

Wisconsin Center Expansion/Modernization Study



**Status Update
June 2018**

Status Update Overview

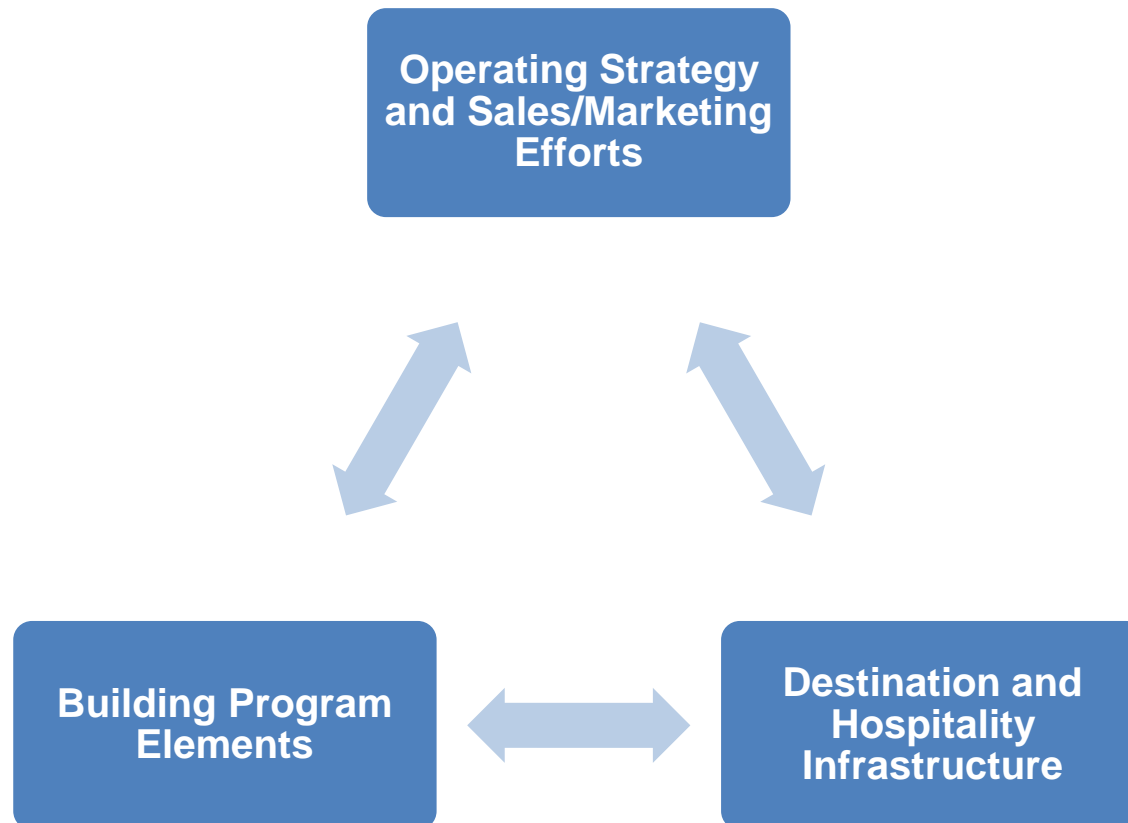
- Recap Market Findings and Programmatic Recommendations
- Recap of Estimated Impacts to Event Activity and Financial Operations
- Recap of Estimated Economic and Fiscal Impacts

Market Research Suggested Demand for Expansion/Modernization of the Wisconsin Center

