



WISCONSIN CENTER

FEASIBILITY PLANNING STUDY - 06.15.2018





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Populous is widely recognized in the industry as the thought leaders for convention and exhibition facility design.

CONVENTION CENTER EXPERIENCE

Albany Convention Center Site Studies, ALBANY, NY

Anaheim Convention Center Expansion, ANAHEIM, CA

Augusta Civic Center District Plan, AUGUSTA, GA

Bangalore Convention Centre, BANGALORE, INDIA

Birmingham Convention Center Complex, BIRMINGHAM, AL

Brown County Exhibition Center Expansion Study, GREEN BAY, WI

Cleveland Convention Center Site Study, CLEVELAND, OH

Dallas Fair Park Exhibition Space Feasibility Study, DALLAS, TX

DLF International Exhibition & Convention Center, NEW DELHI, INDIA

Dodge City Events Center Study, DODGE CITY, KS

Doha Convention Center Design Competition, DOHA, QATAR

Duluth Entertainment & Convention Center Expansion, DULUTH, MN

Eastern Maine Events Center, BANGOR, ME

Erie Civic Center Master Plan, ERIE, PA

Fort Myers Convention Center, FORT MYERS, FL

Fort Wayne Convention Center Expansion Study, GRAND WAYNE, IN

Fort Worth Convention Center Expansion, FORT WORTH, TEXAS

Georgia World Congress Center Master Plan, ATLANTA, GA

Grand River Center, DUBUQUE, IA

Greenspoint Convention Center Study, HOUSTON, TX

Harborside Convention Center & Hotel Study, FORT MYERS, FL

Henry B. Gonzalez Convention Center Expansion, SAN ANTONIO, TX

H.H. Dow Academy Conference Center, MIDLAND, MI

Indiana Convention Center Expansion Study, INDIANAPOLIS, IN

Iowa Events Center & Hy-Vee Hall, DES MOINES, IA

Irving Convention Center Study, IRVING, TX

Jacob K. Javits Convention Center Expansion Plan, NEW YORK, NY

Jordan Valley Park Expo Center, SPRINGFIELD, MO

Laredo Civic Center Study, LAREDO, TX

Lexington Convention Center Study, LEXINGTON, KY

Los Angeles Convention Center Expansion, LOS ANGELES, CA

Miami Convention Center Study, MIAMI, FL

Moscone Convention Center Renovation, SAN FRANCISCO, CA

Muscat Convention Centre Design Competition, MUSCAT, OMAN

Music City Center Expansion Study, NASHVILLE, TN

National Exhibition Centre Design Concept, BIRMINGHAM, UK

Newark Convention Center Study, NEWARK, NJ

Ocean City Convention Center & Performing Arts, OCEAN CITY, MD

Oklahoma City Convention Center, OKLAHOMA CITY, OK

Oklahoma City Convention Center Site Selection, OKLAHOMA CITY, OK

Peoria Civic Center Expansion, PEORIA, IL

Phoenix Convention Center Expansion & Renovation, PHOENIX, AZ

Qatar National Convention Centre Extension, DOHA, QATAR

Richard E. Berry Educational Support Center, HOUSTON, TX

Sacramento Convention Center Conceptual Design, SACRAMENTO, CA

San Antonio Facilities Development Study, SAN ANTONIO, TX

San Jose McEnery Convention Center Expansion & Renovation, SAN JOSE, CA

Spartanburg Multi-Purpose Center Study, SPARTANBURG, SC

Sydney International Convention & Exhibition Centre, SYDNEY, AUSTRALIA

Tampa Convention Center Expansion Planning, TAMPA, FL

Tinley Park Convention Center Expansion, TINLEY PARK, IL

UIC Forum, South Campus Mixed-Use Development, CHICAGO, IL

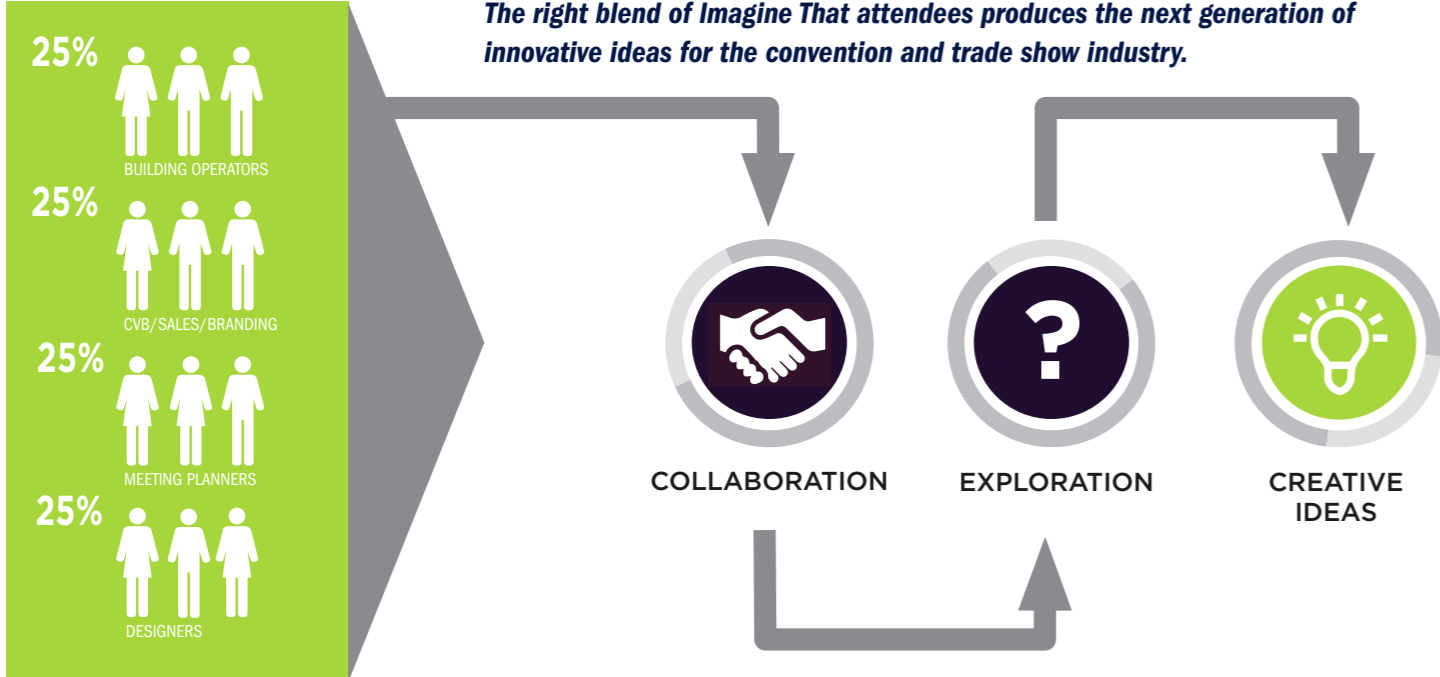
Utah Valley Convention Center Expansion, PROVO, UT

THE **IMAGINE THAT** WORKSHOP



Imagine That Workshop 2017 SAN ANTONIO, TEXAS

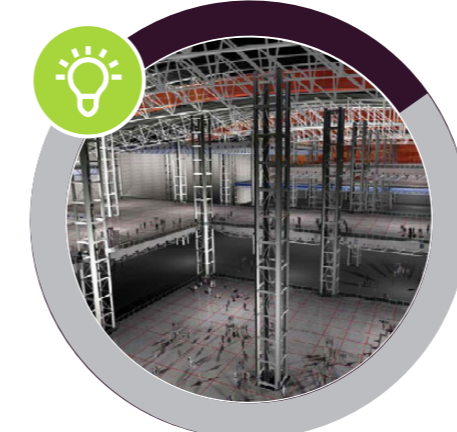
The right blend of Imagine That attendees produces the next generation of innovative ideas for the convention and trade show industry.



IDEA FOR FLEXIBLE INDOOR/
OUTDOOR MEETING SPACE AT
IMAGINE THAT IN 2003



IMPLEMENTED AT THE PHOENIX
CONVENTION CENTER
IN 2009



IDEA FOR A FLEXIBLE
RIGGING GRID SYSTEM AT
IMAGINE THAT IN 2003



IMPLEMENTED AT THE QATAR
NATIONAL CONVENTION CENTRE
IN 2011



IDEA FOR MODULAR MEETING
ROOMS AT *IMAGINE THAT* IN 2003



IMPLEMENTED AT ICC SYDNEY
IN 2016



TRENDS IMAGINE THAT

2003

Enhance Security
 Showcase Technology
 Focus on Experience
 Transform the Machine
 Integrate with the City

2004

More Meeting Rooms
 More Services
 Vertical Integration
 Enhanced F & B
 Hotel Interaction
 Convention District
 Shorter Show Days

2008

Labor Shortage
 Competition
 Sustainability
 Unique Experience
 Localization
 Crowd-sourcing
 Globalization
 Consumer to Creator
 Impatience
 Conversation

2011

Advanced Technology
 Environmental Thrift
 Flexibility
 Revenue Enhancement
 Functional Efficiency
 Smaller / Better Buildings
 Destination Design
 Community Integration
 Sports Capable
 “De-com-modify” Space
 Connect to Outdoors
 Customer Experience
 Spirit of Place
 Enhanced Food Service

