

MORE EVERYTHING

MILWAUKEE, LAKE GENEVA AND MADISON ARE GROWING WITH HEART

BY JT LONG

It may be time to put Wisconsin on your shortlist for event venues. Whether you are looking for Milwaukee's big-city amenities with cultural, dining and sports excitement, Madison's comfortable, walkable capital city stateliness or the resort amenities and Gilded Age charm of Lake Geneva, there is now more to love.

FUN FACT: The expanded **Baird Center** was designed to meet LEED Silver standards with a solar roof that will produce 98,120 kilowatt hours, the equivalent of CO2 emissions from 7,488,199 smartphones being charged. Ceramic fritted glass will increase energy efficiency and prevent bird collisions. LED lighting is equipped with occupancy sensors that adjust usage based on usage and daylight levels. A grey roof membrane and 320,000-gallon underground stormwater detention system along with low-flow plumbing fixtures will minimize water use. An innovative food scraps program mimics a natural food digestion process to turn solids into liquid and divert up to 438 tons of food waste a year from landfills.

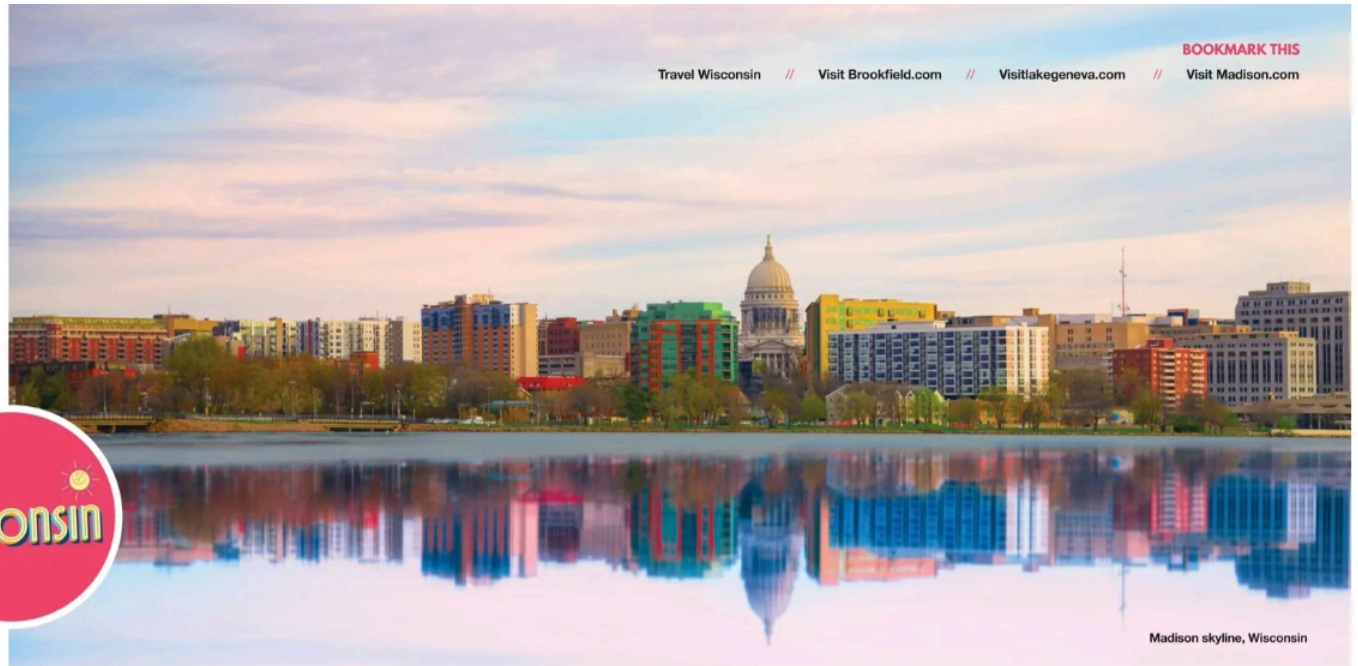
5 REASONS MEETING PROFS LOVE WISCONSIN

- **Living Art:** From the Frank Lloyd Wright-designed Monona Terrace Community and Convention Center (MTCCC) in Madison to the dynamic Burke Brise Soleil "wings" on Milwaukee Art Museum, the architecture of the buildings that house event venues shapes the conversations that develop inside.
- **Foodie Paradise:** Milwaukee translates to "the good land" in the language of native people. In addition to the area being the country's top producer of cranberries, the region is filled with diverse takes on preparing the abundance of the surrounding farmland beyond traditional beer, sausages and fried cheese curds (although you can still find those, too). Madison is home to the largest year-round farmer's market and 11 Wisconsin chefs are finalists for James Beard Awards this year.
- **Good Sports:** There is always something to cheer about. Miller High Life Theatre and UW-Milwaukee Panther Arena anchor Wisconsin Center District. Nearby, the 17,500-seat Fiserv Forum is home court for the NBA Milwaukee Bucks and Marquette University Men's Basketball team. In comfortable Brookfield, American Family Field offers everything from dugouts to luxury suites for the MLB Milwaukee Brewers.
- **Homecoming:** Harley-Davidson Museum Campus attracted more than 36,000 people for its Homecoming Festival in July. The interactive Experience Gallery and indoor-outdoor retail and meeting space on the river is a meeting professional and community touchstone.
- **The Fresh Coast:** With 15,000 lakes across the state, including massive Lake Michigan and Lake Superior and the watersports mecca of Geneva Lake, discover traces of ancient glaciers that retreated from the area thousands of years ago.