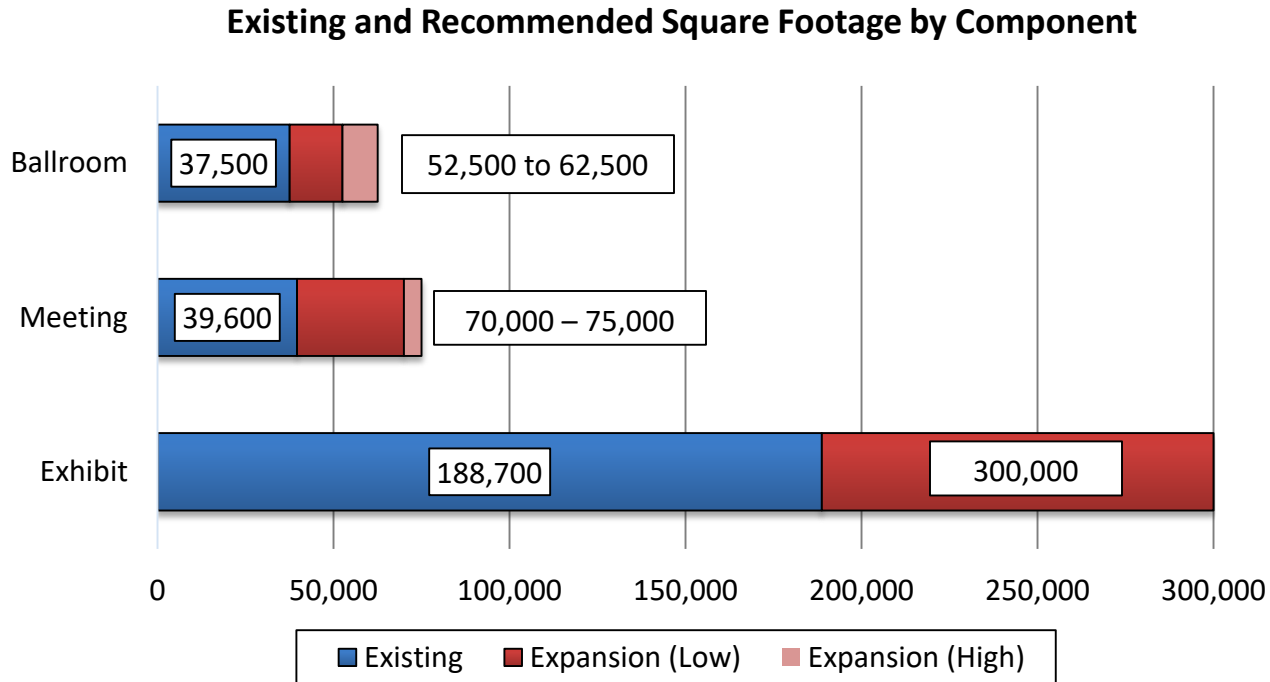


Successful Expansion/Modernization Will Require a Holistic, Integrated Development Approach

- Expansion of the Wisconsin Center should be pursued in tandem with a solid plan for ensuring the development of new proximate, convention quality hotel rooms prior to or simultaneous with expansion



Recommended Programmatic Changes From a Market Perspective

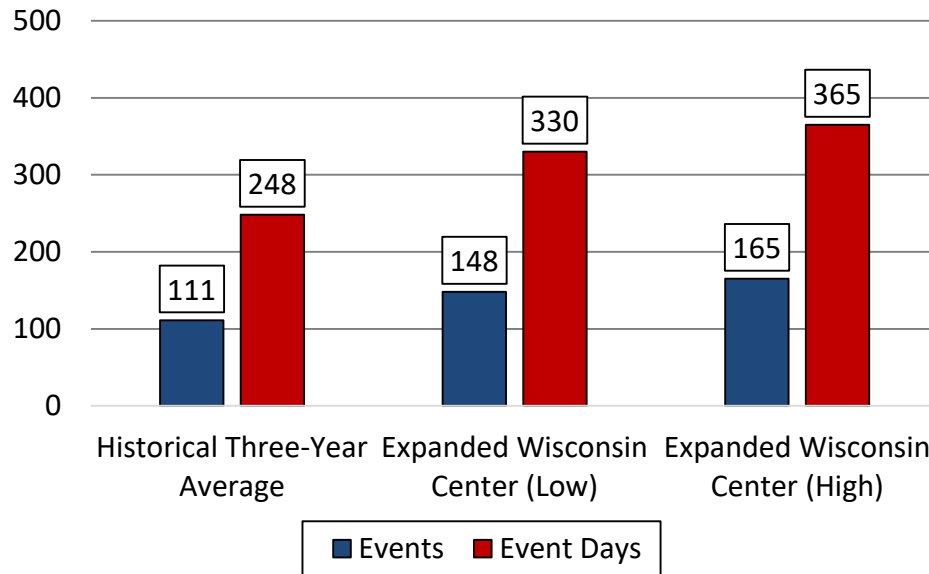


- Ideally, additional exhibit space should be contiguous and column-free
- Pre-function space needs to be increased/modernized to reflect current trends
- Developing flex space is one approach to maximizing programming options
- Significant outdoor space should be developed to link other assets/attractions

