

# THE BMO HARRIS BRADLEY CENTER AND MMAC'S CHAMPIONS OF THE COMMUNITY

*Building a Bridge from the Bradley Center to the Future*



## **THE BMO HARRIS BRADLEY CENTER**

- On May 21, 2012, the Metropolitan Milwaukee Association of Commerce, the Bradley Center, the Milwaukee Bucks and BMO Harris Bank announced a naming sponsorship by BMO Harris Bank that would expand the name of the building to the BMO Harris Bradley Center. The BMO Harris Bradley Center name will soon appear on interior and exterior signage, the scoreboard, event tickets and more.
- Construction of the Bradley Center was funded through a \$93 million donation by philanthropist Jane Bradley Pettit, who named the arena after her father, Harry Lynde Bradley, founder of Milwaukee's Allen Bradley Company. David and Lynde Uihlein, the children of Mrs. Pettit and grandchildren of Mr. Bradley, have expressed their full support for BMO Harris Bank's sponsorship and the expanded building name.
- BMO Harris Bank has also announced a six-year sponsorship of the Milwaukee Bucks. As part of the sponsorship, it has created the BMO Harris Boys & Girls Club, which will set aside seats at Bucks' home games for area not-for-profit organizations.

## **CHAMPIONS OF THE COMMUNITY**

- The Metropolitan Milwaukee Association of Commerce (MMAC) launched the Champions of the Community program late last year to generate more area business support of the Bradley Center and help build a bridge from the Bradley Center to the future.
- To date, metro Milwaukee business Champions have contributed more than \$18 million to extend the life of the Bradley Center, enhance the fan experience and preserve it as a powerful economic engine for the Southeast Wisconsin region. MMAC and Bradley Center officials said the generosity of the area's corporate citizens sets the stage for a productive private-public partnership in the future.
- In addition to BMO Harris Bank, significant supporters of the Champions effort include Harley-Davidson, Kohl's Corporation, Northwestern Mutual and Rockwell Automation.
- Other local Champions include A.O. Smith Corporation, Actuant, Addison Clifton LLC, Associated Bank, Bank Mutual Corporation, Baptista's Bakery, Children's Hospital of Wisconsin, Fiduciary Management Inc., Fiserv Inc., Fred Luber, Manpower, MGIC, Metropolitan Milwaukee Association of Commerce, Michael Best & Friedrich LLP, MillerCoors, Park Bank, Potawatomi Bingo Casino, PS Capital Partners LLC, Robert W. Baird & Co., Victory Personnel Services, Waukesha Metal Products and We Energies.

## **ECONOMIC IMPACT AND LEADERSHIP**

- The newly named BMO Harris Bradley Center has a significant economic impact in Wisconsin. A study released by the MMAC in March 2012 found that the Center:
  - Generates \$204.5 million in gross economic impact, supports 2,350 jobs and produces \$73.1 million in annual payroll. The Center's net impact supports 1,068 jobs with a yearly payroll of more than \$29 million.
  - Generates more than \$95 million in direct revenue and \$8.8 million in state and local tax revenues annually.
  - Draws 30% of its attendees from outside the four-county metro area of Milwaukee, Ozaukee, Washington and Waukesha counties. One out of two guests is from outside Milwaukee County. The impact of non-local residents attending events at the Bradley Center generates \$41.6 million of new spending in the metro area every year.

- The State of Wisconsin owns the BMO Harris Bradley Center, which is run by the Bradley Center Sports & Entertainment Corporation. The Corporation is a so-called instrumentality of the State charged by law with operating and maintaining the Center for the benefits of the citizens of Wisconsin.

### **TENANTS, SHOWS AND FANS**

- The BMO Harris Bradley Center is home to four sports teams – the Milwaukee Bucks, the Milwaukee Admirals, the Marquette University Golden Eagles men’s basketball team and the Milwaukee Mustangs arena football team. In fiscal 2010, the Center welcomed about 1.5 million people to 167 sports, concert, family and special events. Roughly 37 million people have enjoyed about 4,200 events at the Bradley Center since it opened in 1988.
- The BMO Harris Bradley Center is a solid competitor for the nation’s best touring shows. Recent and upcoming performances include Lady Gaga, Keith Urban, Taylor Swift, Cirque du Soleil, Rod Stewart and Stevie Nicks, Sesame Street Live!, Bon Jovi, Michael Buble, Brad Paisley, Trans-Siberian Orchestra, the Harlem Globetrotters, UFC, PBR (Professional Bull Riders), the Black-Eyed Peas, Rascal Flatts, John Mayer and Star Wars in Concert. The Bradley Center has also hosted the NCAA basketball tournament and other special athletic events.

### **CENTER AMENITIES AND HIGHLIGHTS**

- In addition to participating in the Champions of the Community effort, the BMO Harris Bradley Center has done many things to move forward and enhance its position as a vibrant, viable and exciting part of Milwaukee’s sports and entertainment scene. This includes:
  - Adding more clubs, including Club Cambria, Miller Lite Home Court, Time Warner Business Class, Numbers 400 and Frontier Airlines Home Town Champions;
  - Working with Levy Restaurants to add restaurants like Palermo’s Courtside, update concessions and expand menus;
  - Increasing the number of premium seats, including private theater boxes connected to a new private dining and lounge area; and
  - Expanding the team store in cooperation with a new merchandise partner.
- The centerpiece of the BMO Harris Bradley Center is a \$3.2 million, state-of-the-art scoreboard that was installed just before the 2010-11 season. The board features 12 high-resolution video panels allowing for brighter colors, sharper images, more exciting special effects and expanded messages to dramatically enhance the fan experience. The new scoreboard was custom-designed for the Center – virtually every viewable surface has the ability to change to deliver live game video, scores, game and player statistics, the play clock, animated graphics, sponsor messages, videos and more.
- The economics of the sports and entertainment industry are very different today than when the BMO Harris Bradley Center opened, and as beautiful and impeccably run as it is, the Center is still one of the oldest facilities in the NBA. The Center’s Board is committed to doing everything it can to increase revenue streams, extend the life of the building, support its tenants and provide fans with the highest-quality entertainment experience. Support of the MMAC Champions of the Community will have a big impact in this effort.