



MILWAUKEE



Only in MKE:

5,900+ Rooms Downtown
200+ Independently-Owned Restaurants
Expanded Convention Center Opening May, 2024
1.3 Million Square Feet of Renovated Convention Space



10 REASONS TO CHOOSE MILWAUKEE

1. Convention Center Complex

Opening in May 2024, the newly expanded Baird Center (formerly known as the Wisconsin Center) will double the size of the convention center to more than 1.3 million total square feet. The renovated center will offer the ultimate flexibility in arrangements to meet planners' and attendees' needs.

2. Accessibility

Experience unparalleled ease of access. The Milwaukee Mitchell International Airport (MKE), Milwaukee Intermodal Station with Amtrak train, electric scooters, rapid transit and the Lake Express Ferry will get you to Milwaukee. Taxis, rideshare, Bublr Bikes, The Hop streetcar and Milwaukee County Transit System buses get you around the city.

3. VISIT Milwaukee Team

VISIT Milwaukee's talented sales team is here to help make planning your event a seamless experience. We're here to assist, from booking to executing an unforgettable event with the help of our award-winning event experience team.

4. Redevelopment

Milwaukee's downtown is experiencing a renaissance. Opened in the spring of 2023, The Trade Hotel, located across from Deer District, added another Marriott Autograph collection property to Milwaukee's hotel industry. Next to Fiserv Forum, home to the Milwaukee Bucks, the forthcoming FPC Live venue will feature a new state-of-the-art concert venue that accommodates up to 4,000 people. Across town, the Iron District venue will introduce a professional soccer team to the city in an 8,000-seat stadium, along with a brand-new upscale hotel, dining and retail in 2025. Finally, the Bronzeville Center for the Arts will open as a 50,000 sq. ft. development in the heart of Milwaukee.



Kimpton Journeyman Hotel



Baird Center

5. Value

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

6. 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.

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—a city where Unique Unites. This multicultural population has flourished and grown over the years, influencing every facet of the city's evolving personality and creating the vibrant Milwaukee that exists today.

8. Welcoming People

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



9. Walkability

Ranked as one of the most walkable destinations in the country, Milwaukee's compact downtown makes it easy to get from A to B and anywhere you want to be. In fact, most attractions are an easy 30-minute walk from the convention center.

10. Local Flavor

Your attendees are guaranteed a unique local experience when they come to the city, whether it's sipping a locally-brewed IPA, getting a caffeine jolt with a cup from one of the many independent coffee roasters or exploring the heritage of a one-of-a-kind Milwaukee company like Harley-Davidson.

Milwaukee Mitchell International Airport

How far away from downtown is the airport?

Milwaukee Mitchell International Airport: 8 miles (15 minutes) from downtown.

Tell me about the airport- # of flights/airfares?

Milwaukee Mitchell International Airport: non-stop from over 30 destinations, 1-stop connections to 160 cities.

What is the average cost of taxi/shuttle from airport to downtown?

Taxis: \$25-30 one way; Shuttle: \$15; Train: \$8 one way; Lyft/Uber: \$25-35

Location

Where is Milwaukee?

Milwaukee, Wisconsin's largest city, is located 90 miles north of Chicago on the coast of Lake Michigan, within a day's driving distance of 1/3 of U.S. population.

Is Milwaukee welcoming?

Hundreds of thousands of visitors come to Milwaukee each year for business and leisure travel. Known for safety and walkability, downtown Milwaukee is an easy city to navigate and enjoy. Public Service Ambassadors walk the city daily, welcoming visitors, providing information and keeping downtown clean and friendly. Residents and visitors feel comfortable walking around the downtown area both during the day and at night.



↑ 81°F ↓ 63°F



↑ 28°F ↓ 13°F



COOLER IN THE SUMMER
WARMER IN THE WINTER

Milwaukee's climate is strongly influenced by nearby Lake Michigan, which keeps the lakefront area cooler in spring and summer, and warmer in the winter.