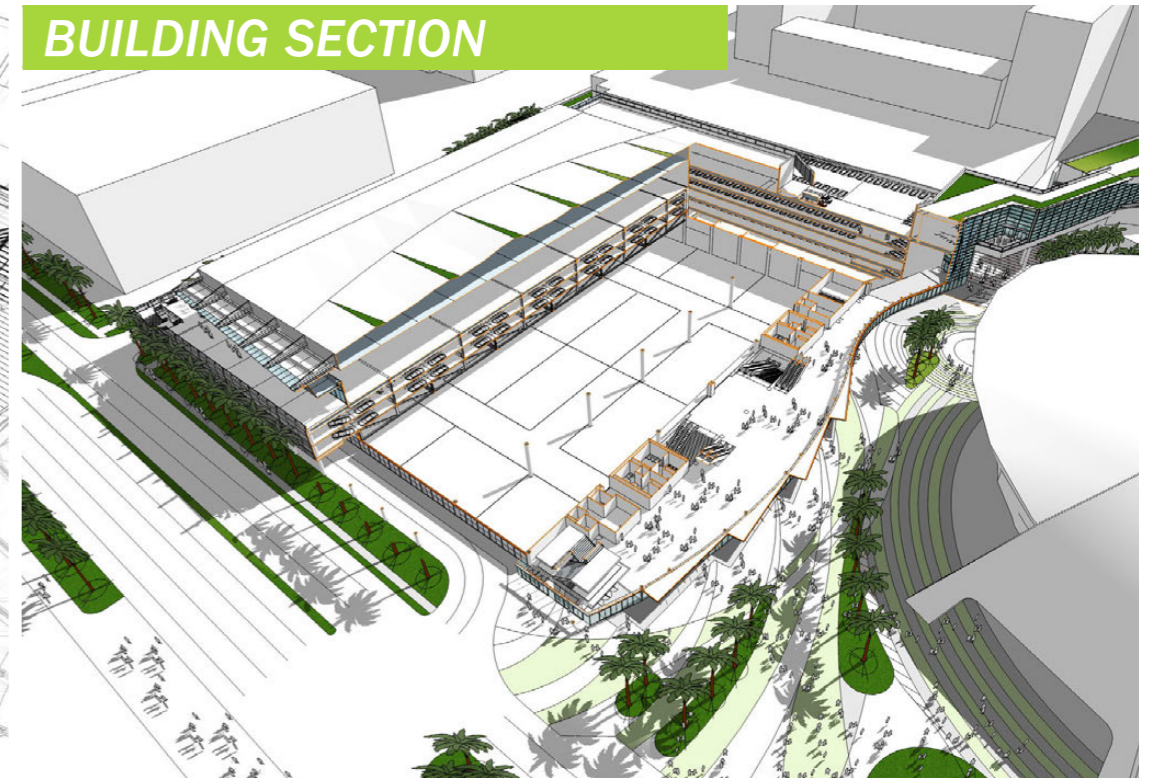
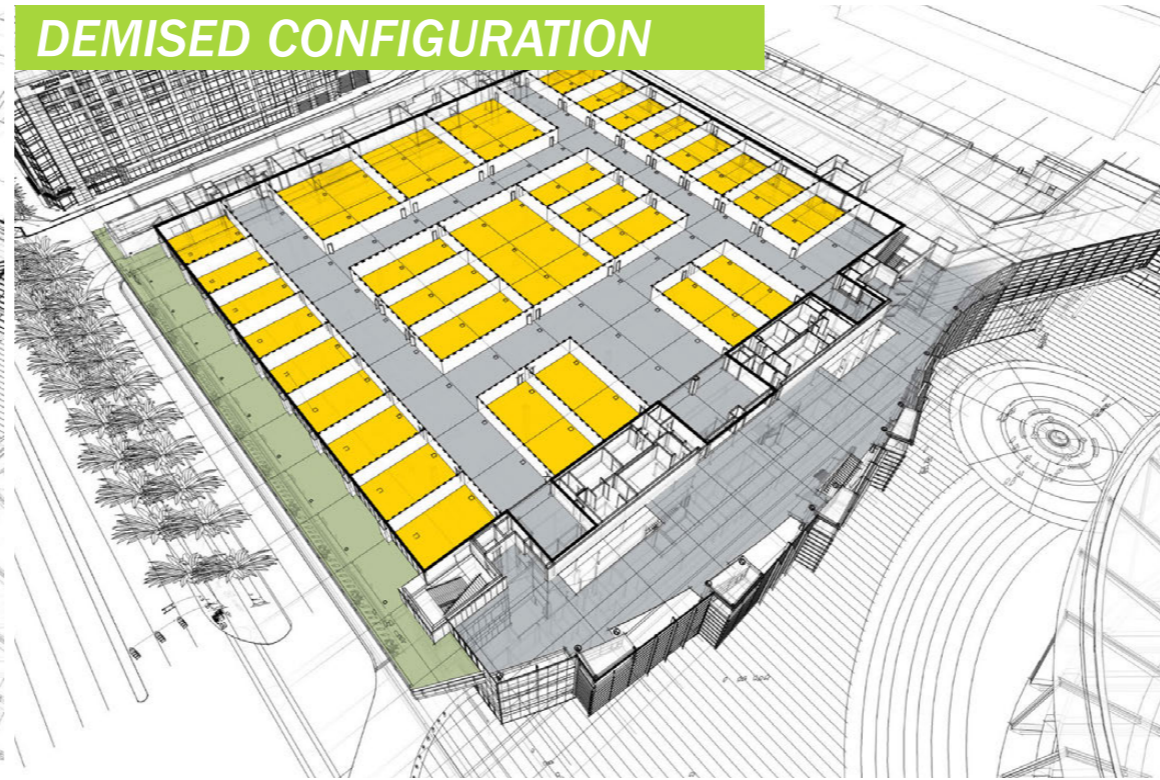
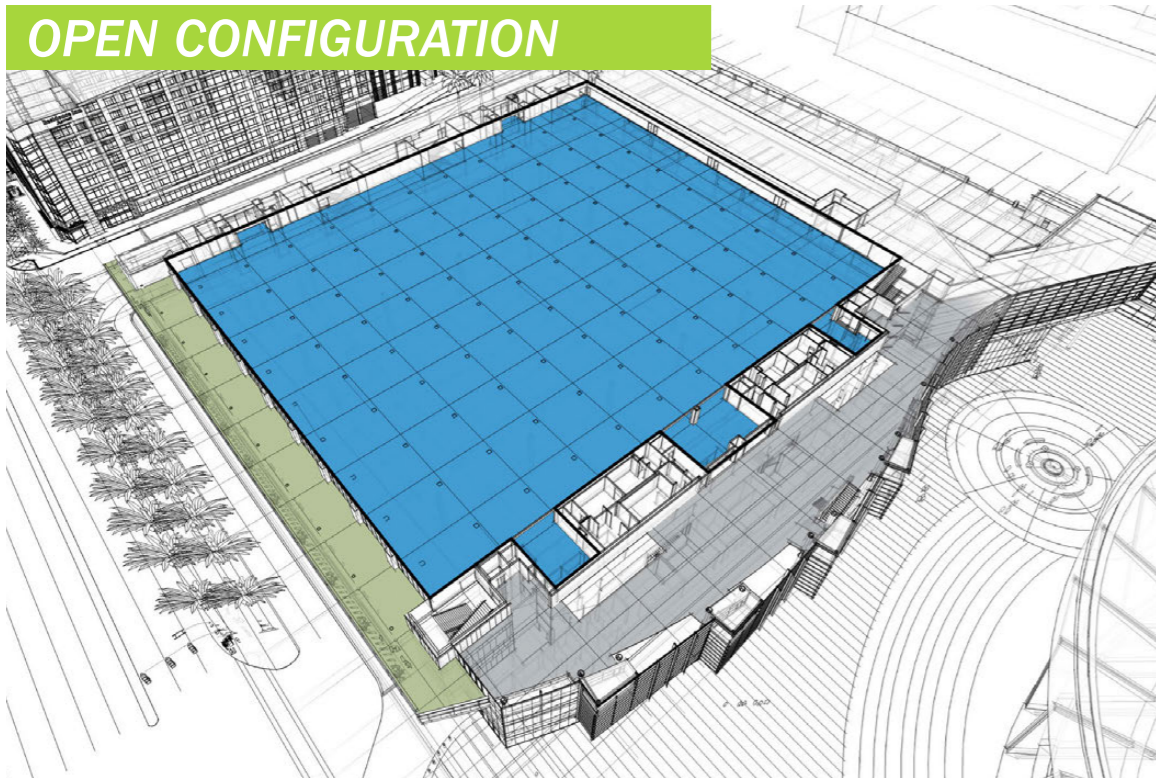
2017

Informal Fixed Seating
 Meeting Space Variety
 Comfort
 Convenience
 Connections
 Destination Focus
 Outdoor Spaces
 Wellness and Wellbeing
 Projection Technology
 Understanding the Needs of
 A Multi-generation Customer
 Flexibility and Adaptability
 Emerging Technology
 Authenticity
 Vertically Stacked Buildings
 Natural Light and Views
 More Interesting Spaces
 Better Food Options with
 More Variety

**How do you
 LEAVE TRENDS
 BEHIND?**



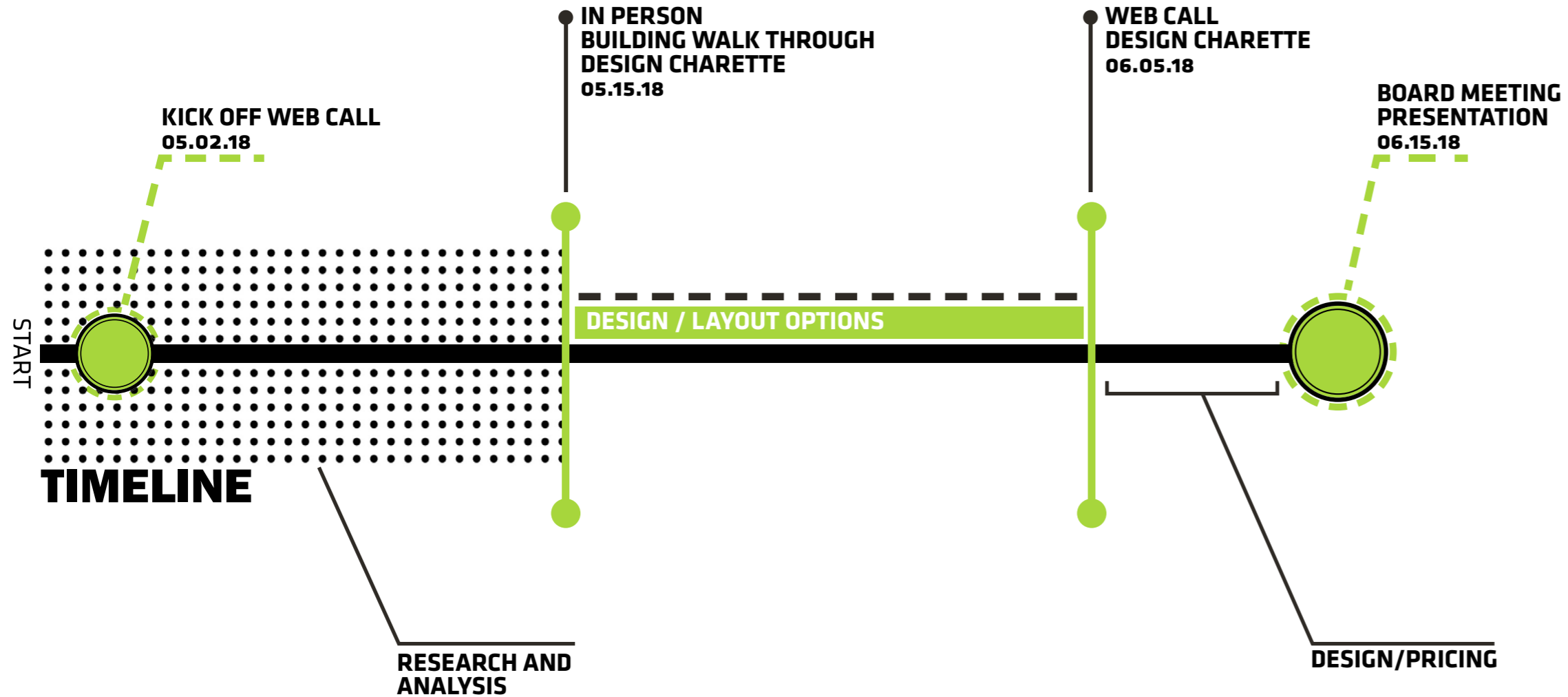
WHAT IS MULTI-PURPOSE?



