

# Fresh City Vibes





VISIT Milwaukee is excited to welcome you! When your meeting attendees convene in Milwaukee, you're getting more than your typical convention experience. You're getting a host city with a unique history, natural assets and a culture that makes a meeting in the Good Land unlike any other.

As a Milwaukee native, I have seen the city grow and evolve over time, cherishing our roots while embracing new ways of working and playing. Named one of the best big cities in the country in Conde Nast's 2023 Readers' Choice Awards and one of Eater's Where to Eat in 2024 readers' choice list, there is an energy in the city that your attendees will love to be a part of. You'll come to Milwaukee as a guest but walk away a friend to the city and its residents.

Meeting planners often come to Milwaukee expecting your standard site visit but are blown away by an exceptional blend of natural beauty, state-of-the-art meeting facilities, vibrant entertainment and urban-easy charm.

Milwaukee's affordable convention campus features three unique venues situated in the heart of downtown. Baird Center (formerly Wisconsin Center) convention space, the UW-Milwaukee Panther Arena and the Miller High Life Theatre make up the Wisconsin Center District. Completing a \$456 million expansion that will more than double the convention in size in 2024, Baird Center will soon be the region's best and largest convention center, with 1.3 million total square feet containing 300,000 contiguous square feet of exhibition space, a rooftop ballroom and terrace, and so much more. Just a skywalk away from Baird Center are more than 1,300 hotel rooms.

Before turning in for the night, your attendees should be sure to savor the local flavors with a meal at one of our James Beard award-winning restaurants. The spirit of Milwaukee's first

brewers lives on in our historic and craft breweries as well as our beer gardens and festivals, where attendees will feel right at home after a long day of sessions. Situated along the shores of Lake Michigan and at the confluence of three rivers, the city boasts beautiful views throughout.

Milwaukee prides itself on a people that welcomes all people. Our city is the Gathering Place, a diverse tapestry of cultures coming together to make Milwaukee a vibrant and welcoming destination. Our city is truly the place where unique unites.

Does Milwaukee have a great, value-driven convention and hotel package, all within a safe, walkable downtown and an airport only eight miles from the city center? Yes! But you'll also find plenty of real Milwaukee fun and personality to make your convention here one your attendees will go home raving about. We thank you for your consideration and look forward to working with you to ensure the success of your next meeting in 2025/2026.

Sincerely,  
**Peggy Williams-Smith**



*President and CEO*

## WHY MILWAUKEE?



### 1. VALUE

Milwaukee features big-city entertainment at small-town prices, whether you're booking a block of rooms, organizing an executive banquet or hosting unforgettable entertainment.

### 2. ACCESSIBILITY

An easily accessible city, Mitchell International Airport (MKE) is just 15 minutes from downtown and offers more than 35 non-stop flights. The city is also less than a six-hour drive from about a third of the U.S. population.

### 3. UNIQUE ATTRACTIONS & VENUES

If you're looking to step outside of the meeting "box," look no further. Take your event to the next level with an unforgettable gathering that will leave your attendees raving.

### 4. REDEVELOPMENT

Recent investments include the Baird Center's expansion (opening in 2024), the Iron District Soccer Stadium and venue (coming spring 2025), the winterization of American Family Field (fall 2025), The Trade –an autograph hotel by Marriott, the fully renovated American Family Insurance Amphitheater in 2020, Potawatomi Casino | Hotel's second hotel tower opened in 2019, the Fiserv Forum arena and surrounding Deer District opened in 2018. Redevelopments continue with new hotels, streetcar line expansions, dining, attractions, and more.

### 5. CONVENTION CENTER COMPLEX

Designed with meeting planners' input and soon to boast more than 300,000 square feet of contiguous exhibition space, Baird Center offers the ultimate experience in versatility, functionality and style. Baird Center's expansion is slated to open in May 2024, more than doubling the size of the convention center to more than 1.3 million square feet, offering 52 total breakout rooms, a breathtaking rooftop ballroom and so much more.