MIDWEST DRIVE TIMES

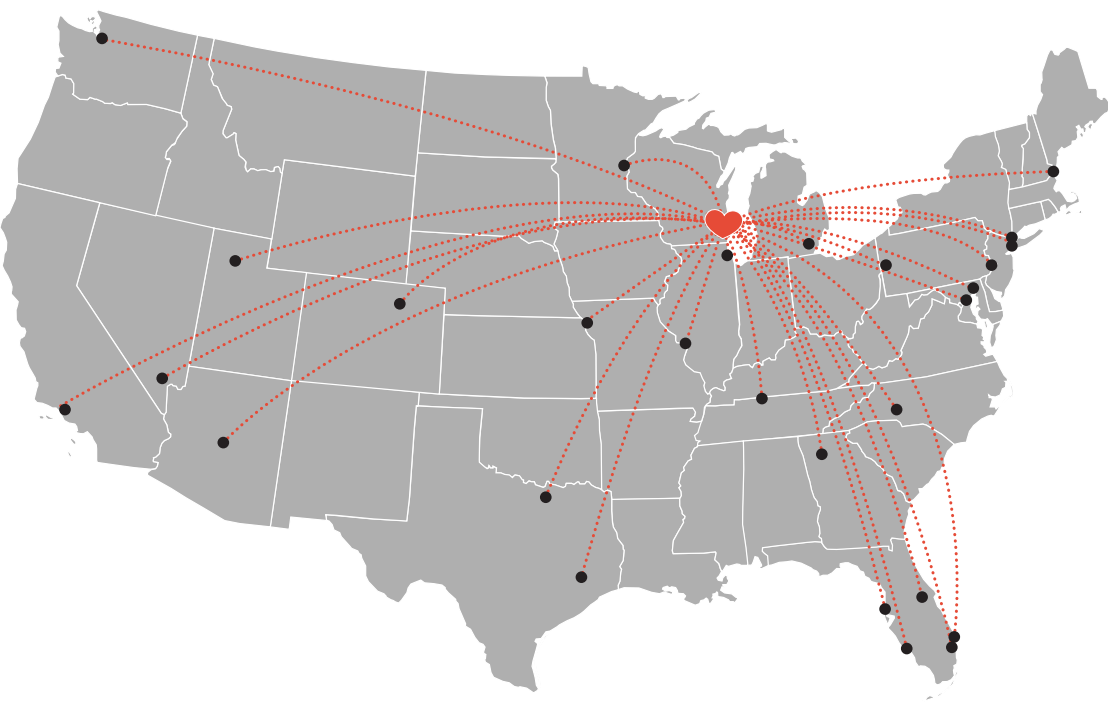


CITY	MILES	HOURS
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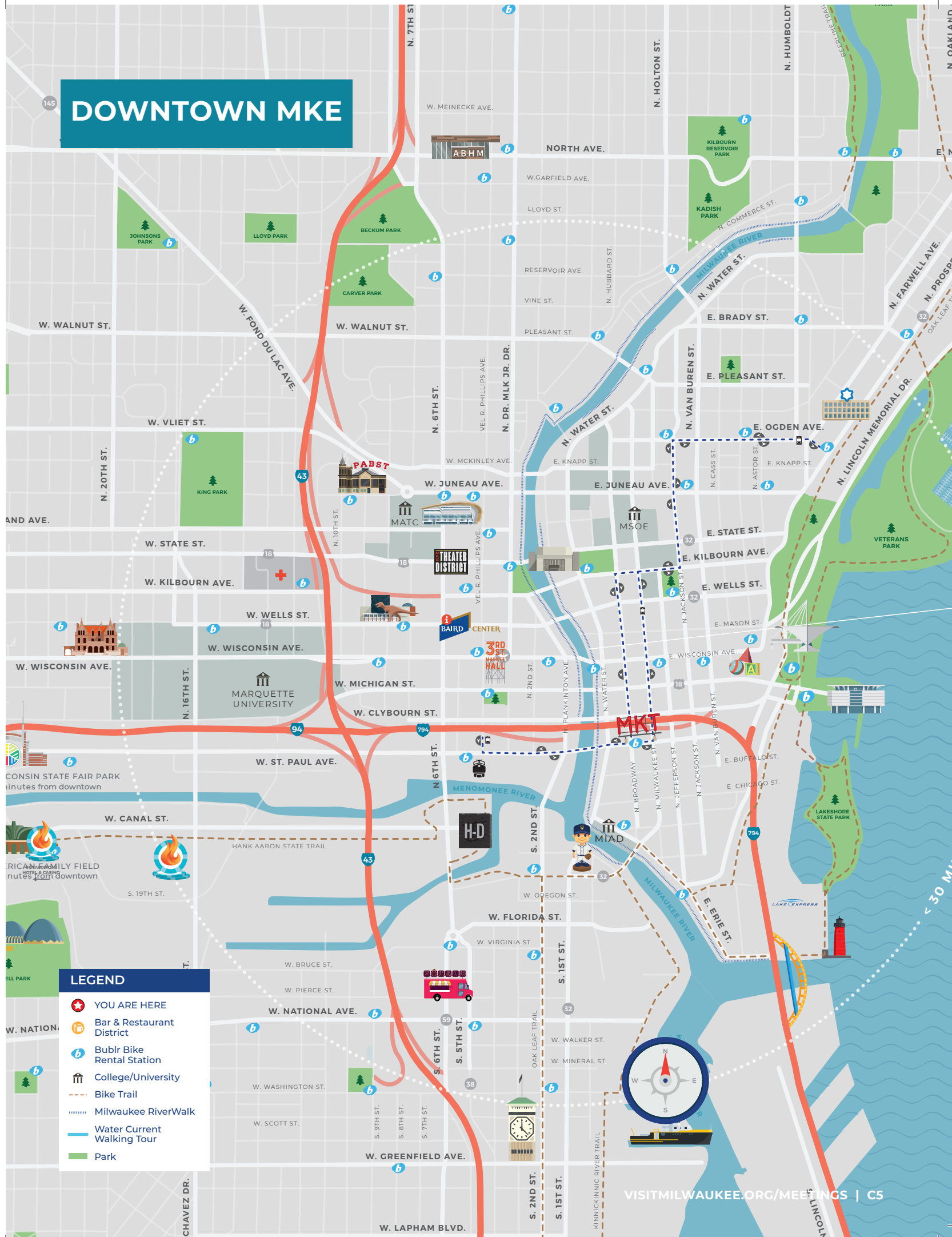
Madison	80	1.25
Chicago	92	1.5
Green Bay	117	1.75
Grand Rapids	277	4.25
Indianapolis	279	4.75
Minneapolis	337	5
Des Moines	375	5.5
Cincinnati	390	6
Detroit	380	6
St. Louis	373	5.75
Louisville	394	6.25
Columbus	450	6.75

NON-STOP FLIGHTS

Fly to **Milwaukee Mitchell International Airport** from over 30 cities non-stop and from 160 with just one stop. O'Hare International Airport and Chicago Midway Airport are also just a short drive away, located just two hours south of Milwaukee.



DOWNTOWN MKE



LEGEND

- YOU ARE HERE
- Bar & Restaurant District
- Bublr Bike Rental Station
- College/University
- Bike Trail
- Milwaukee RiverWalk
- Water Current Walking Tour
- Park

BAIRD CENTER EXPANSION

What will the total expanded space be?

The Baird Center expansion will bring the exposition hall to 300,000 contiguous square feet, add 24 new meeting rooms for a total of 52, include approximately 400 indoor parking spaces, add 6 loading docks for a total of 22, enhance culinary facilities by incorporating a brand new kitchen alongside the already existing largest kitchen in the state and feature a spectacular fourth floor rooftop ballroom with space for a minimum of 2,000 for a seated dinner and outdoor terraces.

When will the expansion be completed?

The newly renovated Baird Center will open in May 2024.

What new amenities will there be?

All gender restrooms for added inclusivity, quiet rooms for a peaceful retreat and nursing mother's rooms for added convenience. The convention center is also LEED silver certified, which reflects the Wisconsin Center District's commitment to environmentally responsible practices.