ANAHEIM CONVENTION CENTER
MULTI-PURPOSE HALL



PROCESS WORKSHOPS



THE TEAM:

POPULOUS[®]
+ CROSSROADS CONSULTING SERVICES



Levy



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PROCESS WORKSHOP QUESTIONS

Operations

What are your five biggest events each year?

How does this facility interface with the adjacent Arena(s) and Miller Lite Theater?

Are there any shared services? Have groups booked multiple facilities and if so how often?

How do groups utilize hotel meeting space and what is your arrangement with the hotels?

What are your three greatest assets?

What do you think are your three greatest weakness?

Has loading/marshaling ever been an issue? Can it be better?

How is parking addressed?

What percentage of attendees arrive by:

Motor Coach

Private vehicle

Taxi / Uber

Do they have specific accommodations? Drop offs?

What spaces include rigging points? What is their spacing and capacities?

How would you rate the way finding signage in the building?

How would you rate your security infrastructure?

Are there any features you feel are missing in the building?

If you could change anything what would it be?

Does power and infrastructure meet the requirements for all of the shows?

How much storage do you have and where do you need more?

How is the building served? Progression from loading dock, to freight elevator, to back of house corridor, to meeting room example.

Food Service

What is the highest number of meals prepared for a single seating?

What are your three greatest assets?

What do you think are your three greatest weakness?

Are the food service areas configured to provide the highest efficiency?

Is the size of the food service areas appropriate to handle the demand?

Are there any features you feel are missing in the building?

If you could change anything what would it be?

How does the staff use the building? (i.e. locker rooms, staff entrances, etc.)

Is there a portable solution being used?

Potential Expansion

Is maintaining the existing parking lot desired, needed, or expected?

Is there capacity in the existing kitchen to accommodate any added program?

Is a Multi-Purpose Solution adequate to handle all three of the expanded program areas?

Is the current distribution of meeting rooms making it difficult to host concurrent events?

Are the current sizes and variety of meeting rooms adequate?

Is contiguous exhibit hall space an absolute necessity?

Is added flexibility and hosting capabilities desired in the pre-function space?

Is elevated exterior space desired?

District Development - Sales

Is the current Wisconsin Center an accurate reflection of Milwaukee and its future?

How do we see future development infilling the gaps over the coming years?

What impact/relationship will the new Bucks Arena/District have on the Wisconsin Center?

Is the current brand current with prospective trends?

Has social media influenced the perception of the Wisconsin Center in a positive way?

