

FISERV FORUM

The Bucks Usher in a New Era
in Milwaukee Sports
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Milwaukee's Renaissance: Fiserv Forum Revitalizes a City and Region



With its unique and impressive architecture and open, sweeping interior design, Fiserv Forum will redefine the sports and entertainment culture of Milwaukee.

Fiserv Forum was a fortnight away from its Aug. 26 grand opening and Milwaukee Bucks Co-Owner Wes Edens paused to reflect on the four-year journey that had carried his team there.

"What we've been able to accomplish over the past several years has been truly remarkable," Edens said. "It was a collective effort, a partnership between our ownership group and state, city and county officials, that allowed us to build the new arena and tip-off this ambitious redevelopment project in downtown Milwaukee. None of it would have been possible without Senator Herb Kohl, who gave \$100 million to the effort in an extraordinary and selfless contribution."

In 2014, the journey began in earnest when Edens and fellow Co-Owner Marc Lasry acquired the Bucks from Kohl in a deal that was contingent on construction of the new \$524 million, 17,500-seat venue. Fiserv Forum now stands as a shining symbol of the city's renaissance in the heart of downtown Milwaukee.

"What I'm most proud of is that we were able to do this, and that we were able to do it with the help of the governor and all the public officials who helped us in getting this done," Lasry said. "I think it's amazing that we were able to do it in such a short period of time."

"I want to thank everybody for their support. I think everybody's been extremely supportive. For me, and I don't want to seem trite about it, but a lot of this is because of the people in Milwaukee and the fans that we have there. I want to thank them because I don't think we'd be where we are without them."

York Capital Management Founder Jamie Dinan joined Edens and Lasry

as a co-owner in July 2014 with former Vornado Realty Trust CEO Mike Fascitelli coming on board later that year to oversee development of Fiserv Forum (please see page 4A for a sidebar on the team's four co-owners).

Fascitelli has overseen major real estate developments throughout his career but Fiserv Forum holds a special place in his professional portfolio

described as a "dead zone" and what were essentially brown fields next to the Bradley Center, the contrast between past and present could not be more striking.

"I remember seeing it for the first time five years ago and there was nothing there," he said. "They literally couldn't even give the land away and our vision was to really move

inclination that we'd be at this point with such a broad, deep vision," Bucks President Peter Feigin said. "This literally is a platform for the city of Milwaukee and the state of Wisconsin to create a new way for people to live, work and play. Fiserv Forum is the centerpiece. We've created a neighborhood around an arena that will be programmed with one of the best NBA teams, the best in concerts and family entertainment. It is really redefining, in this market specifically, what it means for entertainment."

Milwaukee now has a globally recognized venue serving as the city's entry point on Vel R. Phillips Avenue (formerly Fourth Street) and Juneau Avenue along with a dynamic 30-acre downtown district that will attract visitors from throughout the Midwest all year long. The district will include an expansive public entry plaza connecting to a new entertainment block featuring Good City Brewing and Punch Bowl Social, parking deck, the Froedtert & the Medical College of Wisconsin Sports Science Center, which is the training home of the Bucks and other commercial and residential uses to be developed over the next decade.

As the lynchpin of the largest development project ever undertaken in downtown Milwaukee, Fiserv Forum is owned by Wisconsin Center District as part of a public-private partnership and leased, managed and operated by the Milwaukee Bucks.

Wisconsin-based Fiserv, a leading global provider of financial services technology solutions, signed an exclusive 25-year naming rights agreement for the new venue. Founding partners for Fiserv Forum include BMO Harris

SEE FORUM, PAGE 6A



The dramatic curve in the roofline of Fiserv Forum is the signature design element that defines the uniqueness of this addition to the Milwaukee cityscape.

given it was the first arena project.

"I think we built an incredibly beautiful and functional building, and I think around it we're going to do great things for the city," Fascitelli said. "Fiserv Forum was built for the community and it's been a really exciting project for me personally. I'm really proud of it."