### 6. LOCAL FLAVOR

Your attendees are guaranteed a unique local experience, whether sipping a locally brewed IPA, dining at a James Beard-recognized restaurant or exploring the heritage of a one-of-a-kind Milwaukee icon like Harley-Davidson.

### 7. DIVERSITY & NEIGHBORHOODS

From its very beginnings, Milwaukee has proven itself to be a place where people from all over the world come together to form a community of great cultural diversity. This multicultural population has flourished, creating 191 unique neighborhoods throughout the city.

### 8. WELCOMING PEOPLE

Everyone from event staff to passers-by is friendly, welcoming and eager to help. This personal touch and heartfelt welcome make Milwaukee an extraordinary place to visit that will leave a positive impression on every attendee.

### 9. WALKABILITY

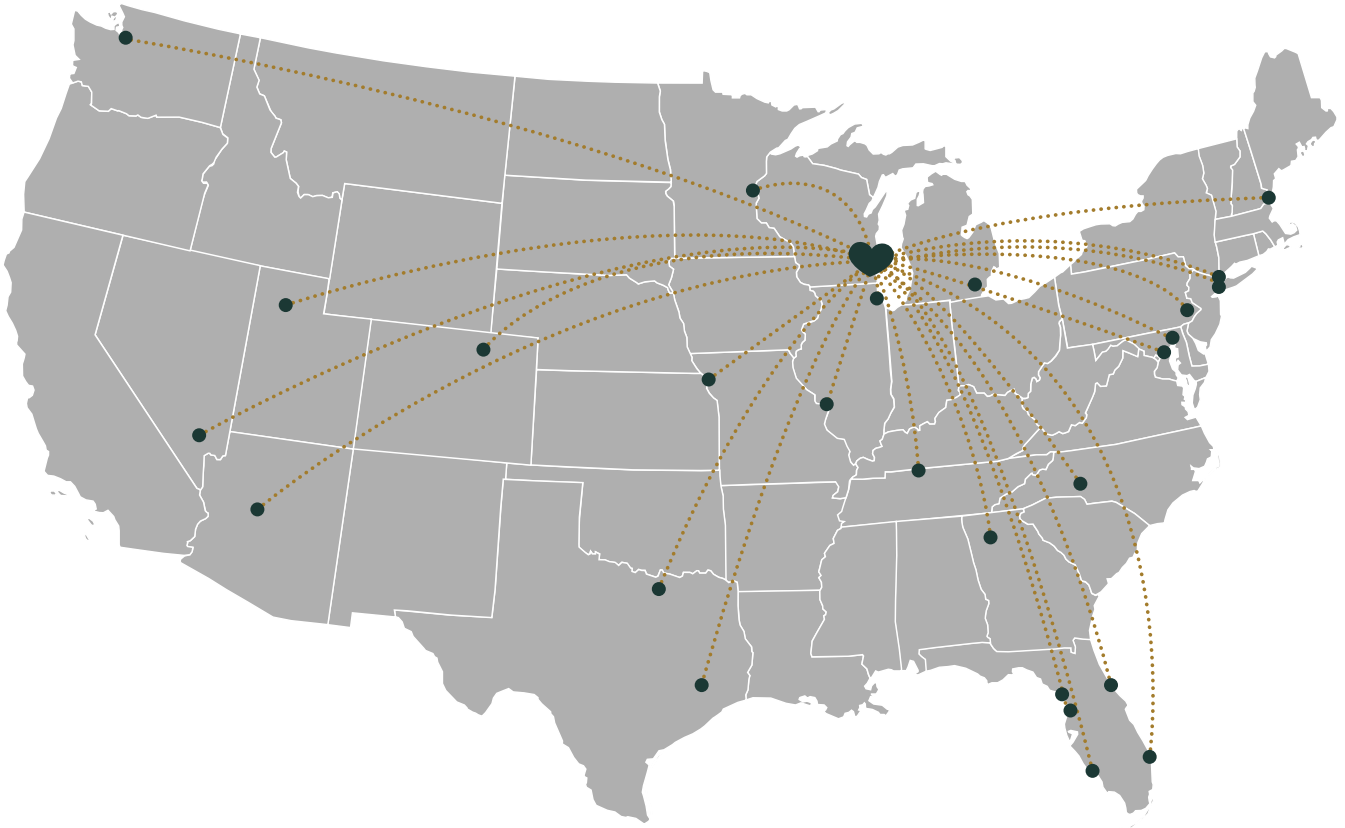
Milwaukee consistently ranks among the nation's most walkable cities in the country. Most attractions are an easy walking distance from each other and the convention center. Or take advantage of the convenient public transportation system that will help you see the sights and then some.