BUILDING PROGRAM EXISTING + EXPANSION

EXISTING PROGRAM

Exhibit Space: **188,695 SF**

Ballroom Space: **37,500 SF**

Meeting Space: **39,640 SF**

Total Existing: **265,800 SF**



MINIMUM EXPANSION RECOMMENDATION

Exhibit Space: **+112,000 SF**

Ballroom Space: **+15,000 - 25,000 SF**

Meeting Space: **+30,000 - 35,000 SF**

Total New: **+157,000 SF - 172,000 SF**

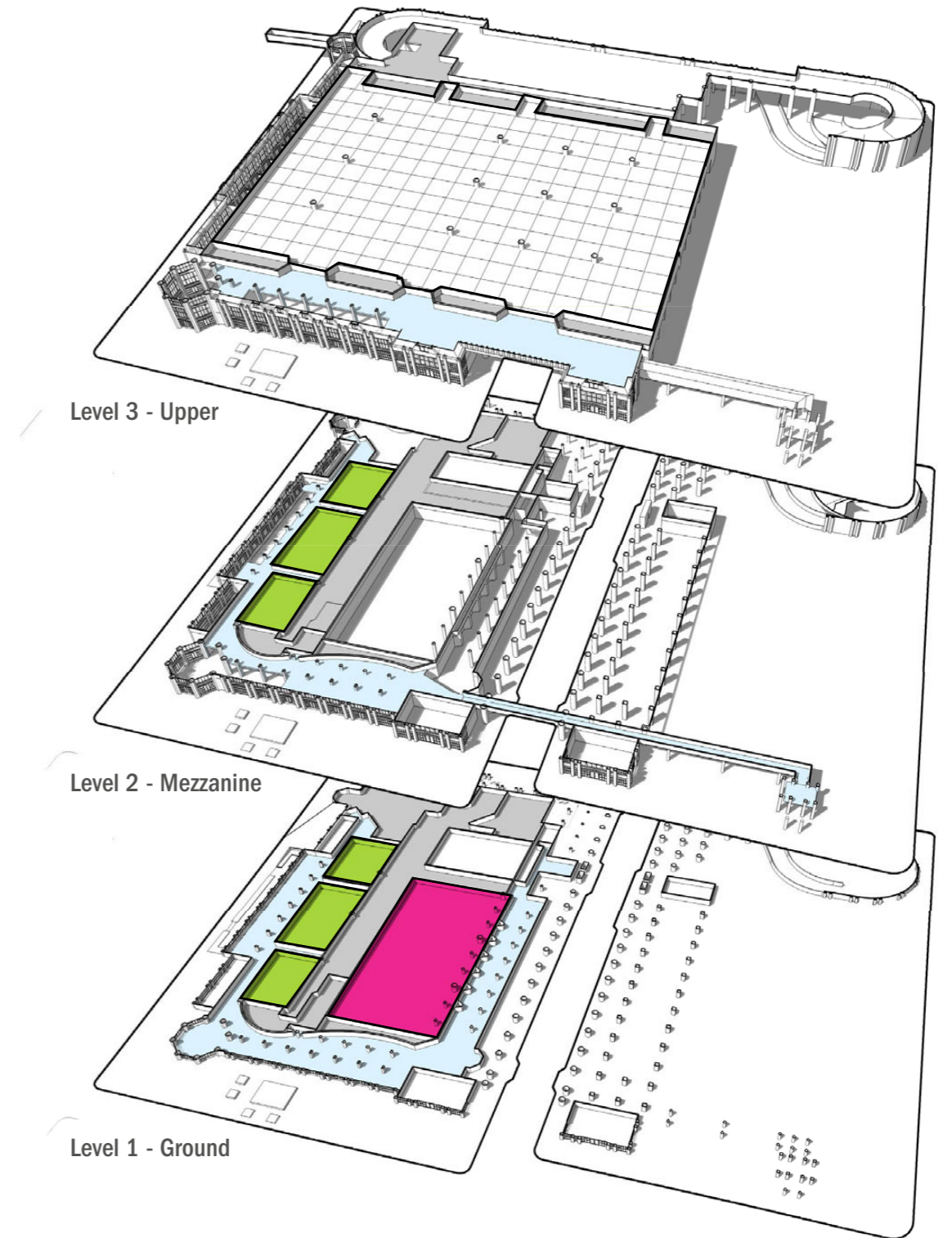
TOTAL + EXPANSION

Exhibit Space: **300,000 SF** of contiguous exhibit hall space

Ballroom Space: **52,500 - 62,500 SF** of column free ballroom Space

Meeting Space: **69,640 - 74,640 SF** of state of the art meeting space

Total Leasable: **422,800 SF - 437,800 SF**



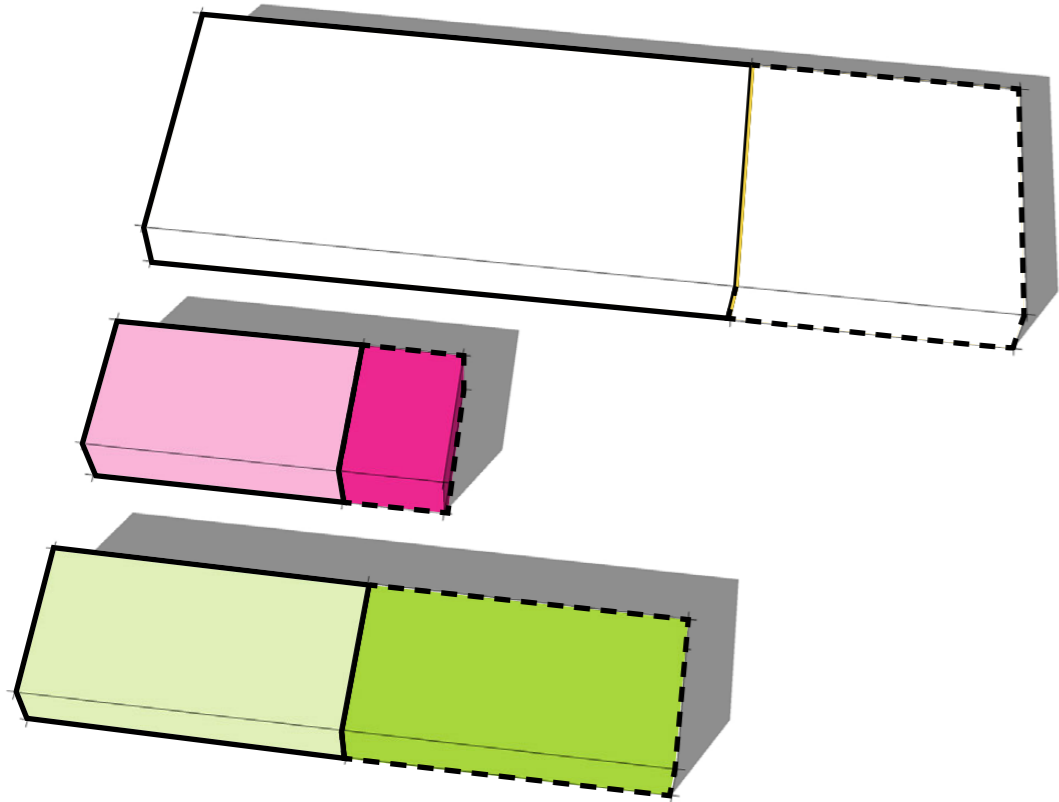
OVERALL PROGRAM REVIEW

	Program:	Existing GSF:		Expansion GSF:	
		Renovation	01 Traditional	02 Elevated	03 Multipurpose
Level 3 - Upper	Ex Hall	188,695	85,021	123,705	97,758
	Balcony (Exterior)	N/A	4,662	1,268	15,435
	Prefunction	24,395	10,925	5,888	11,536
	Back-of-House	N/A	16,306	16,091	20,552
	Loading Dock (Exterior)	N/A	16,623	15,460	15,109
	Level 3 - Total:		213,090	133,537	162,412
Level 2 - Mezz	Meeting	19,820	22,612	15,392	0
	Balcony (Exterior)	N/A	0	3,694	2,020
	Prefunction	29,704	25,698	13,842	3,831
	Back-of-House	N/A	27,410	24,811	18,725
	Parking (Exterior)	N/A	60,261	35,639	85,740
	Level 2 - Total:		49,524	135,981	93,378
Level 1 - Ground	Meeting	19,820	22,004	13,500	0
	Multipurpose	N/A	0	0	98,932
	Ballroom	37,500	15,353	34,320	0
	Prefunction	56,015	36,627	27,898	17,129
	Kitchen/Pantry	N/A	4,344	9,824	13,096
	Back-of-House	N/A	20,508	32,155	25,845
	Loading Dock (Exterior)	N/A	0	7,956	7,701
	Parking (Exterior)	N/A	63,537	38,608	16,047
	Level 1 - Total:		113,335	162,373	164,261
Elevated Bridge Over Kilbourn			3,965	3,965	3,965
Totals:	Total Gross SF:	375,949	435,856	424,016	453,421
	Total Conditioned SF:		290,773	321,391	311,369
	Total Leasable Program SF:		144,990	186,917	196,690
	Exhibit Hall		85,021	123,705	97,758
	Ballroom		15,353	34,320	0
	Meeting Room		44,616	28,892	0
	Multi-Purpose Hall		0	0	98,932



BUILDING PROGRAM DESIGN OPTIONS

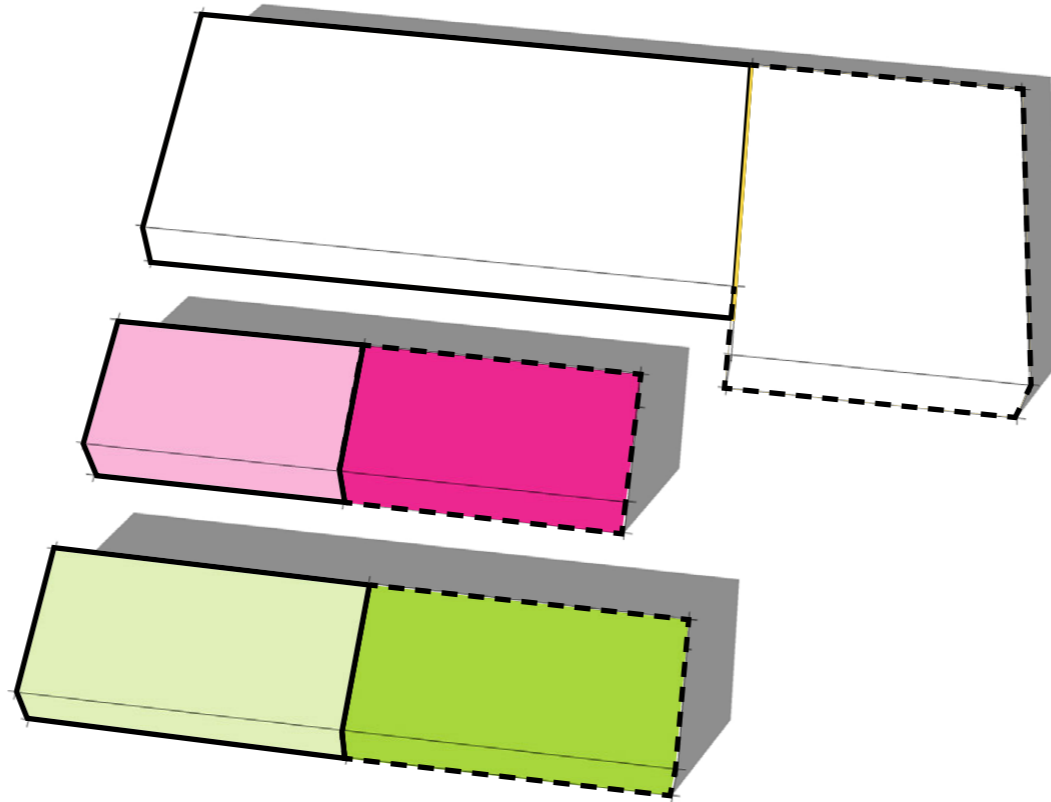
01_TRADITIONAL



Exhall: **85,021 SF**
 Ballroom: **15,353 SF**
 Meeting Room: **44,616 SF**
 Total Net Program: **144,990 SF**

TOTAL GROSS AREA: 435,856 SF
 +Including Parking

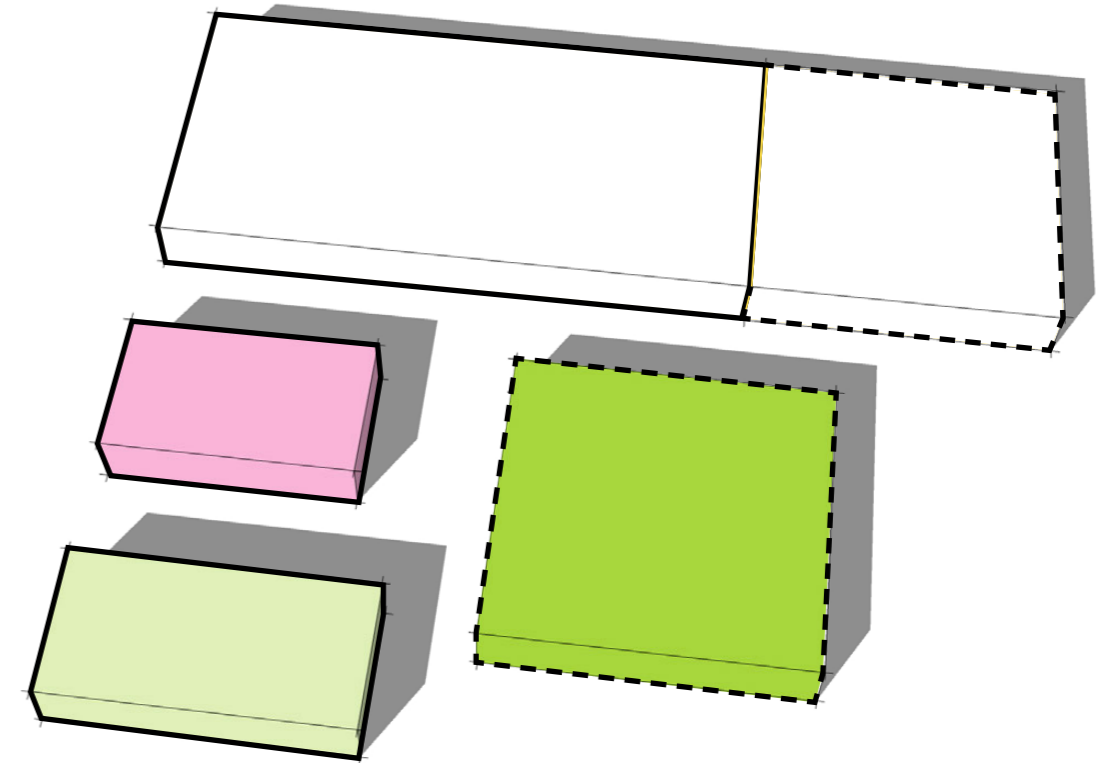
02_ELEVATED



Exhall: **123,705 SF**
 Ballroom: **34,320 SF**
 Meeting Room: **28,892 SF**
 Total Net Program: **186,917 SF**

TOTAL GROSS AREA: 424,016 SF
 +Including Parking

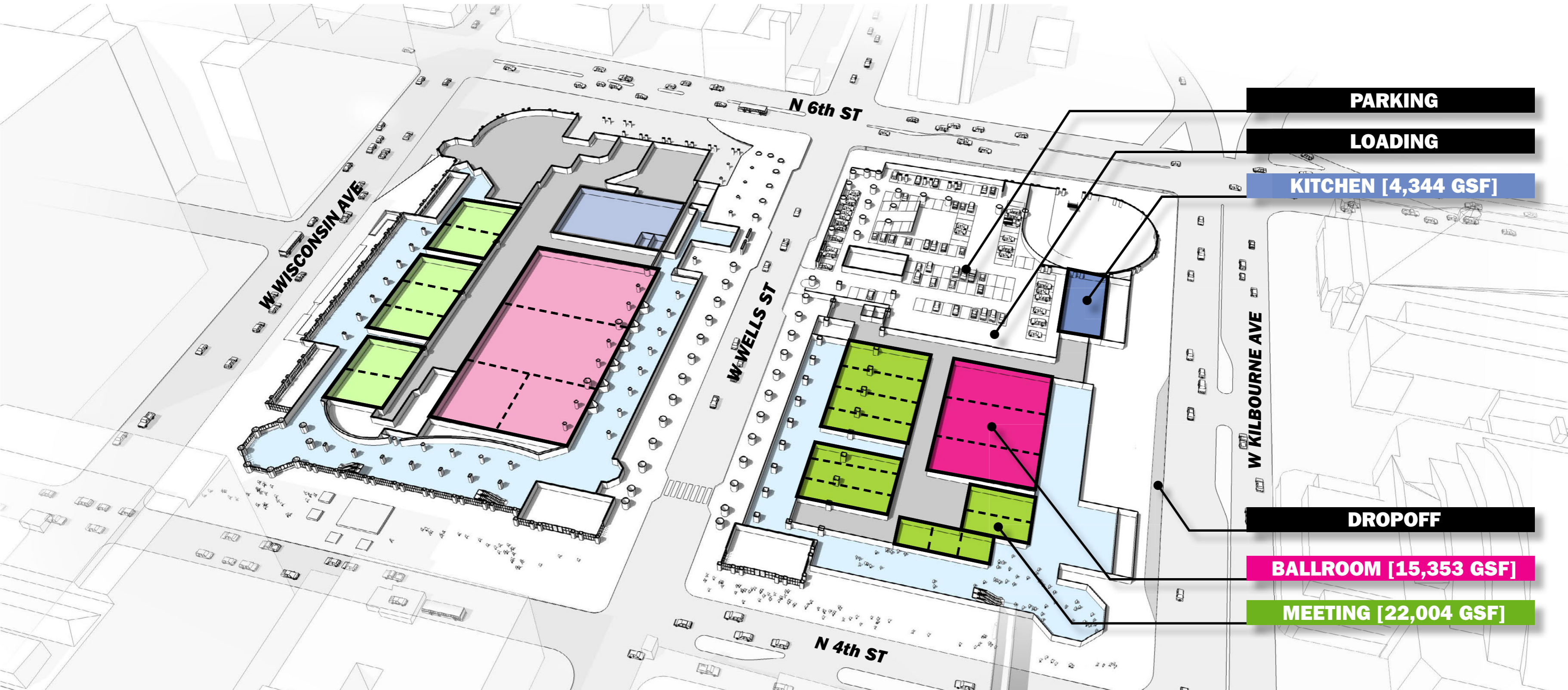
03_MULTI-PURPOSE



Exhall: **97,758 SF**
 MPS Hall: **98,932 SF**
 Meeting Room: **(80,000) SF**
 Total Net Program: **196,690 SF**