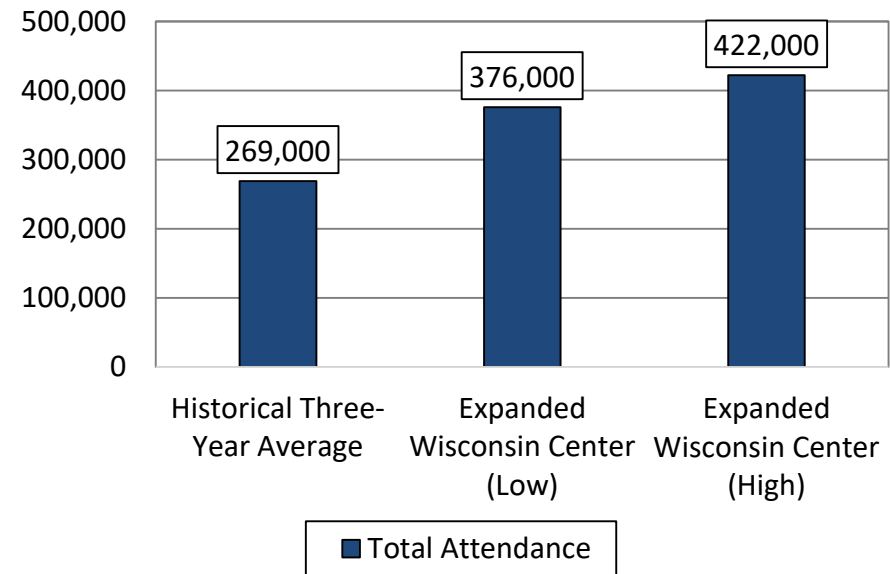
Estimated Impact to Event Activity and Financial Operations in a Stabilized Full Year of Operation at an Expanded/Modernized Wisconsin Center

- Compared to the historical three-year average, event activity is estimated to increase by 33% to 47% in event days and 40% to 57% in total attendance

Event and Event Days (Stabilized Year)



Total Attendance (Stabilized Year)

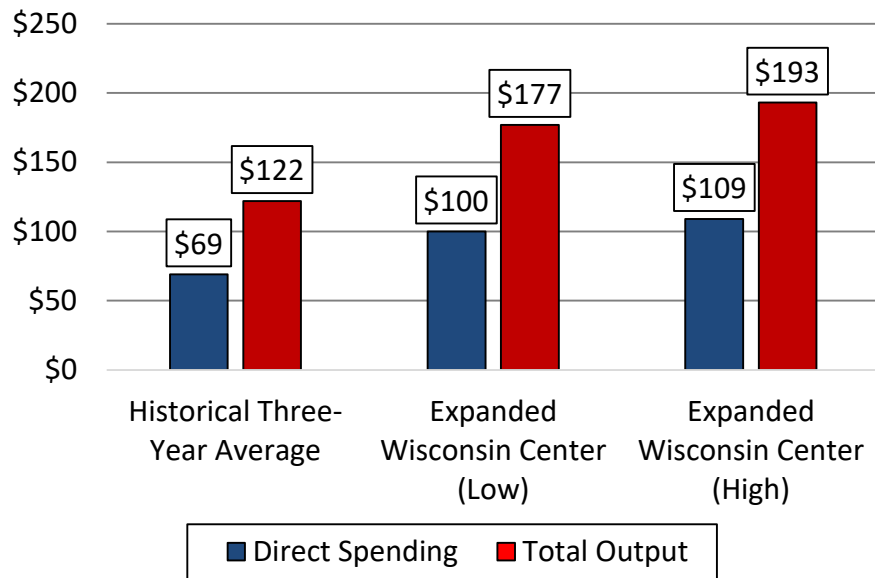


- Expansion/modernization is estimated to positively impact District operations by approximately \$1.1 million to \$1.3 million annually in a stabilized year