Monona Terrace Community

Monona Terrace Community photo by David Johnson / Shutterstock.com



Madison skyline, Wisconsin

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BOOKMARK THIS



5 BRILLIANT PLACES TO MEET



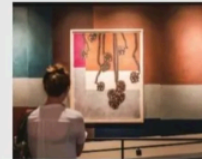
The Pfister Hotel evokes the rich history of this Midwest crossroads community. The Romanesque Revival architectural jewel was built in 1893 and recently received a \$20 million renovation that preserved the detailed crown molding and luxurious chandeliers.

307 guest rooms; 25,000 sq. ft. of meeting space.



The Trade, Autograph Collection sits across the street from Fiserv Forum downtown and its rooftop restaurant/bar is a popular pre-game and pre-meeting destination. A 9,000-square-foot, two-story VIP Suite serves as a sophisticated indoor/outdoor venue alternative.

207 guest rooms; 8,274 sq. ft. of meeting space; on-site event concierge.



Saint Kate, Milwaukee lives up to its namesake, Saint Catherine of Bologna—patron saint of the arts. It opened in 2019 as home to creative expression in all its expressions—painting, sculpture, dance and the art of meeting.

219 guest rooms; 11,597 sq. ft. of meeting space.



Four Diamond **Grand Geneva Resort & Spa**, set on 1,300 acres in southeastern Wisconsin, features award-winning restaurants, championship golf, a full spa and a raft of outdoor activities. A full renovation to its five large ballrooms celebrated the property's 30th anniversary.

358 guest rooms; 63,000 sq. ft. of meeting space.



Hilton Madison Monona Terrace is blocks from the State Capitol and an enclosed skybridge away from MTCCC, and is located a mile from the University of Wisconsin-Madison campus. Audrey Kitchen + Bar offers a semi-private dining space for up to 16.

240 guest rooms; 4,100 sq. ft. of meeting space, connected to MTCCC.

MEET LIKE A TOP CHEF

When Season 21 of the Food Network reality series "Top Chef" arrived in Wisconsin, the local produce and creative restaurant owners were the stars. If your group wants to meet like a top chef, we have some suggestions.

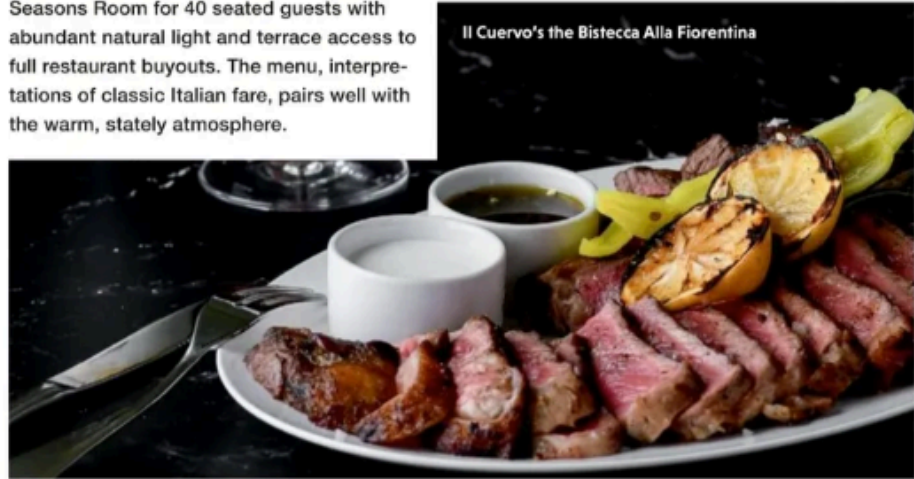
Spring Green Restaurant at Riverview Terrace is a Frank Lloyd Wright-designed space that has been added to the Wisconsin Historical Society registry and now serves as a visitors center for Wright's Taliesin home up the street, about an hour from Madison, Wisconsin. The non-profit cafe offers a seasonal menu operated by students of Riverview Terrace Field School.

L'Etoile Restaurant rooftop in Madison, which was launched by Odessa Piper, a pioneer of the sustainable food movement. Contestants sourced their ingredients from Dane County Farmers' Market, but the current owners, Chef Tory Miller and Dianne Christensen work with local farmers to showcase their bounty.

Discovery World science and technology museum in Milwaukee, where "Top Chef" Restaurant Wars went down offers indoor and outdoor venues in the aquarium, in the light of the exhibits or on the patio overlooking the city and the water.

Il Cervo, the 9th floor indoor-outdoor restaurant in The Trade Hotel was the site of an elimination challenge and offers a varied menu of spaces ranging from the Four Seasons Room for 40 seated guests with abundant natural light and terrace access to full restaurant buyouts. The menu, interpretations of classic Italian fare, pairs well with the warm, stately atmosphere.

Il Cervo's the Bistecca Alla Fiorentina



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