TOTAL GROSS AREA: 453,421 SF
 +Including Parking

01_Traditional LEVEL 1 - GROUND



PARKING

LOADING

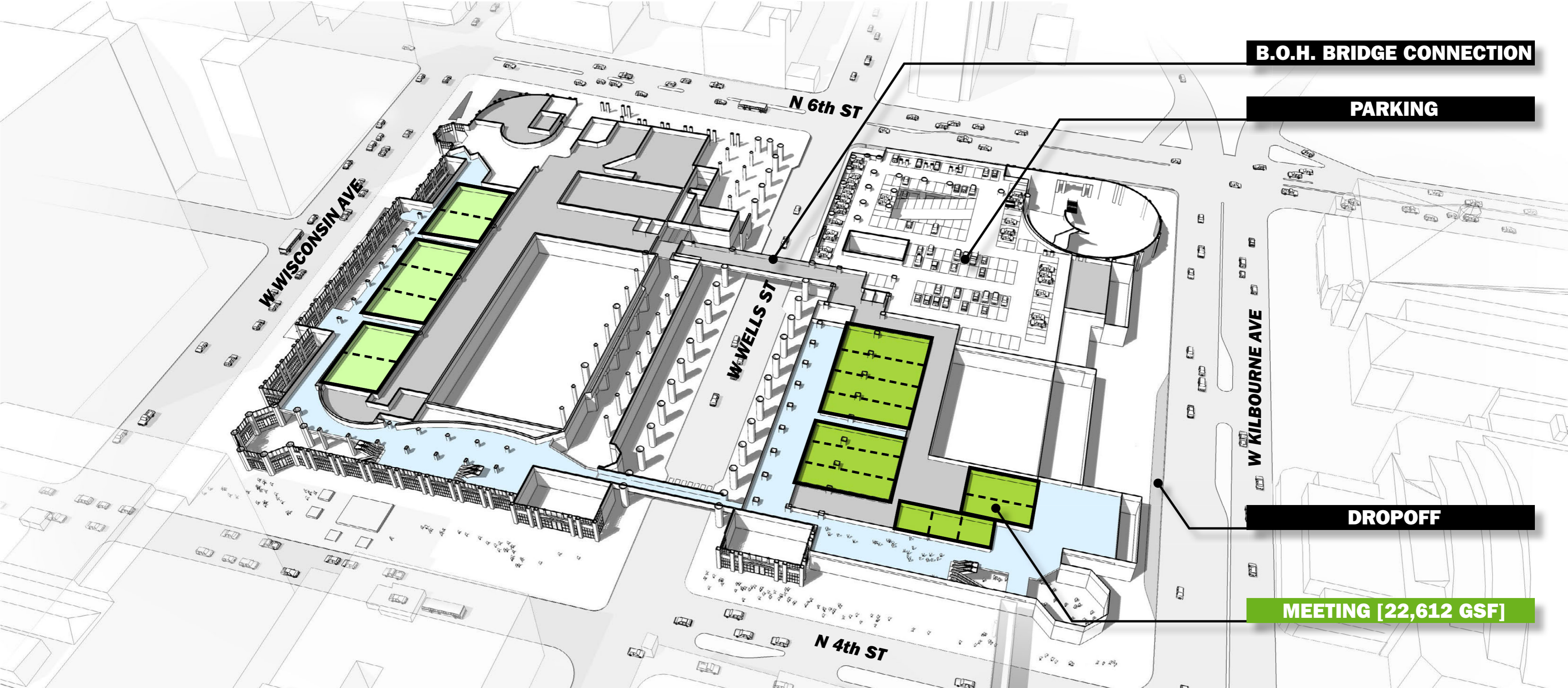
KITCHEN [4,344 GSF]

DROPOFF

BALLROOM [15,353 GSF]

MEETING [22,004 GSF]

01_Traditional LEVEL 2 - MEZZANINE



B.O.H. BRIDGE CONNECTION

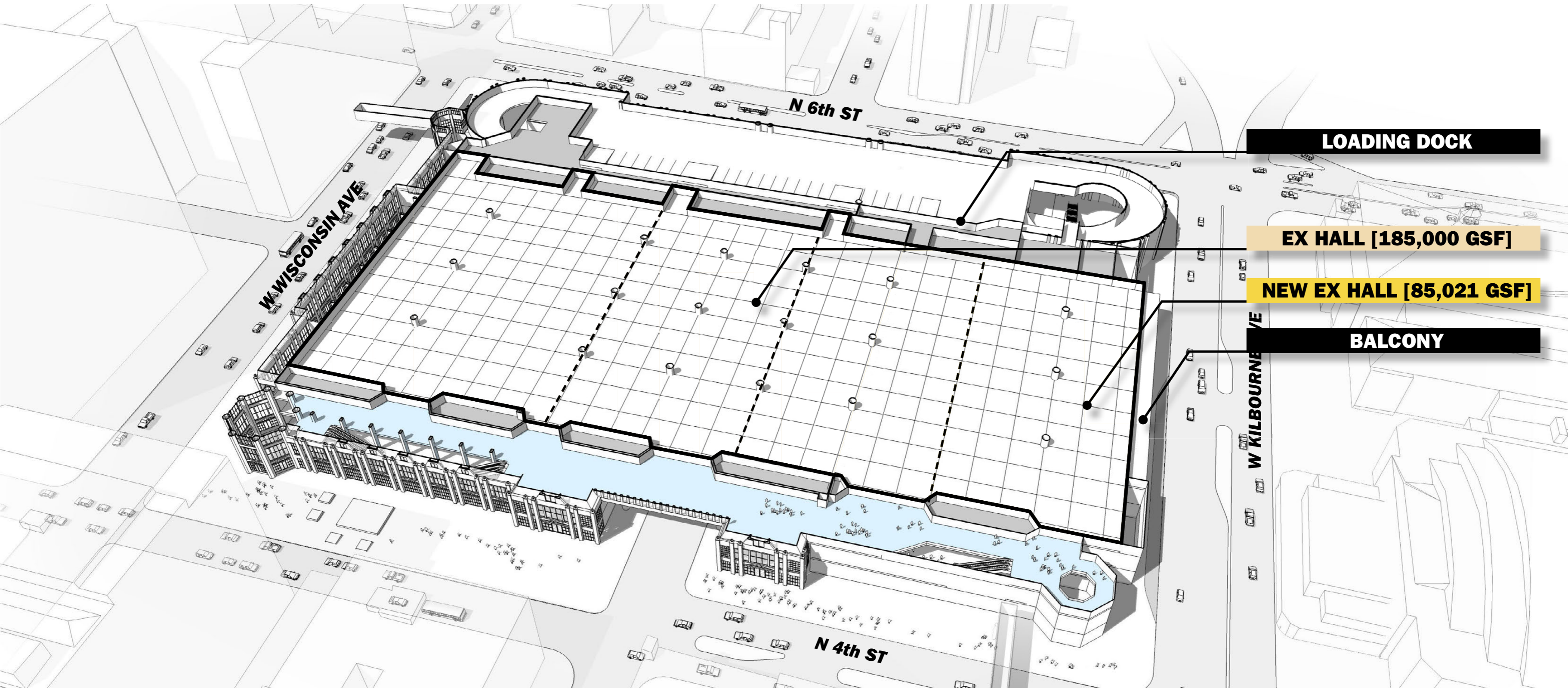
PARKING

DROPOFF

MEETING [22,612 GSF]



01_Traditional LEVEL 3 - UPPER



LOADING DOCK

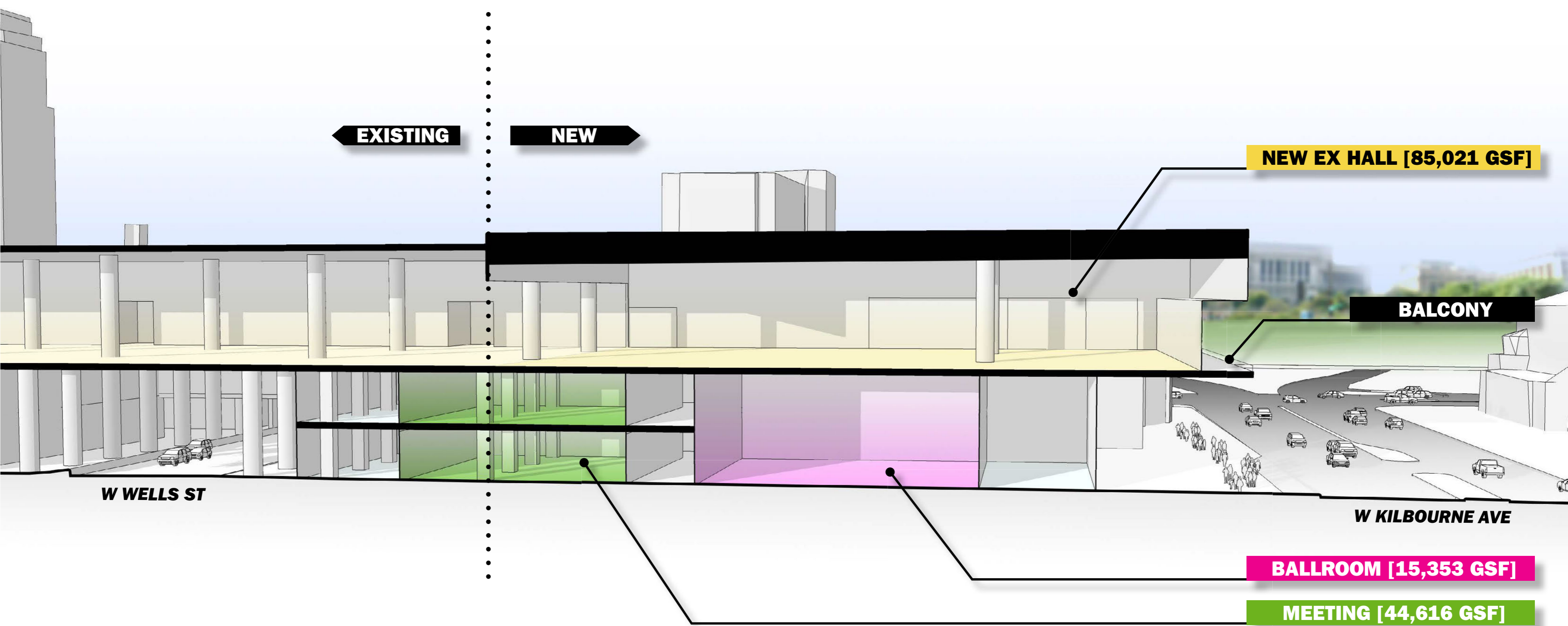
EX HALL [185,000 GSF]