### 10. VISIT MILWAUKEE DMO

VISIT Milwaukee's talented Sales team makes bringing your meeting or event to Milwaukee a snap. And once your event is booked, our award-winning Event Experience department is ready to help make your event unforgettable.

**MILWAUKEE MITCHELL INTERNATIONAL AIRPORT (MKE)**

Milwaukee Mitchell International Airport (MKE) currently offers nonstop flights to 35+ destinations coast-to-coast, and hundreds of destinations are available with one connection. Unlimited free Wi-Fi is available throughout the airport. Mitchell has an on-site Amtrak station and nine on-site auto rental agencies. Taxis, shuttles and ride shares are available to all city locations and attractions.



**MAJOR AIRLINE CARRIERS**

- Alaska
- American
- Delta
- Frontier
- JetBlue
- Southwest
- Spirit
- Sun Country
- United

**DRIVE TIMES Miles/Hours**

Madison, WI.....	80.....	1.5
Chicago, IL.....	90.....	1.5
Green Bay, WI.....	270.....	2
Grand Rapids, MI.....	275.....	4.5
Indianapolis, IN.....	280.....	4.5
Minneapolis, MN.....	335....	5.25
Des Moines, IA.....	375....	5.75
Cincinnati, OH.....	390...	6.25
Detroit, MI.....	373.....	6
St. Louis, MO.....	375.....	5.75
Louisville, KY.....	390.....	6.25
Columbus, OH.....	450.....	7.25

**35+**  
NON-STOP  
CITIES SERVED

**15**  
MINUTES FROM  
DOWNTOWN



## Getting Here

### MILWAUKEE INTERMODAL STATION

The Milwaukee Intermodal Station offers Amtrak departures to Chicago and Minneapolis/St. Paul. Greyhound, Megabus and Coach USA also serve the station.

## Getting Around

### THE HOP

Milwaukee's streetcar, The Hop, connects some of Milwaukee's most popular neighborhoods and attractions.

### RIDESHARE AND TAXI

Rideshare and taxis are available from companies like Uber, Lyft, TaxiMKE, American United Taxicab Services and Forward Pedicab.

### MILWAUKEE COUNTY TRANSIT SYSTEM (MCTS)

MCTS buses run throughout Milwaukee County, including special shuttles during lakefront events.

### RENTAL CARS

Nine rental car companies are located in the airport parking structure directly across from baggage claim.

### SHUTTLE SERVICE

Shuttle bus and limousine service to the airport is available through GO Riteway.

### BUBLR BIKES

BublR Bikes bikeshare stations are located throughout Milwaukee and in neighboring Wauwatosa and West Allis.

### WALKING

Milwaukee's compact downtown makes the city easy to explore on foot. The Milwaukee RiverWalk connects the city's Beerline B neighborhood to the Historic Third Ward via a 3.1-mile walkway along the Milwaukee river.

### E-SCOOTERS

With multiple options, such as Lime and Veo, offering this two-wheeled alternative to walking, you and your friends will discover the original Brew City in style.