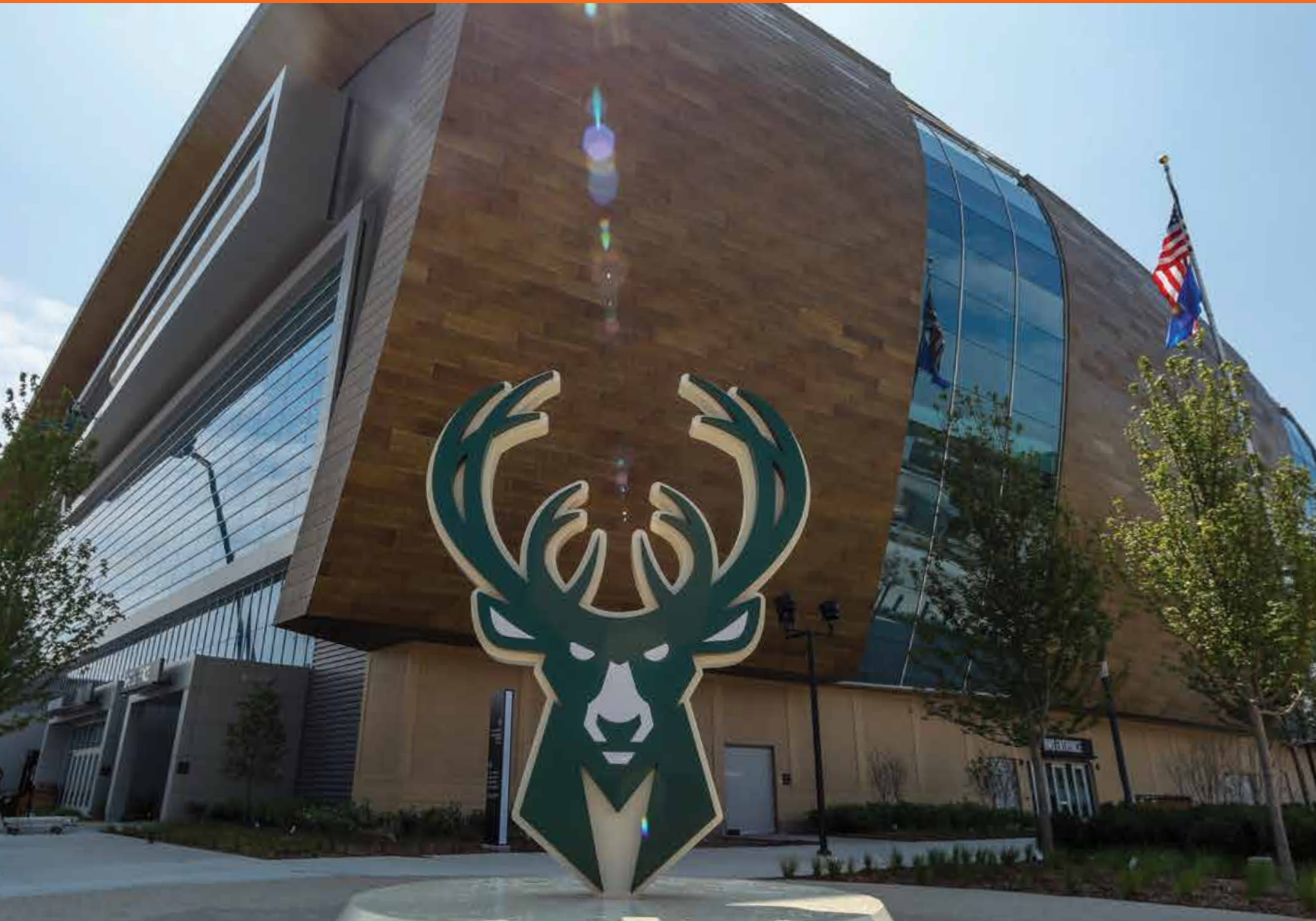
When you consider this transformation occurred over what Dinan

Milwaukee back to vibrancy."

All parties involved realized, of course, there would be a new arena to replace the Bradley Center after new ownership took the reins from Kohl. What they couldn't have known was the extent to which Fiserv Forum would serve as a catalyst for the revitalization of not only a city but also an entire region.

"It was a long time ago with no

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Bucks Owners Fulfill Their Promise



The ownership group for the Milwaukee Bucks (from left to right) Jamie Dinan, Mike Fascitelli, Wes Edens and Marc Lasry are united in a single vision to make the Milwaukee Bucks a top-tier franchise in the NBA and Fiserv Forum a premier sports and entertainment destination.

With a beautiful new state-of-the-art arena in Fiserv Forum and a bona fide NBA superstar in Giannis Antetokounmpo, the Milwaukee Bucks appear to be entering a gilded age on and off the court and helping their city become the Jewel of the Midwest.