NEW EX HALL [85,021 GSF]

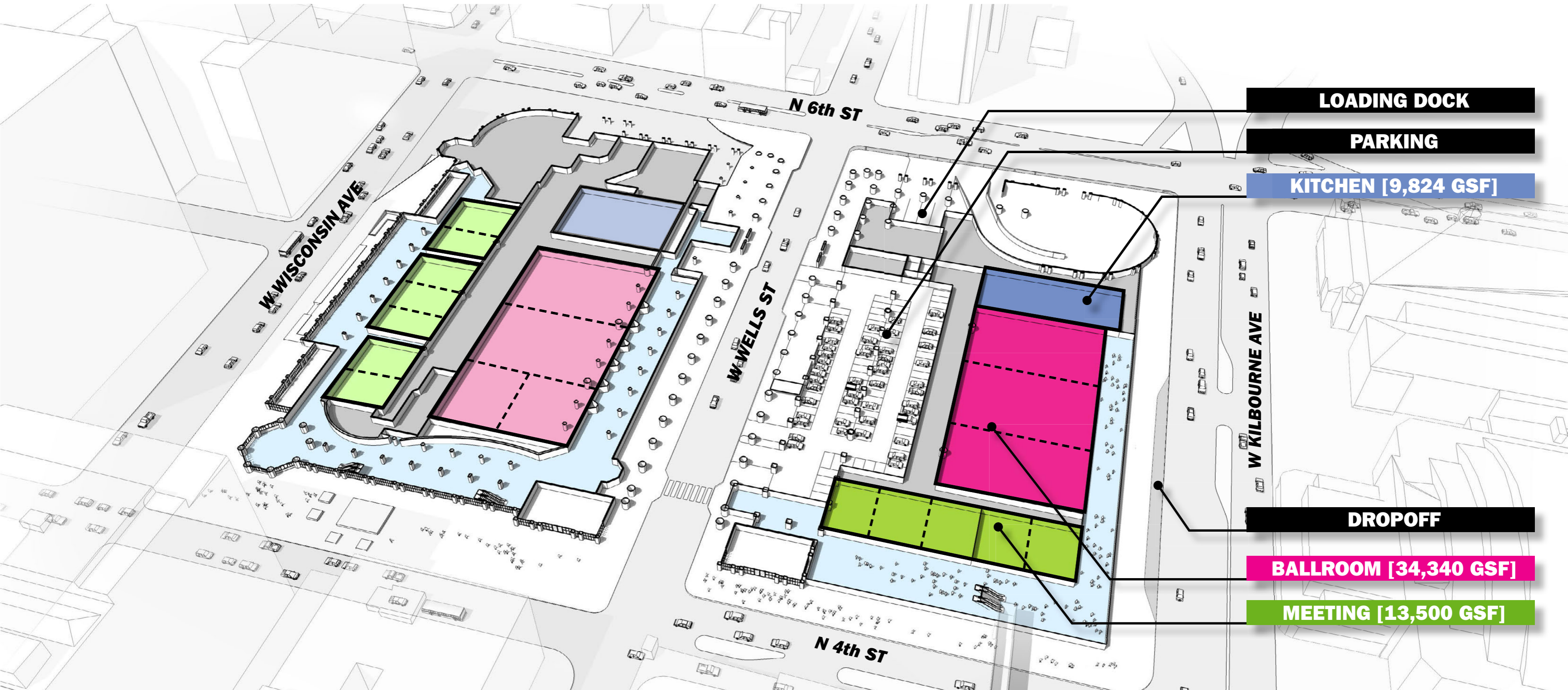
BALCONY



01_Traditional SECTION



02_Elevated LEVEL 1 - GROUND



LOADING DOCK

PARKING

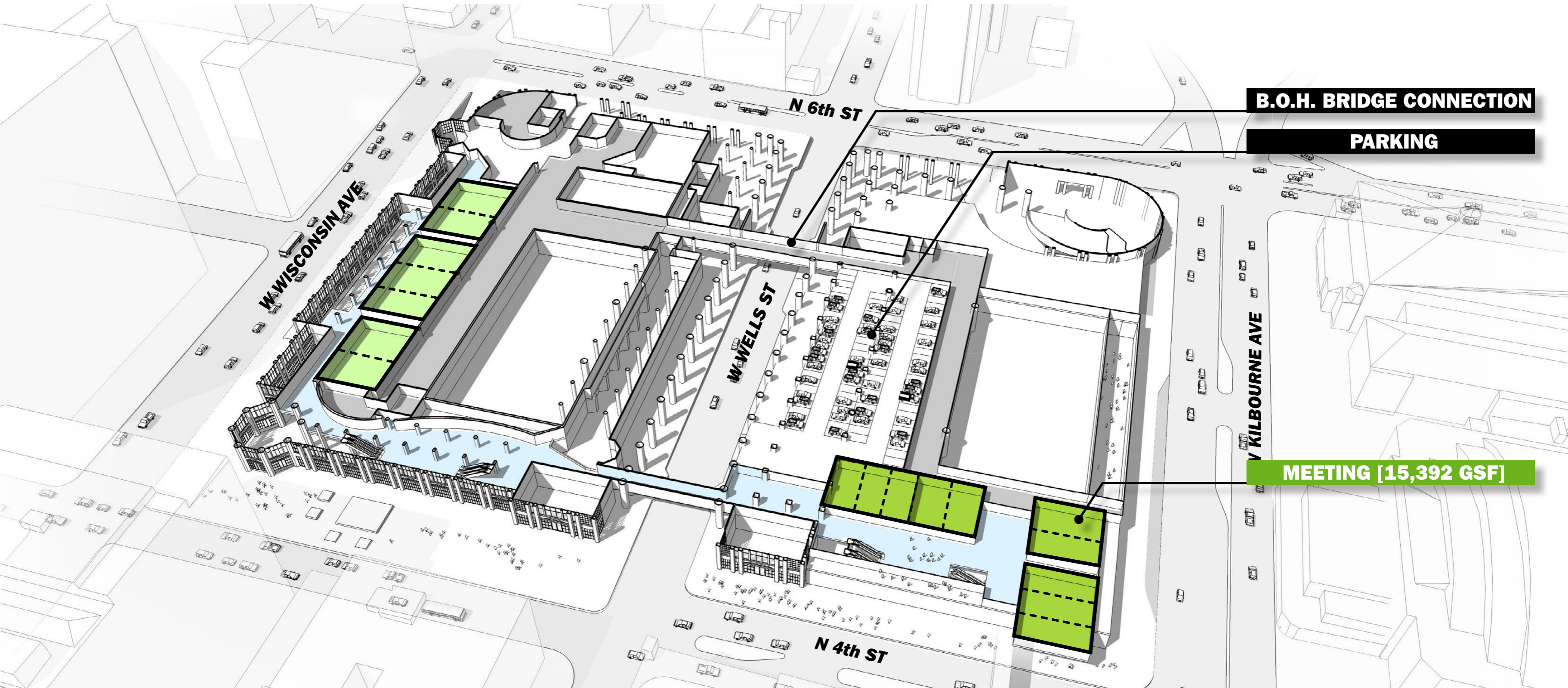
KITCHEN [9,824 GSF]

DROPOFF

BALLROOM [34,340 GSF]

MEETING [13,500 GSF]