Bradford Beach

# WEATHER



## MILWAUKEE IS A CITY WHERE EVERY SEASON BRINGS A NEW TO-DO LIST!

Known as the City of Festivals, Milwaukee is a city that celebrates just about everything during summers filled with cultural and music festivals. Summer fun in the sun is just steps away at the miles of beautiful freshwater beaches (see Bradford Beach above). But the fun only begins there! Come fall and spring, there's no better place to stroll than Milwaukee's lakefront and award-winning parks. When the snow starts to fall, holiday happenings abound alongside outdoor winter fun like ice skating, skiing and snowshoeing in a winter wonderland.

No matter the season, Milwaukee's always got more fun in store for you and your attendees to explore!

### AVERAGE MONTHLY HIGH & LOW TEMPS

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
29	33	42	54	65	75	80	79	71	59	46	33
16	19	28	37	47	57	64	63	55	43	32	20





**Modernizing the Convention Experience**

- 300,000 square feet of total contiguous exhibit hall space
- Additional ballroom with seating for 2,000
- 24 additional meeting rooms for a total of 52
- Increase number of indoor parking spaces from 250 to 400+
- Create flexible spaces
- Feature best-in-class IT infrastructure, built to accommodate 3.5 devices/guest and grow in the future
- Include quiet spaces, nursing mother’s room and all-gender restrooms
- Proposed home of the 2026 or 2027 American Volleyball Coaches Association Convention\*
- Located two blocks south of Fiserv Forum



*\*All space is being held for AVCA and proposed Fan Fest*

Baird Center	Existing	New	Total
<b>Ballroom</b>	37,500 SF	32,000 SF	69,500 SF
<b>Meeting Room</b>	39,600 SF	35,500 SF	75,100 SF
<b>Exhibit</b>	188,700 SF	110,300 SF	300,000 SF



# BAIRD CENTER









HOTELS NEAR FISERV FORUM (1.5 Miles or less)	ACCOMMODATIONS			
	TOTAL # SLEEPING ROOMS	TOTAL # SUITES	TOTAL # DOUBLE ROOMS	DIST. TO FISERV FORUM
The Trade, Marriott Autograph Collection	207	43	52	0.1
Hyatt Place Milwaukee Downtown	150	13	57	0.2
Aloft Milwaukee Downtown	160	4	36	0.2
Hyatt Regency Milwaukee	481	18	236	0.3
The Brewhouse Inn & Suites	90	90	27	0.4
Hilton Milwaukee City Center	729	20	367	0.5
DoubleTree by Hilton Milwaukee Downtown	243	4	141	0.5
SpringHill Suites Milwaukee Downtown	155	155	73	0.5
Saint Kate - The Arts Hotel	219	16	60	0.5
Fairfield Inn & Suites by Marriott - Milwaukee Downtown	103	7	44	0.5
Hampton Inn & Suites Milwaukee Downtown	138	53	9	0.5
Drury Plaza Hotel	227	11	75	0.7
Courtyard by Marriott Milwaukee Downtown	169	15	51	0.7
Cambria Hotel & Suites Milwaukee Downtown	132	6	58	0.8
Residence Inn by Marriott - Milwaukee Downtown	131	131	11	0.8
Hotel Metro, Autograph Collection	63	9	5	0.8
Milwaukee Marriott Downtown	205	1	96	0.9
The Pfister Hotel	307	82	104	0.9
Homewood Suites by Hilton	94	94	0	0.9
Hilton Garden Inn Milwaukee Downtown	127	15	51	0.9
Holiday Inn Express Milwaukee Downtown	116	11	58	1
Tru by Hilton-Milwaukee Downtown	100	0	60	1
Home2 Suites by Hilton Milwaukee Downtown	115			1
The Iron Horse Hotel	100	29	30	1.2
The Kimpton Journeyman Hotel	158	6	34	1.3
The Westin Milwaukee	220	7	90	1.4



**AMERICA'S BLACK HOLOCAUST MUSEUM**

America's Black Holocaust Museum is not only a center of reconciliation and healing, but also a unique event venue.