HOTEL INVENTORY

	ACCOMMODATIONS			MEETING SPACE		
	TOTAL # SLEEPING ROOMS	TOTAL # SUITES	TOTAL # DOUBLE ROOMS	TOTAL SQ. FT. MEETING SPACE	SQ. FT. LARGEST MEETING ROOM	TOTAL # MEETING ROOMS
HOTELS CONNECTED TO THE CONVENTION CENTER						
Hilton Milwaukee	729	20	367	23,857	6,845	18
Hyatt Regency Milwaukee	481	18	236	29,000	9,900	19
SpringHill Suites by Marriott Milwaukee Downtown	155	155	73	1,840	1,410	3
HOTELS NEAR THE CONVENTION CENTER <i>(within 6 blocks)</i>						
Aloft Milwaukee Downtown	160	4	36	6,300	2,500	4
Cambria Hotel Milwaukee Downtown	132	6	58	1,800	1,800	1
Courtyard by Marriott Milwaukee Downtown	169	15	51	2,649	1,716	3
DoubleTree by Hilton Hotel Milwaukee Downtown	243	4	141	4,000	3,264	4
Drury Plaza Hotel Milwaukee Downtown	227	11	75	4,500	2,184	5
Fairfield by Marriott Milwaukee Downtown	103	7	44	917	917	1
Hampton Inn & Suites Milwaukee Downtown	138	53	9	1,162	798	2
Homewood Suites by Hilton	94	94	N/A	589	589	1
Hilton Garden Inn Milwaukee Downtown	127	15	51	8,000	2,800	6
Hotel Metro, Autograph Collection	63	9	5	1,440	1,440	1
Saint Kate, The Arts Hotel	219	16	60	11,597	4,959	11
Milwaukee Marriott Downtown	205	1	96	9,000	5,280	8
The Pfister Hotel	307	82	104	24,688	8,988	19
The Trade Hotel	207	43	0	9,000	5,000	5
Tempo by Hilton	161	N/A	N/A	N/A	N/A	N/A
Residence Inn by Marriott – Milwaukee Downtown	131	131	11	3,012	1,716	4
HOTELS WITHIN 1.5 MILES OF THE CONVENTION CENTER						
Ambassador Hotel	132	10	24	2,273	1,045	4
Ambassador Inn at Marquette	40	2	38	3,615	2,640	2
The Brewhouse Inn & Suites	90	90	27	410	410	1
County Clare Guesthouse & Pub*	29	4	N/A	N/A	N/A	N/A
Dubbel Dutch Hotel	17	3	3	N/A	N/A	N/A
Hotel of the Arts Downtown Milwaukee – Days Inn	81	12	25	N/A	N/A	N/A
Holiday Inn Express	116	11	58	365	365	1
Hyatt Place Milwaukee Downtown	150	13	57	1,869	1,869	3
The Iron Horse Hotel	100	29	30	5,000	2,400	6
The Kimpton Journeyman Hotel	158	6	34	9,646	4,838	5
Kinn Guesthouse – Downtown Milwaukee	8	8	2	8500	5500	4
Knickerbocker on the Lake	70	20	5	743	743	1
The Plaza Hotel	98	4	10	2,595	1,425	3
Potawatomi Casino Hotel	500	78	159	60,000	27,000	16
Tru by Hilton	100	0	60	N/A	N/A	N/A
The Westin Milwaukee	220	7	90	7,646	2,809	5