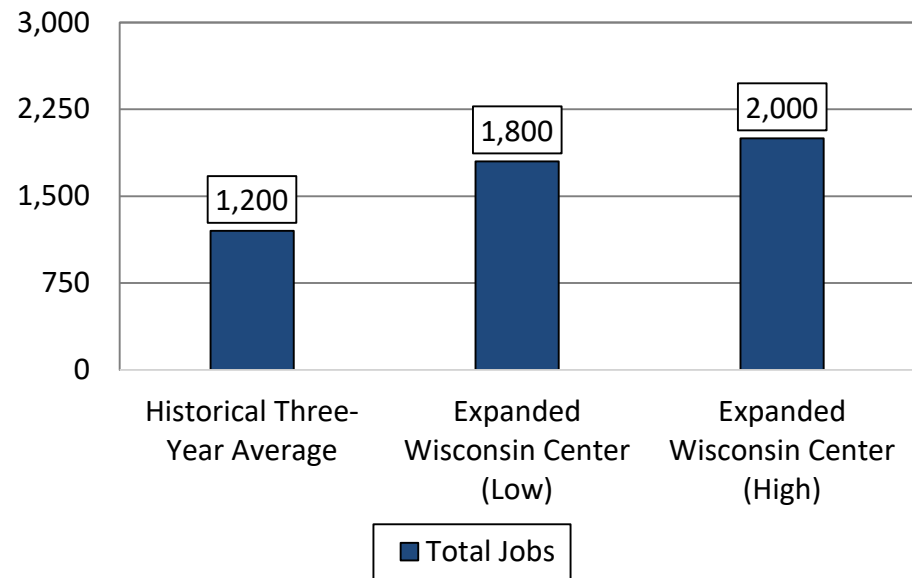
Estimated State-Level Economic Impacts in a Stabilized Full Year of Operation at an Expanded/Modernized Wisconsin Center

- Compared to the historical three-year average, direct spending and total output (i.e., direct, indirect and induced) are estimated to increase by 45% to 60%

Output (Stabilized Year)



Total Jobs (Stabilized Year)

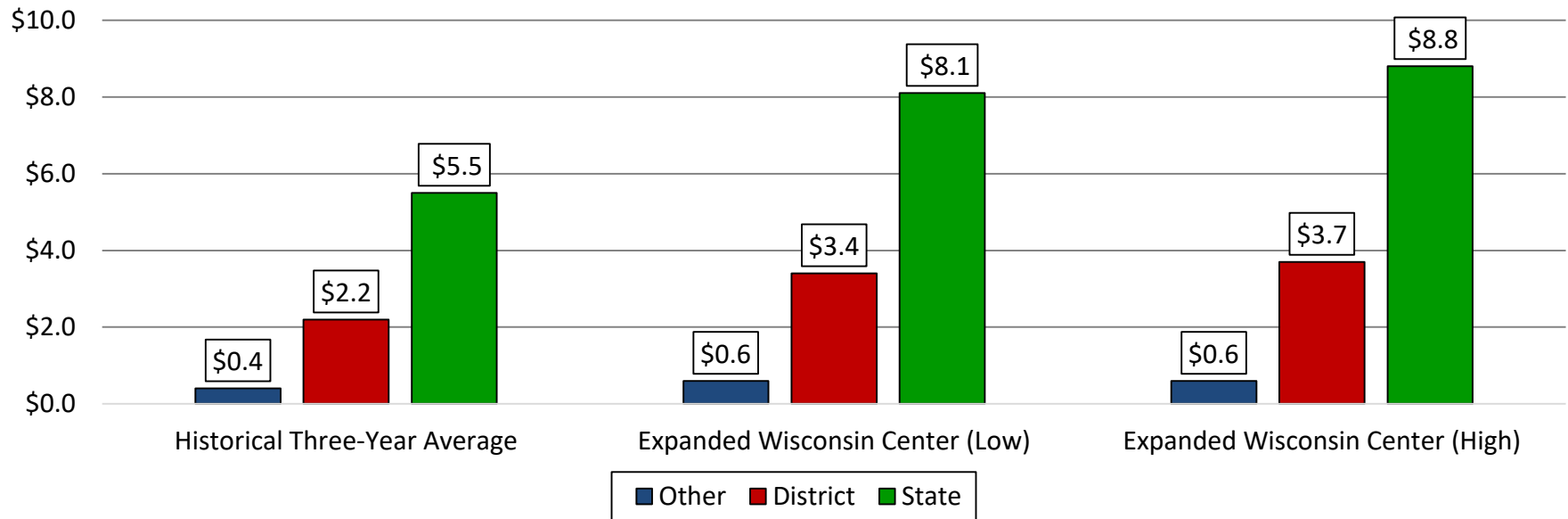


Note: Dollar amounts above are in millions.

Estimated Fiscal Impacts in a Stabilized Full Year of Operation at an Expanded/Modernized Wisconsin Center

- While the estimated increase in District tax revenues is significant, the estimated increase at the State level is even greater

Total Tax Revenues (Stabilized Year)



Notes: Dollar amounts above are in millions.
District tax revenues include room tax, rental car tax and food & beverage tax at the local levels.
Other local taxes include the sales tax and stadium tax.
State taxes include the sales tax, income tax and rental vehicle fee.