**BEST PLACE AT THE HISTORIC PABST BREWERY**

The former Pabst Brewery headquarters has event spaces within its Cream City brick walls and in outdoor courtyards.  
**Total Sq. Ft. Meeting Space: 9,650**

**CHARLES ALLIS ART MUSEUM**

The Charles Allis Art Museum offers a historic venue for events in an English Tudor-style mansion.  
**Total Sq. Ft. Meeting Space: 1,520**

**COAKLEY BROTHERS WATER TOWER BUILDING**

Business meetings fit nicely in the renovated warehouse-chic spaces of the Coakley Brothers Water Tower Building.  
**Total Sq. Ft. Meeting Space: 5,300**

**DISCOVERY WORLD**

Discovery World science and technology museum has stunning event spaces along Lake Michigan's shores including 360-degree views of downtown in the Pilot House.  
**Total Sq. Ft. Meeting Space: 21,100**

**EXPOSITION CENTER AT THE WISCONSIN STATE FAIR PARK**

The Exposition Center is Wisconsin's largest single exhibit hall.  
**Total Sq. Ft. Meeting Space: 200,000**

**FISERV FORUM**

More than an arena, Fiserv Forum is a slam dunk for meetings and conventions inside and in the outdoor Deer District plaza space.  
**Total Sq. Ft. Meeting Space: 93,921**

**GROHMANN MUSEUM**

The Grohmann Museum's building is as unique as the collection housed within, offering rooftop and other event spaces.

**HARLEY-DAVIDSON MUSEUM**

The world's only Harley-Davidson Museum offers bold, customizable spaces on its stunning campus.  
**Total Sq. Ft. Meeting Space: 40,000**

**LAKEFRONT BREWERY BEER HALL**

Lakefront Brewery is a venue that adds its award-winning brews and fare to events in the beer hall.  
**Total Sq. Ft. Meeting Space: 5,000**

**MILLER BREWING COMPANY**

From the Historic Miller Caves to the Miller Inn, Miller Brewing Company offers diverse venue options.

**MILWAUKEE ART MUSEUM**

The Milwaukee Art Museum spans three buildings on the shores of Lake Michigan with flexible meeting spaces.  
**Total Sq. Ft. Meeting Space: 25,000**

**MILWAUKEE COUNTY ZOO**

Meetings and events hear the call of the wild on Milwaukee County Zoo's 200 acres of land.

**MILWAUKEE PUBLIC MARKET**

The Milwaukee Public Market is perfect for corporate team building events, company functions, and private parties.

**MILWAUKEE PUBLIC MUSEUM**

Meet around the world under one roof at the Milwaukee Public Museum from prehistoric lands to an African desert.  
**Total Sq. Ft. Meeting Space: 10,000**

**MITCHELL PARK DOMES**

Event venues at The Domes include a traditional garden, a tropical rainforest and arid desert.  
**Total Sq. Ft. Meeting Space: 12,000**



Pritzlaff Events

**OFF-SITE VENUES**

**PABST MANSION**

Have your guests experience Gilded Age elegance on the three floors of a beer baron's home at historic Pabst Mansion.

**POTAWATOMI CASINO | HOTEL**

In addition to world-class gaming, dining and entertainment, Potawatomi Casino | Hotel has great event spaces.

**Total Sq. Ft. Meeting Space: 75,000**

**PRITZLAFF EVENTS**

Constructed in 1857 and recently renovated, the Pritzlaff can accommodate your next corporate event, fundraiser or gala.

**Total Sq. Ft. Meeting Space: 27,000**

**SCHLITZ AUDOBON NATURE CENTER**

The stunning and sustainably designed Schlitz Audobon Nature Center is available for special events and business meetings.

**Total Sq. Ft. Meeting Space: 4,000**

**SPRECHER BREWERY**

Milwaukee's original microbrewery, Sprecher Brewery, serves craft beers and sodas as well as awesome event spaces.

**Total Sq. Ft. Meeting Space: 2,500**

**TRIPOLI SHRINE CENTER**

Completed in 1928, the Tripoli Shrine Center offers ornate space for special events and meetings.