02_Elevated LEVEL 2 - MEZZANINE



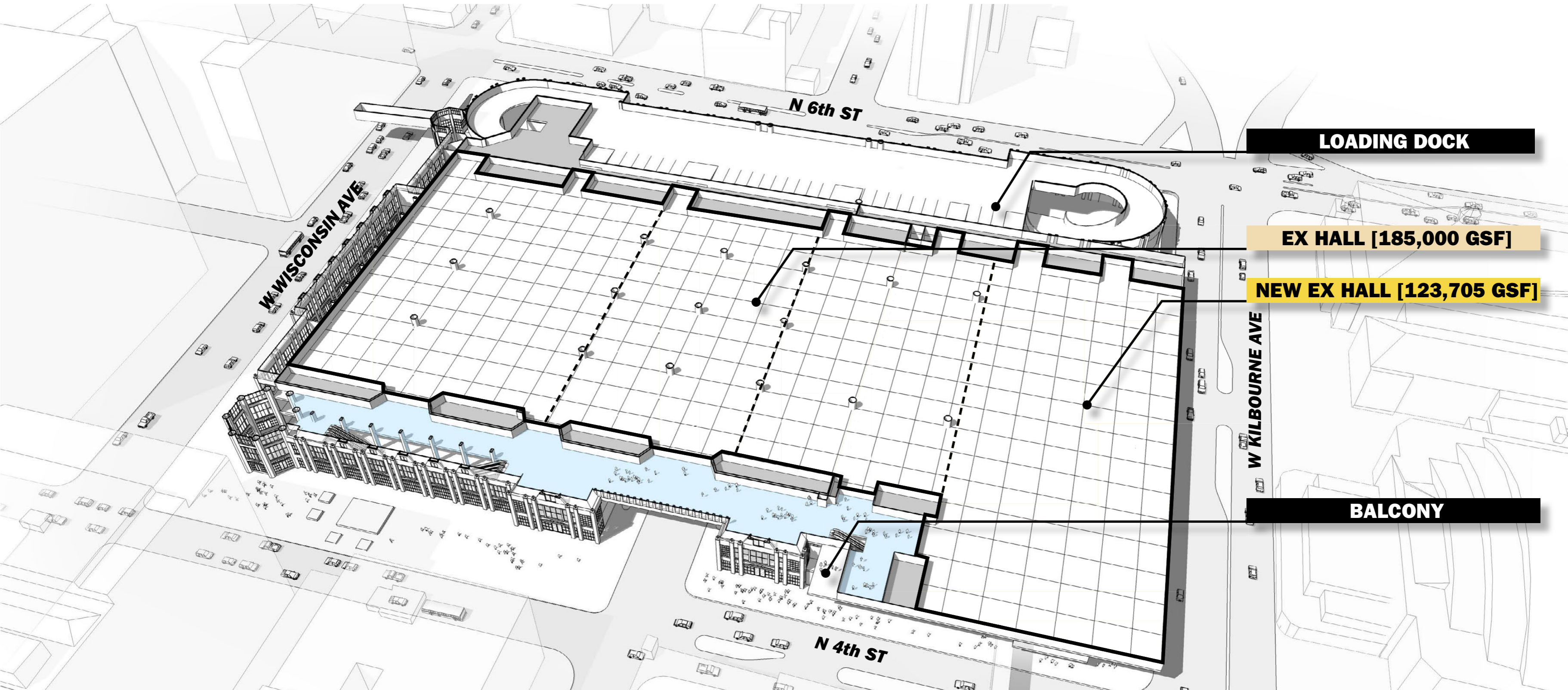
B.O.H. BRIDGE CONNECTION

PARKING

MEETING [15,392 GSF]



02_Elevated LEVEL 3 - UPPER



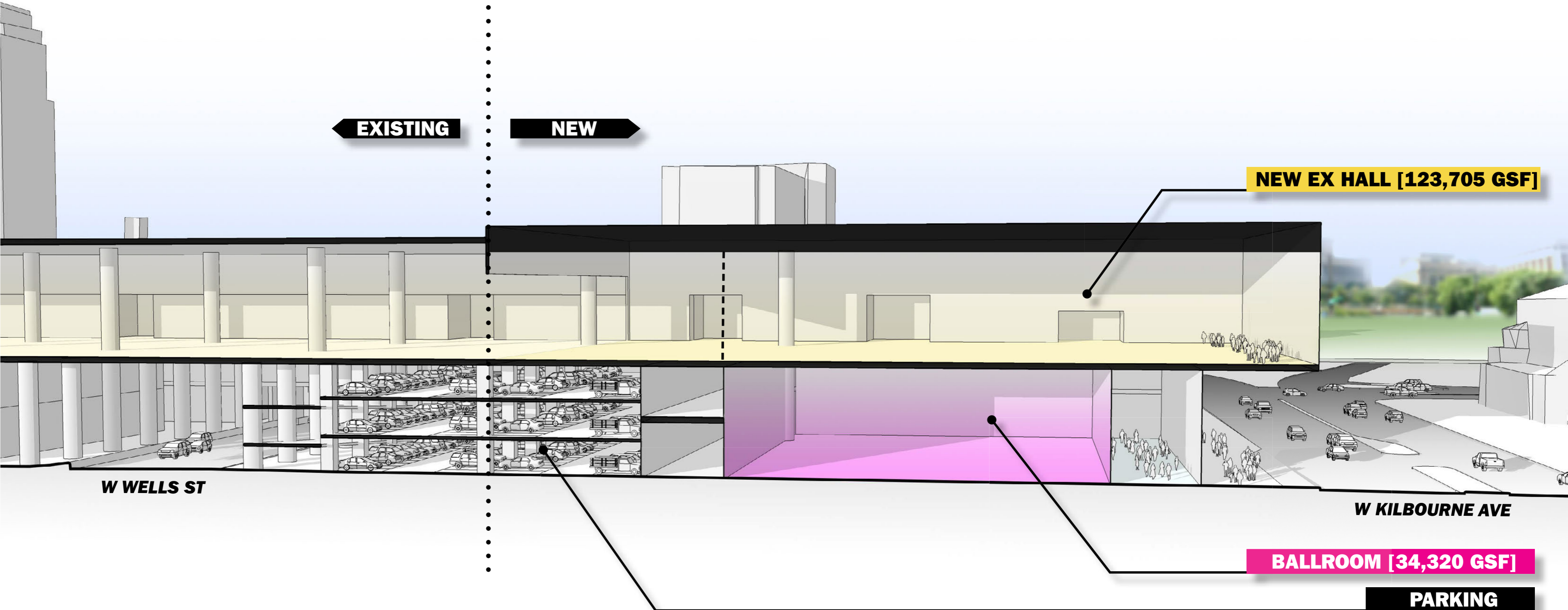
LOADING DOCK

EX HALL [185,000 GSF]

NEW EX HALL [123,705 GSF]

BALCONY

02_Elevated SECTION



EXISTING

NEW

NEW EX HALL [123,705 GSF]

W WELLS ST

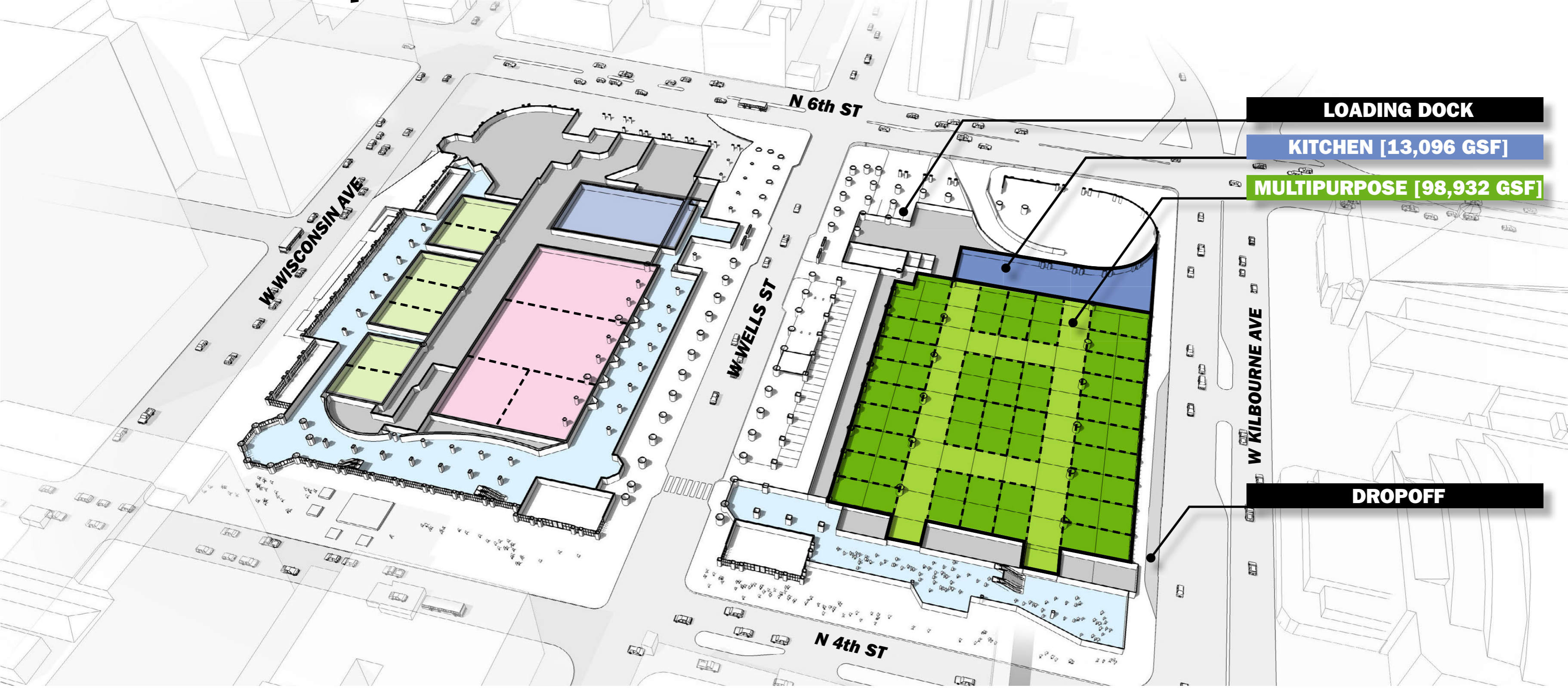
W KILBOURNE AVE

BALLROOM [34,320 GSF]