Four co-owners are responsible for the resurgence: Wes Edens, Marc Lasry, Jamie Dinan and Mike Fascitelli. When Lasry and Edens were formally announced as new owners in April 2014 – Dinan and Fascitelli would join them soon after – outgoing owner Herb Kohl characterized the \$550 million sale of his franchise as a major step forward for keeping the Bucks in Milwaukee.

"When we bought the team, it was important to us to have an impact in the community that went beyond a new arena," Edens said. "That's why we wanted to find a way to help revitalize downtown Milwaukee."

"I think it's great," Lasry said. "The whole idea was could we revitalize downtown, or could we help in revitalizing downtown? And the way you do that is just by getting more and more people coming in there. I wish it was more complicated than that. It's just if you've got more and more people coming in, then that's great for the restaurants and everything that's there."

"To do that, you need a new arena, but you also need a really good team. I think the two go hand-in-hand together, and the team has

gotten better and better. It looks like just when we're opening Fiserv Forum, we're on the cusp of something. Everybody's pretty excited about that."

Count fellow co-owner Dinan among that contingent.

"I really think the best is yet to come," he said. "The next two or three

years, I think Giannis is going to continue to surprise everyone, and I think that the team is going to continue to surprise everyone."

The current ownership group has spared no expense when it comes to ensuring that players are provided with the best of everything in Fiserv Forum and the Froedtert and the Medical College of Wisconsin Sports Science Center, the Bucks' downtown training facility that opened in 2017 and quickly earned a reputation for being one of the finest in the NBA.

"That was probably our number one priority, the health of the players," Dinan said. "We basically have replicated at the arena pretty much everything that's across the street at the training center. It was important that the training center was not only world class but that it would also be next door. There are a lot of world class training centers that are in the middle of nowhere and players have to drive 20 or 30 minutes to get there."

Fascitelli added, "It's unbelievable. I looked at a lot of practice facilities, over half of them in the league. Ours is really state of the art and I think it helps us to track players when they go there."

Fascitelli joined the ownership group in October 2014 and oversaw the building of Fiserv Forum. Led by Edens and Fascitelli, the organization visited nearly 20 venues with a primary focus on new construction and technology. The project provided a case study of the working relationship between the Bucks co-owners.

"They're the three majority owners, so I took the lead on the real estate, and I basically went to them knowing them the way I do, and knowing what their hot buttons are, and we

had meetings in New York they were involved in then," Fascitelli said. "I would then do the meetings in Milwaukee pretty much myself. I would get something to a point where we needed to make a decision: Is it blue or black? Then we locked it down, and I basically ran with it and executed it."

Lasry added, "Because of his real estate and building experience, Mike was the guy who really took the lead on it for all of us. We would meet with Mike all the time and just go through things we wanted and he made sure a lot of those things could be done."

After Kohl served as owner of the Bucks for nearly three decades, this new ownership group is entering its fifth year with a championship firmly in mind. With Fiserv Forum and Antetokounmpo, they will have the ability to recruit top players like never before in Milwaukee.

"They're both important but I think the most important thing we have is Giannis," Lasry said. "That's what's going to help us get players. I think players want to win, and I think players want to play with other really good players. Once you've got that, then they'll look at your facilities and decide if they want to play there."

Fascitelli called Fiserv Forum a differentiating factor for the franchise moving forward.

"The new arena is an added plus and it will be an incredible competitive advantage for the players and coaching staff," he said. "It is going to be a great thing for fans too because they get to go into a place that they're just really proud of that's up to date and they're just going to have a lot of great experiences. And obviously, it's necessary to put a great team on the floor to complement that."



The dramatic design of Fiserv Forum and the prominence of the Bucks logo are sure to leave a lasting impression on visiting fans and Milwaukee residents.

Dinan added, "To get really good players to try to come to a smaller market like Milwaukee, I think you have to basically punch above your weight. I think you have to basically go the extra mile and you have to say, 'You come here and you're special.' We're going to show you exactly how special that is, and if you're on the cusp, that new arena helps. The more attractive you are, the more you can build better rosters."

Fiserv Forum will serve as not only the catalyst for downtown Milwaukee's revitalization but the entire region as well. While the vision for the new arena began to take shape four years ago, the actual construction took less than two years to complete.