**VILLA TERRACE DECORATIVE ARTS MUSEUM**

The Villa Terrace Decorative Arts Museum overlooks the lake specializes in smaller indoor and outdoor events.

**Total Sq. Ft. Meeting Space: 1,215**



Potawatomi Casino | Hotel

**WAR MEMORIAL CENTER**

The stunning War Memorial Center honoring the U.S. Armed Forces is a perfect lakefront location for special events.

**Total Sq. Ft. Meeting Space: 40,000**

**THE WAREHOUSE**

Enjoy curated exhibitions in The Warehouse while renting private meeting and conference rooms.

**Total Sq. Ft. Meeting Space: 5,200**



### MILWAUKEE ART MUSEUM

The Milwaukee Art Museum features world-class art, dramatic architecture along Lake Michigan and 25,000 square feet of meeting space.

### HARLEY-DAVIDSON MUSEUM

The Harley-Davidson Museum's 20-acre campus takes visitors through 100 years of history, memorabilia and exhibits.

### DISCOVERY WORLD

Discovery World Science and Technology Museum sits on Lake Michigan's shore, and offers over 21,000 square feet of meeting space.

### MILWAUKEE RIVERWALK

The RiverWalk spans over three miles through three historic neighborhoods along the Milwaukee River.

### BREWERY TOURS

On tap, in bottles, cans or kegs, beer "made Milwaukee famous," and we've got the historic and modern brewery tours to prove it.

### MILWAUKEE PUBLIC MUSEUM

The Milwaukee Public Museum is Wisconsin's largest natural history museum, featuring three floors of immersive exhibits that take people around the world, back in time and even to outer-space.

### MILWAUKEE PUBLIC MARKET

Treat yourself to the Milwaukee Public Market's high-quality selections of artisan products and freshly-made food.

### POTAWATOMI CASINO | HOTEL

Potawatomi Casino | Hotel offers gaming, delicious dining, nightlife and meeting space, all under one roof.

### MILWAUKEE COUNTY ZOO

The Milwaukee County Zoo is one of the top zoos in the nation, spanning 190 wooded acres.

### BOAT TOURS

Located at the confluence of three rivers and Lake Michigan, Milwaukee is a water city with a wide variety of boat tours to enjoy.

### FISERV FORUM

The state-of-the-art, 714,000-square foot Fiserv Forum and its surrounding Deer District is a sports and entertainment hub.

### AMERICAN FAMILY FIELD

The unique fan-shaped retractable roof means it's always a perfect day at American Family Field baseball stadium and event space.

### HENRY MAIER FESTIVAL PARK

The festival park is located along the shores of Lake Michigan on a 75-acre permanent site featuring multiple stages, including a recently-renovated amphitheater.

### WISCONSIN STATE FAIR PARK

State Fair Park offers a wide variety of spaces for everything from formal affairs to meetings to trade shows, including a 200,000-square-foot exposition center.

### MITCHELL PARK DOMES

With a desert oasis, tropical jungle and floral garden all in one location, the Domes were built for one-of-a-kind events.

### SCHLITZ AUDUBON NATURE CENTER

This 185-acre nature center sits on the city's northern shores of Lake Michigan and offers indoor and outdoor event space.

### GROHMANN MUSEUM

The world's most comprehensive art collection dedicated to the evolution of human work also features versatile event space, including a rooftop sculpture garden perfect for unique gatherings.



## ATTENDANCE BUILDING AND DESTINATION MARKETING ASSISTANCE

- Promotional Milwaukee images and copy.
- Personalized welcome letter from Milwaukee's mayor.
- Personalized welcome letter from Visit Milwaukee's president and CEO.
- Draft and distribute press releases and media alerts.
- Recommendations for attractions, culture, dining and entertainment.
- Information on Baird Center and the Wisconsin Center District campus.
- Detailed copy and website content about Milwaukee's history, events, dining, attractions and amenities.
- Social promotion of the event to VISIT Milwaukee's audience of 400,000+.