	ACCOMMODATIONS			MEETING SPACE		
	TOTAL # SLEEPING ROOMS	TOTAL # SUITES	TOTAL # DOUBLE ROOMS	TOTAL SQ. FT. MEETING SPACE	SQ. FT. LARGEST MEETING	TOTAL # MEETING ROOMS
HOTELS NEAR THE AIRPORT						
Comfort Suites Milwaukee Airport	138	138	N/A	3,330	2,486	4
Courtyard by Marriott Milwaukee Airport	120	9	32	1,000	500	2
Crowne Plaza Milwaukee South	193	37	76	24,000	12,000	12
Fairfield Inn & Suites Milwaukee Airport	119	32	N/A	265	265	1
Four Points by Sheraton Milwaukee Airport	178	24	57	16,000	8,000	9
Hampton Inn by Hilton Milwaukee Airport	102	N/A	51	N/A	N/A	N/A
Hilton Garden Inn - Milwaukee Airport	143	9	73	3,533	3,156	8
Holiday Inn Express Hotel & Suites Milwaukee Airport	115	55	52	1,250	625	2
Home2 Suites by Hilton - Milwaukee Airport	110	110	13	N/A	N/A	N/A
Homewood Suites Oak Creek Milwaukee	94	94	121	589	589	121
Quality Suites Milwaukee Airport	81	81	29	1,750	1,450	2
Staybridge Suites Milwaukee Airport South	119	119	13			1
Towneplace Suites Oak Creek	112	16	22	350	350	1
HOTELS IN WAUWATOSA & WEST SUBURBS						
Best Western Plus Milwaukee West	62	2	42	N/A	N/A	N/A
The Delafield Hotel	38	38	N/A	7,500	4,100	4
Embassy Suites Brookfield	110	N/A	N/A	N/A	N/A	N/A
Fairfield in West Milwaukee	203	203	N/A	6,158	4,032	9
Holiday Inn Express & Suites West Allis	107	N/A	N/A	364	364	1
Holiday Inn Express Milwaukee West – Medical Center	121	8	48	475	475	1
Homewood Suites by Hilton Wauwatosa Milwaukee	146	146	N/A	1,764	784	3
The Ingleside	194	42	N/A	40,000	7,200	1
Marriott Waukesha	281	0	N/A	10,000	7,552	13
Milwaukee – Brookfield Hotel	389	N/A	0	0	0	0
Radisson Hotel Milwaukee West	150	2	58	7,300	4,100	8
Renaissance Milwaukee West	196	11	40	9,120	4,392	5
Residence Inn by Marriott Milwaukee West	127	127	N/A	500	500	1
Sonesta Milwaukee West	198	10	69	6,000	5,076	8
Sonesta Select Milwaukee Brookfield	99	99	N/A	535	535	1
NORTHERN PROPERTIES						
NORTHWEST						
Holiday Inn Express & Suites NW - Park Place	120	120	42	N/A	N/A	N/A
Hampton Inn by Hilton Milwaukee – Northwest	107	N/A	41	N/A	N/A	N/A
Hilton Garden Inn Milwaukee Northwest Conf. Center	184	12	52	7,500	5,032	12
NORTHEAST						
Chalet Motel of Mequon	53	N/A	29	N/A	N/A	N/A
Four Points by Sheraton Milwaukee North Shore	178	24	75	16,000	8,000	9
Washington House Inn	34	34	1	780	780	1
RESORT PROPERTIES						
The American Club	385	84	203	22,000	7,519	35
Grand Geneva	355	28	47	62,000	13,700	24

EVENT VENUES

AL MCGUIRE CENTER

Located on Marquette University's campus in downtown Milwaukee. *Total Square Feet: 125,000*
Seating: 4,000

AMERICAN FAMILY FIELD

Home of the Milwaukee Brewers, American Family Field is located in the Menomonee Valley neighborhood. *Total Square Feet: 1,200,000*
Seating: 41,900

BRADFORD BEACH

Milwaukee's premier beach on Lake Michigan with numerous amenities.

BOWLERO BOWLING CENTER

State-of-the-art bowling and arcade facilities with lively atmosphere perfect for tournaments.

ERIN HILLS

Public championship golf course, which has hosted prestigious tournaments, including the U.S. Open.

FISERV FORUM

Home of the Milwaukee Bucks and Marquette University men's basketball. *Total Square Feet: 714,000*
Seating: 17,500

FRANKLIN FIELD

Home to the Milwaukee Milkmen and University of Wisconsin-Milwaukee's baseball program. *Seating: 4,000*

HENRY MAIER

FESTIVAL GROUNDS
75-acre lakefront festival grounds with 12 permanent stages and 23,000 seat amphitheater.

KERN CENTER

Located on the Milwaukee School of Engineering's campus near downtown. *Total Square Feet: 210,000*
Arena Seating: 1,600
Sports Available: Basketball, Ice Sports, Soccer, Track, Volleyball, Multi-Purpose Courts

KLOTSCHE CENTER

Located at the University of Wisconsin-Milwaukee. *Total Square Feet: 165,500*
Seating: 3,500

MILLER HIGH LIFE THEATRE

The largest theater in the state. *Total Square Feet: 105,147*
Seating: 4,087

MILWAUKEE ART MUSEUM

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

MILWAUKEE COUNTY PARKS

Network of 150 green spaces and recreational facilities, with numerous sports fields, trails, and courts.

MILWAUKEE COUNTY SPORTS COMPLEX

Multi-sport facility in Franklin. *Fieldhouse: 55,000 square feet*

MILWAUKEE COUNTY ZOO

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

MILWAUKEE PUBLIC MARKET

Perfect for corporate team building events, company functions and private parties.