"It's been a great success of being on time," Fascitelli said. "No one has done one of these from getting the approval money, which Wes and Marc were really involved in, to building it, which I was more involved in, and now opening it, and now you have Bucks president Peter Feigin and the team on the ground. I don't think anyone has done this from start to finish as quickly and as effectively from an economic standpoint."

"We built a beautiful arena at a very effective cost. It's not cheap, but we got a lot for our money. The other owners were really involved in the critical decisions and were really collabora-

tive in their support for me in taking the lead and getting the arena done."

Edens has been involved since the very beginning when he and Lasry purchased the Bucks in 2014. He has a deep appreciation for the the legacy Fiserv Forum will leave in Milwaukee and all the parties who helped make it a reality.

"Opening Fiserv Forum is a major milestone for our organization, our team and our community," he said. "Not only will it be the centerpiece of the great entertainment destination we're building, but it's a catalyst for growth and investment in the city. I'm very proud to have been a part of it, alongside our committed partners."

Collaboration is a key word when it comes to the completion of Fiserv Forum. As the Bucks ownership group nears the end of that professional journey, it also describes how the main players will move forward in pursuit of their ultimate goal.

"We agree on a lot of things," Lasry said. "I think if somebody feels very strongly about something, then we'll probably do it. If I feel strongly, we'll probably do it. If Wes feels strongly, we'll probably do it or Jamie. I think it's more of a partnership, and I think because of that, what we're trying to do is all work together. We all have the same goal, which is trying to win a championship for Milwaukee." ■

By The Numbers

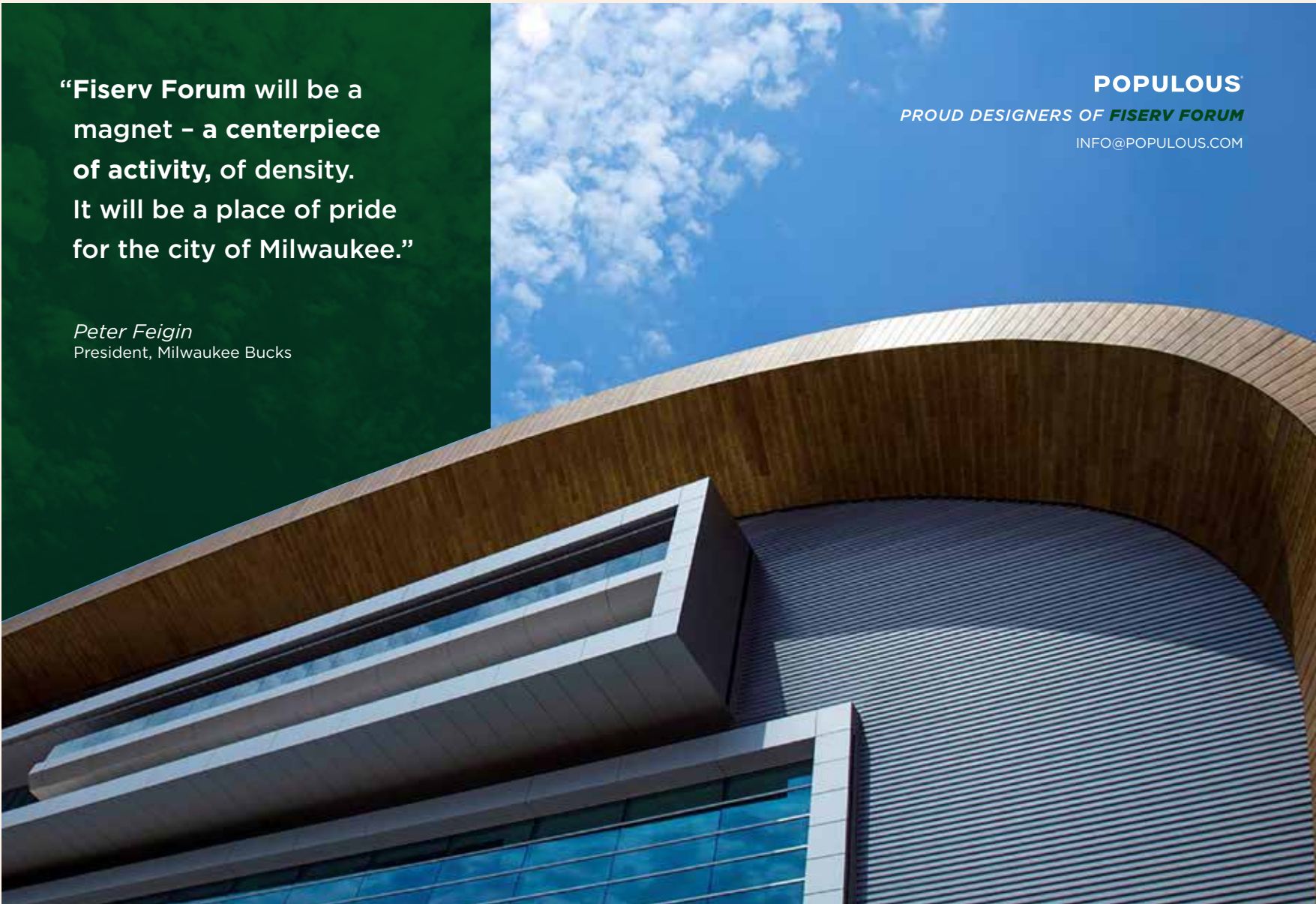
The new home of the NBA's Milwaukee Bucks will enjoy its grand opening on Aug. 26, 2018 after the official groundbreaking on June 18, 2016. As amazing as the new venue itself are some of the numbers that help illustrate the story behind this state-of-the-art venue in downtown Milwaukee:

3 clubs	1,250 spaces in new parking garage
6 loading docks	4,000 construction workers
10 escalators	8,000 tons of structural steel
10 elevators	9,000 LED light fixtures
34 suites	9,141 total season tickets sold
63 public restrooms: 18 men's, 22 women's, 14 all gender, seven wellness rooms, and two sensory rooms	10,000 seats in lower bowl
90% renewal rate for season tickets	17,500 basketball capacity
113 miles of electrical conduit	18,000 concert capacity
200 events held annually	300,000 pounds of rigging for events
500 BMO Club capacity	730,000 square feet
1,000 Mezzanine Club capacity	2,000,000 construction man-hours
1,100 jobs created	\$524,000,000 cost

"Fiserv Forum will be a magnet – a centerpiece of activity, of density. It will be a place of pride for the city of Milwaukee."

Peter Feigin
President, Milwaukee Bucks

POPULOUS
PROUD DESIGNERS OF **FISERV FORUM**
INFO@POPULOUS.COM





Located in downtown Milwaukee, Fiserv Forum is positioned to be a major economic driver for the city as a catalyst for multiple entertainment and hospitality venues.

FORUM, FROM PAGE 2A

Bank, Froedtert & the Medical College of Wisconsin, Johnson Controls and Miller Brewing Company.

Fiserv Forum General Manager Raj Saha said the crown-jewel venue play host to up to 200 events annually. It will serve as home to the NBA's Bucks, major concerts, family shows, Marquette men's basketball, college basketball, hockey, boxing, MMA and special sports and entertainment events including the Professional Bull Riders and Harlem Globetrotters.

Capacity is expanded to 18,000 for concerts and The Killers will perform the grand-opening show at Fiserv Forum on Sept. 4 with Milwaukee-based Violent Femmes as special guests. Additionally, big names such as Justin Timberlake, Pink, Elton John, Fleetwood Mac, Metallica, Maroon 5, Foo Fighters and the Eagles have already been booked as well.

"We've got 16 or 17 concerts on sale right now just in the first year of operation and that number will rise significantly once we start rolling out more and more announcements," Saha said. "We'll probably do 25-27 full-blown concerts in our first 10 months of operation and that is really impressive for the market."

The quantity and quality of performers already booking performances at Fiserv Forum is noteworthy. Dinan points to the great care that was taken during the design process to accommodate the biggest of shows as a major factor in that development.

"We built the back of the house — the back of the house being the stars' performing rooms, the loading docks

and everything — we made it so that any big touring group wants to come there, because their biggest issue is logistics," he said. "We now have state-of-the-art logistics to bring in tours and groups, and I think that's part of the attractiveness."

Vision Quest

While the review of existing facilities throughout North America and Europe was extensive, Fiserv Forum is uniquely designed and emphasizes both Milwaukee's architectural heritage and the region's natural environment. Led by Edens and Fascitelli, the organization visited nearly 20 venues with a primary focus on new construction and technology.