PARKING



03_Multi-Purpose LEVEL 1 - GROUND



LOADING DOCK

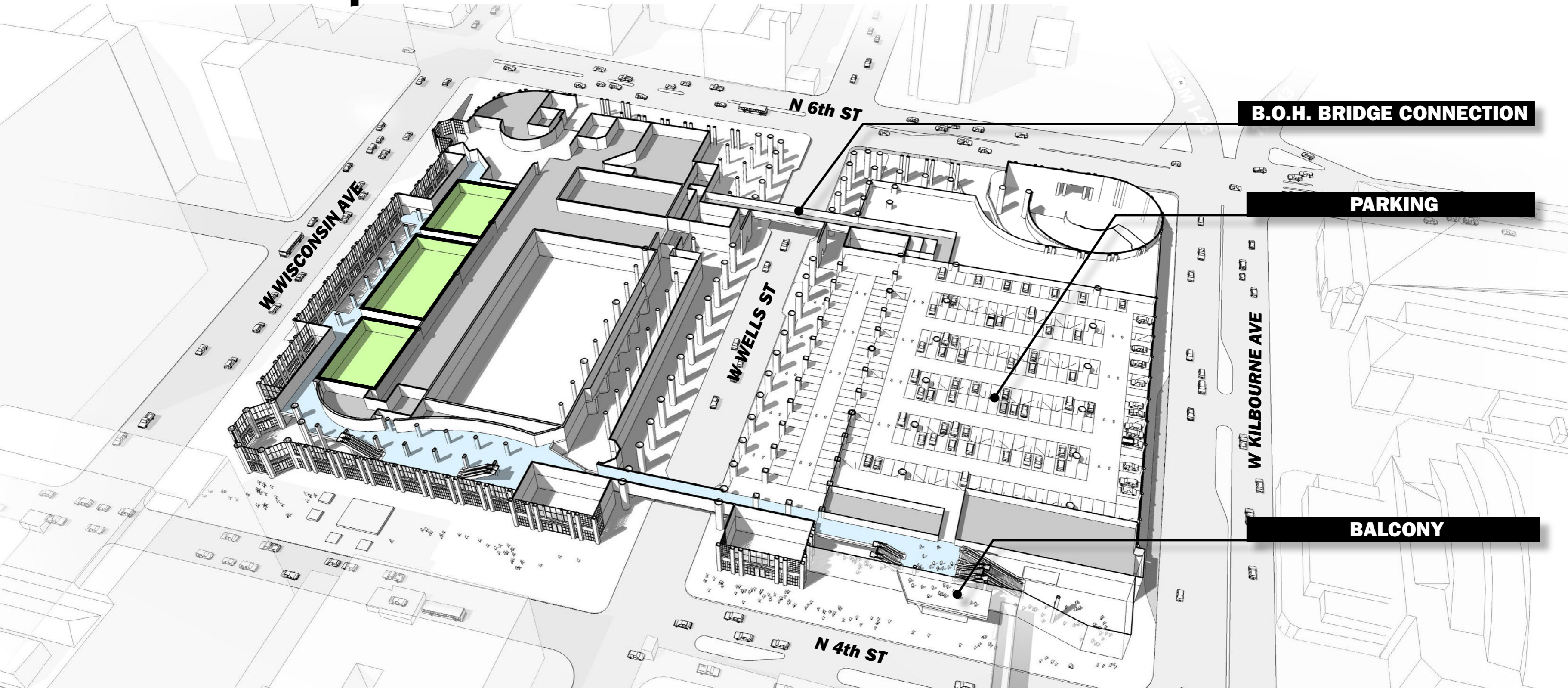
KITCHEN [13,096 GSF]

MULTIPURPOSE [98,932 GSF]

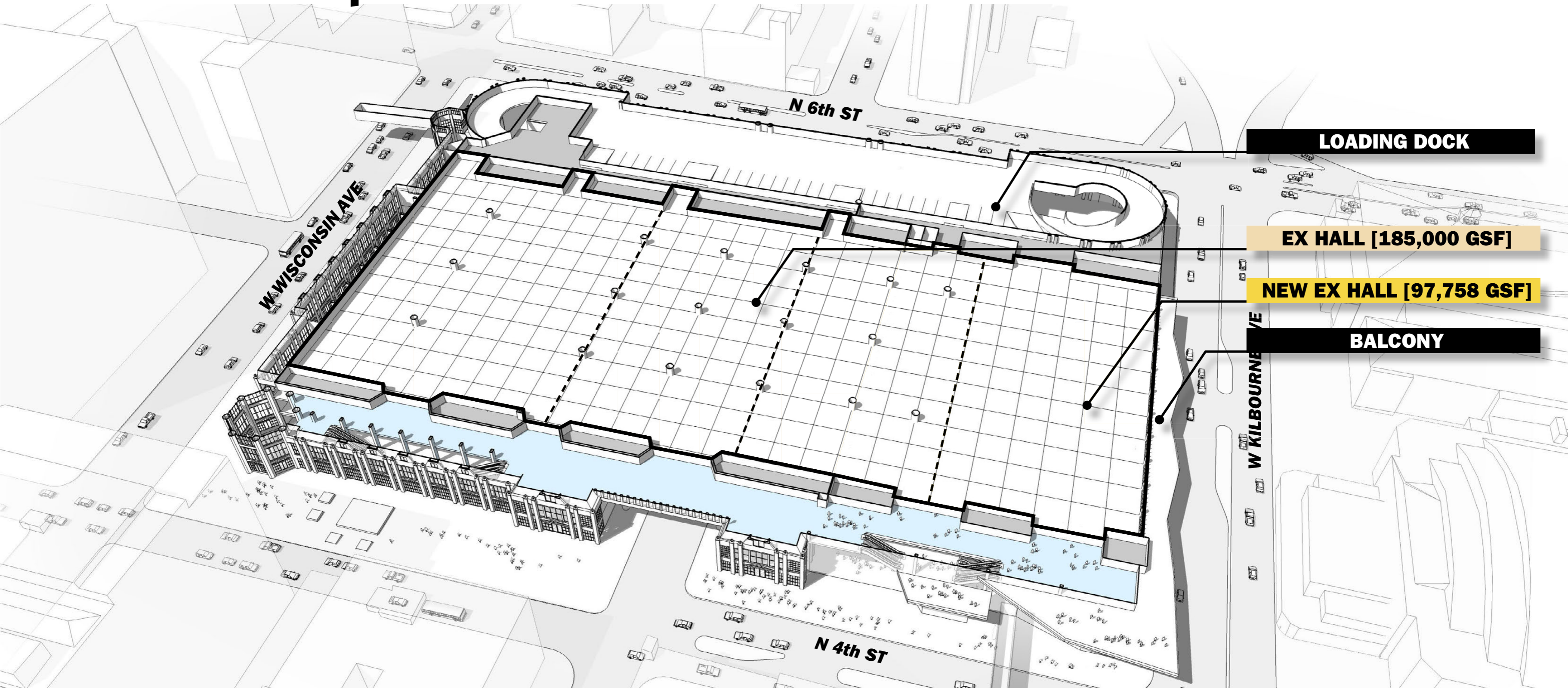
DROPOFF



03_Multi-Purpose LEVEL 2 - MEZZANINE



03_Multi-Purpose LEVEL 3 - UPPER



LOADING DOCK

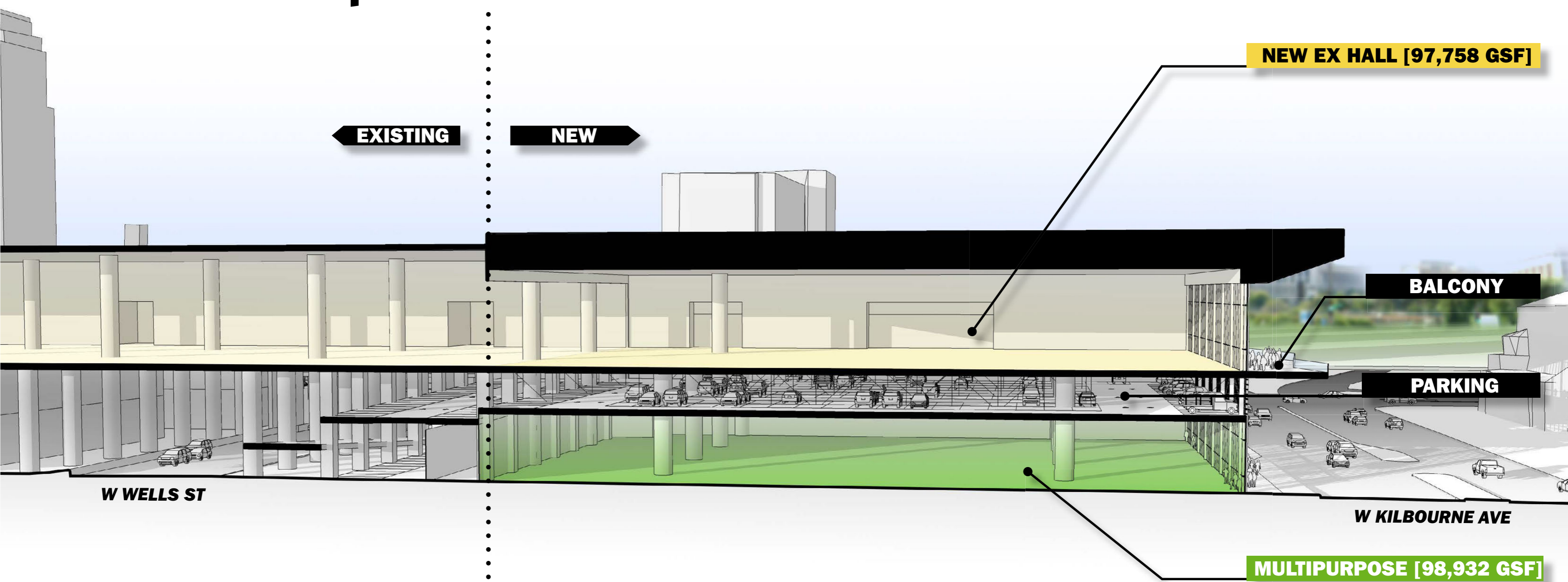
EX HALL [185,000 GSF]

NEW EX HALL [97,758 GSF]

BALCONY



03_Multi-Purpose SECTION



NEW EX HALL [97,758 GSF]

EXISTING

NEW

BALCONY

PARKING

W WELLS ST

W KILBOURNE AVE

MULTIPURPOSE [98,932 GSF]



COST ESTIMATE

Program:	Existing GSF:		Expansion GSF:		
	Renovation		01 Traditional	02 Elevated	03 Multipurpose
Level 3 - Upper					
Ex Hall		188,695	85,021	123,705	97,758
Balcony (Exterior)	N/A		4,662	1,268	15,435
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Level 2 - Mezz					
Meeting		19,820	22,612	15,392	0
Balcony (Exterior)	N/A		0	3,694	2,020
Prefunction		29,704	25,698	13,842	3,831
Back-of-House	N/A		27,410	24,811	18,725
Parking (Exterior)	N/A		60,261	35,639	85,740
Level 2 - Total:		49,524	135,981	93,378	110,316
Level 1 - Ground					
Meeting		19,820	22,004	13,500	0
Multipurpose	N/A		0	0	98,932
Ballroom		37,500	15,353	34,320	0
Prefunction		56,015	36,627	27,898	17,129
Kitchen/Pantry	N/A		4,344	9,824	13,096
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Totals:					
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Total Conditioned SF:			290,773	321,391	311,369
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Exhibit Hall			85,021	123,705	97,758
Ballroom			15,353	34,320	0
Meeting Room			44,616	28,892	0
Multi-Purpose Hall			0	0	98,932

ESTIMATED PROJECT COST

\$247 MILLION - \$277 MILLION

ESTIMATE INCLUDES:

- a. 30% for Project Soft Costs
- b. Expansion
- c. On Site Parking
- d. Existing Building Modernization
- e. Elevated Connection Over Kilbourn

*Costs are escalated to 2019. Additional escalation should be added at 4% per year beyond 2019.



RENDERINGS FOR ARTISTIC PURPOSES ONLY







WISCONSIN
CENTER



RENDERINGS FOR ARTISTIC PURPOSES ONLY

EXHIBIT HALL