MITCHELL PARK DOMES

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



EVENT VENUES

MOSH CENTER

Center includes a fitness facility and training turf, with full-length football and soccer field, and batting/pitching cages. *Total Square Feet of Training Turf: 77,000*

OAW INDOOR SPORTS COMPLEX

150,000 sq. ft. multi-discipline indoor sports complex with three softball fields, concession stand, on-site cafe, basketball courts and indoor fields/turf.

Total Square Feet: 153,000

PETTIT NATIONAL ICE CENTER

Official U.S. Olympic Training Site with two ice rinks. *Total Square Feet: 200,000*

THE ROCK

A sports complex with multi-sport indoor/outdoor venues located in the Milwaukee suburb of Franklin. *Number of Fields: 6 Sports Available: Baseball, Multi-Purpose Fields*

STATE FAIR PARK

Wisconsin's largest single exhibit hall and the Milwaukee Mile speedway. *Total Square Feet: 1,200,000 Sports Available: Volleyball, Multi-Purpose Fields*

UIHLEIN SOCCER PARK

Uihlein Soccer Park is Wisconsin's premier indoor/outdoor soccer complex. *Total Square Feet: 73,000 Number of Fields: 13 outdoor, 3 indoor turf fields*



3rd Street Market

UW-MILWAUKEE PANTHER ARENA

Home of the Milwaukee Admirals and University of Wisconsin-Milwaukee men's basketball. *Total Square Feet: 41,000. Seating: 12,700*

VALLEY FIELDS

Marquette University's outdoor recreation and sports in the Menomonee River Valley. *Total Square Feet: 588,060*

WAR MEMORIAL CENTER

The stunning center honoring the U.S. Armed Forces is a perfect lakefront location for

special events.

Total Sq. Ft. Meeting Space: 40,000

WATER SCHROEDER AQUATIC CENTER

Wisconsin's first Olympic-sized indoor pool, with 50-meter lanes and platform diving facilities.

3RD STREET MARKET

One of Milwaukee's newest food halls located in the reimaged space of a former mall, featuring a Topgolf Swing Suite, diverse vendors, and a wide array of food options.



Baird Center

SPORTS MILWAUKEE SERVICES

You can rely on us to help you pre-promote Milwaukee to your attendees and provide first-class services for all your convention needs, including 100+ trained volunteers and much more.

What we can do for you:

- Site inspection and trip planning
- Pre-convention and/or post-convention meeting scheduling and planning
- Promotional methods, materials and publications to pre-promote Milwaukee as your future destination
- Access to VISIT Milwaukee's 800+ partner businesses for services needed
- Electronic signage: various signs in the Greater Milwaukee area are available to greet and welcome your attendees
- Street pole banners: up to 15 banners along Wisconsin Avenue and Vel R. Phillips for promotion during your event
- Welcome materials like easels/boards distributed to selected hotels
- Planning assistance for evening programs/events, spouse/team building events
- Assistance in locating event resources, services or products in the Greater Milwaukee area
- Assistance in identifying local community service projects
- On-site distribution of complimentary Milwaukee information
- On-site registration assistance
- Convention alert sent out to VISIT Milwaukee member businesses
- High-quality images and videos of Greater Milwaukee and its attractions
- Experience Milwaukee through dedicated app for attendees.

[Read more at sportsmilwaukee.org](http://sportsmilwaukee.org)

DID YOU KNOW?



THREE CITY COLLECTIVE

Milwaukee, Portland and Pittsburgh are three dynamic destinations that share numerous outstanding assets — compelling attractions, state-of-the-art convention facilities and a deep commitment to exceptional customer service. Because of a shared vision and commitment to provide the best convention product at the best value, VISIT Milwaukee, VisitPITTSBURGH and Travel Portland formed the Three City Collective in 2004. The alliance is based on synergies among the three locations, including convention center size, sufficient number of hotels to house 1,100 to 1,500 comfortably on a peak night, range of convention services offered and even location in proximity to rivers or lakes.

How the Partnership Works:

- Book two or three of the cities and receive a financial incentive. (Contact any of the sales teams for more information.)
- Joint sales events, tradeshow and marketing initiatives.
- Both Sales and Convention Service staffs of all three cities work closely together, making the sales process and servicing of the conventions seamless.



