

BAIRD CENTER

EXPANSION AND MODERNIZATION FACT SHEET



**31%
DISADVANTAGED
BUSINESS
ENTERPRISE
GOAL**

The WCD had a 31% Disadvantaged Business Enterprise commitment for the expansion and modernization project, with at least 25% minority-owned businesses, 5% women-owned businesses, and 1% disabled veteran-owned businesses being used in the construction. All goals were surpassed.



**40%
OF ON-SITE LABOR
CONSTRUCTION
HOURS TO
MILWAUKEE
RESIDENTS**

The WCD committed to a Residential Preference Program (RPP) that assured at least 40% of on-site construction labor hours would be performed by trade workers residing in the city of Milwaukee. At the end of the project 41.3% of labor hours were performed by Milwaukee residents.



**AN ADDITIONAL
100,000
OUT-OF-STATE
VISITORS
ANNUALLY**

The expanded and modernized Baird Center is projected to attract an additional 100,000 out-of-state visitors annually.



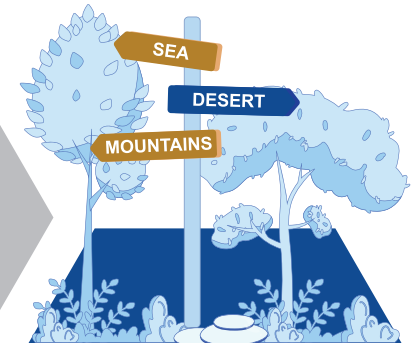
**2,300
FULL-TIME
EQUIVALENT
JOBS
THROUGHOUT
THE STATE
OF WI**

Thanks to the expansion project, it is expected that 2,300 full-time equivalent jobs will be supported throughout the state of Wisconsin.



**\$150 million
OF INCREMENTAL
STATE INCOME**

It is projected that the expanded and modernized Baird Center will stimulate at least \$12.6 billion in total spending in the state over a 30-year period, and generate at least \$150 million in incremental state income.



**GREEN
BUILDING**

**THE BAIRD CENTER
EXPANSION IS
LEED GOLD
CERTIFIED.**

LEED certification is the most widely used and well-respected green building rating system in the world.

bairdcenter.com

About the Project

- The \$456 million project also brought the exposition hall to 300,000 contiguous square feet; added 24 new meeting rooms for a total of 52; constructed a new 400 indoor parking space garage; added six loading docks for a total of 22; built a new state-of-the-art kitchen in the North Building; and features the spectacular rooftop Baird Ballroom with space for a maximum of 2,000 people for a seated dinner and the adjoining Baird Sky View Terrace with its panoramic city views.
- The Baird Center expansion and modernization doubled the convention center space to total more than 1.3 million square feet, allowing Baird Center to host multiple events simultaneously and offer flexible space arrangements to meet various clients' needs.

Diversity and Inclusion

- Cross Management Services, Inc. (CMSI) and Prism Technical Management & Marketing Services (Prism) tracked and verified diversity and inclusion procedures throughout the Baird Center expansion and modernization.

Sustainability and Design

- Milwaukee-based Eppstein Uhen Architects (EUA) and Atlanta-based tvsdesign designed the convention venue with the vision to create a space that incorporates industry best practices and connects Baird Center to the greater Milwaukee community.
- The Baird Center expansion has earned LEED Gold certification. The commitment to helping secure a greener future guided building choices to improve efficiency, lower carbon emissions and create a healthier environment for our guests, clients and area residents.
- Some notable features focused on sustainability include a solar roof, an underground storm trap, LED lighting in the front and back of house, LowE and fritted glass to increase energy efficiency and prevent bird collisions and a food waste digester, which was added to the existing food composting program run by Levy Restaurants.
- A diverse, Milwaukee-based panel commissioned dozens of pieces of public art created by mostly Milwaukee and Wisconsin artists to help tell the area's story. The We Energies Foundation Art Collection can be viewed in Baird Center's North and South Buildings.

Project Key Dates

- September, 2019 - WCD hires CAAICON as owner's representative.
- December 19, 2019 - Design team of tvs/eua awarded design contract.
- January 10, 2020 - Construction management team of Gilbane/Smith awarded construction contract.
- March 6, 2020 - WCD Board receives initial rendering presentation.
- April 2, 2020 - WCD Board authorizes resolution to proceed with the expansion project, pending funding approval by the Governance Committee.
- October 8, 2020 - WCD Governance Committee unanimously approves funding package
- October 28, 2021 - Groundbreaking.
- May 16, 2024 - Grand Opening.

