

Quality Optical

806 N. Dr. Martin Luther King, Jr. Drive (Martin Luther King Jr. Drive between Kilbourn Avenue and Wells Street)

Pharmacy:

Walgreen's

275 W. Wisconsin Ave. (Wisconsin east of MLK Drive)

**Post Office:**

Milwaukee Main Post Office
345 W. St. Paul Ave. (St. Paul Avenue,
facing Vel R. Phillips Avenue)

Shopping Mall

Bayshore Town Center
5800 N Bayshore Dr.

Supermarket:

Metro Market
1123 North Van Buren (Van Buren
Street between State Street and
Juneau Avenue)

Tailor:

Fazio's Dry Cleaning-Tailoring
1027 East Brady St.

Taxi Stands:

Hyatt Regency-Milwaukee
333 W. Kilbourn Ave.

Hilton Milwaukee City Center
509 E. Wisconsin Ave.

Tobacconist:

Uhle's Pipe & Tobacco
114 W. Wisconsin Ave.

Downtown Milwaukee Map



Owners and operators of the Miller High Life Theatre, Baird Center and UW-Milwaukee Panther Arena.
400 West Wisconsin Ave, Milwaukee, Wisconsin 53203 | 414-908-6000 | www.wcd.org

Last Modified: August 2024