Three City
COLLECTIVE

PORTLAND | MILWAUKEE | PITTSBURGH



MARKETING RESOURCES

PHOTO & VIDEO LIBRARY

Thousands of photos and dozens of videos are made available to meeting planners at no charge to help showcase Milwaukee to attendees. Photos and videos are available for direct download through Brandkit, our digital asset library.

ITINERARIES

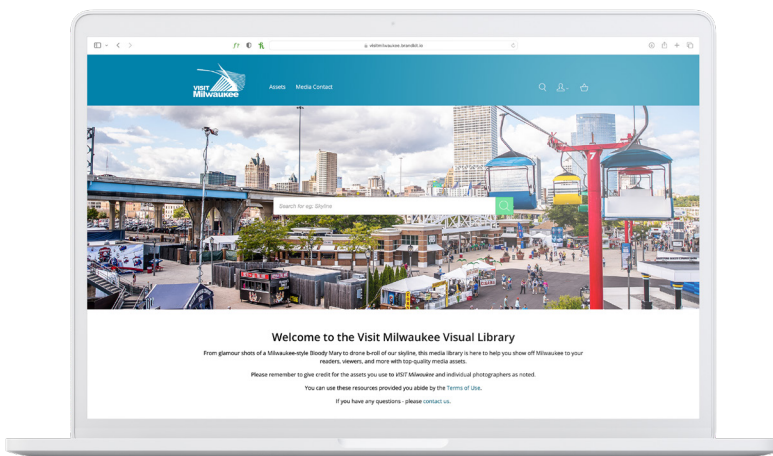
From beer lovers to foodies to families and everyone in between, our itineraries will help your attendees plan a great visit.

MILWAUKEE AREA MAPS

We can provide maps to help point your attendees in the right direction during their visit. Downtown maps can be customized to highlight convention-area hotels or restaurants so your guests can easily navigate the downtown Milwaukee area.

MILWAUKEE EVENT CALENDAR

Harness the power of Milwaukee's best event calendar to let your attendees know what's happening around town.



MKE FAQs

THE WISCONSIN CENTER DISTRICT

What facilities does The Wisconsin Center District (WCD) consist of?

The WCD consists of Baird Center, the Miller High Life Theatre and the UWM Panther Arena. All are contracted through VISIT Milwaukee, equating to three venues in one.

What is the size of Baird Center?

Currently:

Exhibit Hall: 188,695 sq. ft.

Ballroom: 37,506 sq. ft.

Breakout rooms: 28

Total Currently: 265,800 sq. ft.

2024:

Exhibit Hall: 300,275 sq. ft.

New additions include: Rooftop ballroom with a terrace with seating for 2,000, an additional kitchen, 400+ parking spaces, 6 loading docks, 52 total breakout room, and so much more.

Total: 1.3 million sq. ft. of space

What is the union status at the Center?

Baird Center is a blended union/non-union facility.

Is Wi-Fi complimentary at the Center?

Yes, with 2 mbps speed for browsing your email with ease, and bandwidth reaching up to 1GB per second.

Who are your preferred vendors at the Center?

Conference Technologies, Inc. is Baird Center's preferred tech vendor.

Who are your exclusive vendors at the Center?

Levy Restaurants is Baird Center's exclusive event caterer.

HOTEL/RESTAURANTS

How many hotel rooms are connected to the center? Within ½ mile? Within the city?

1,365 rooms connected by skywalk to the convention center; 3,871 within ½ miles; 5,978 accessible throughout the city

What is the hotel room tax?

2023: 15% occupancy tax; 5.5% sales tax

2024: 17.9% occupancy tax; 7.9% sales tax

How many restaurants are there in downtown?

Get a taste of Milwaukee at over 200 independently-owned downtown restaurants.

CONNECT WITH SPORTS MILWAUKEE

Learn more about everything our team can provide, from a talented volunteer corps to public relations assistance, at visitmilwaukee.org/sports-milwaukee/. Submit your RFP online or mwerner@milwaukee.org directly.



NOTES

NOTES

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Baird Center:

BUILDING MORE

Baird Center is obsessed with providing superb, captivating, buzzworthy experiences for all clients and guests. Visit our website for more information and to book an event.

BUILDINGMORE.COM

AUTO SHOW

BAIRD CENTER



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