"I would say 75 percent of our learnings came from our partners with the Orlando Magic, Brooklyn Nets and certainly the Sacramento Kings in terms of what their best practices were," Feigin said. "Those were three of the new arenas. They all had concepts that we, in small form or big form, loved in a big way and wanted to refine or improve upon. We also went to London and looked at a few Premier League teams that are just starting to reimagine hospitality and premium spaces to get a different sense of what they were doing. I will tell you, out of those 20, there's not a venue we visited that we didn't take a lesson learned from."

"We focus on basketball but the learning from the entertainment side, the concert side, the artist hospitality side — those were done differently and interestingly all around the world. It was great to actually experience it all."

Saha noted that road trips during



Prior to designing the new home for the Bucks, the Milwaukee team visited several new NBA arenas to gain insight into the best designs and practices. Those learnings are reflected throughout the arena design such as the main concourse view here.

the NBA season also played a key role in the process and truly involved a team effort. The opportunity to tour facilities and learn about best practices — and, as importantly, things you would not care to incorporate at home — proved to be valuable fact-finding missions.

"Everyone that travels with the team from a basketball operations standpoint took photos of arena operations and noted what worked well on game days," he said. "Everything from photo booths on the concourses to the experience back in the locker rooms."

Populous Senior Principal Brad Clark, whose company served as lead architect on the Fiserv Forum project while working in concert with Wisconsin-based firms HNTB and Eppstein Uhen Architects, credited the ownership and Feigin's vision and his team's effort in the final design.

"That's our architectural vision based upon what we heard, but I think it's the execution of what was in Peter's head and the ownership's when they started the process," he said. "They did their homework and they came to the table with a pretty good idea of what they wanted based upon the market, based upon what they knew Milwaukee to be, and I think that's reflected in the building."

"I'm proud of the way that it sits in the city, proud of the way that it responds to what the Bucks were expressing and what they wanted and what the city of Milwaukee and the region wanted."

Power of Partnership

A project of this scope and magnitude involves myriad partners collaborating with one another from the time of conception. Marc Farha, Executive Vice President of CAA ICON, helped shepherd all parties through the process with his company providing project management for the arena and several related projects including the entertainment block and 1,250-space parking garage.

"We had to be careful listeners, understanding the various viewpoints and then finding a way to make it all

work while factoring in cost and schedule," Farha said. "I liken this to putting a puzzle together while the pieces of the puzzle keep changing. As with any new project, you have to earn the trust of not only your client, but also all of the many stakeholders involved. To date, CAA ICON has or will in the next 60 days complete seven different projects for the Milwaukee Bucks. Being part of such a large and multifaceted project has been really fun and rewarding."

"One of the key factors to success was the integrity of the Bucks ownership group and the leadership of Peter Feigin, both of which really helped bring everyone together for the good of the project."

With the official groundbreaking taking place on June 18, 2016, and the conditional certificate of occupancy arriving on May 31, 2018, actual construction spanned 23-1/2 months with some finishing touches applied before the Bucks officially took residence on July 31. The work was accomplished by close to 4,000 different workers completing two-million work hours on the job, according to Mortenson Construction Executive and Project Director Mike Sorge.

"During the first year of the project, workers put in nearly 25 percent, or about half a million of the total work hours, with the remaining 75 percent of total work hours completed during the second year," said Sorge, whose company served as construction manager of Fiserv Forum. "Our workforce peaked at 900 workers onsite."

The project exceeded targets for participation from Milwaukee residents and across some noteworthy sectors of the city's population. Fascitelli said this was a great source of pride for everybody involved and an example of why the project was important to him outside of business reasons.

"We had goals for the inclusivity of minority hiring, and disadvantaged businesses, and small businesses, and we met every one of those targets by a wide margin," Fascitelli said. "So, I hope we left those laborers and those people in a much better position going forward in their lives too. And I

think when they look at it they'll be proud, but they will also have a better skillset and basis than they had before.

"I'm really proud of the fact that we did this in a collaborative way with the city, and the state, and the county, and that the people really participated and benefited from it, and maybe that they will benefit for the rest of their lives."

All totaled, the Bucks estimate that approximately 1,100 full- and part-time jobs will be created as a result of the project. LSG Insurance, official insurance advisers for the team and new arena, provides administration of employee benefit packages for the team.

"We currently provide health and welfare benefits, including dental, vision, life and disability coverage for all the full-time employees of the Bucks," said LSG Vice President of Sales Peter Ginopolis. "Currently, this amounts to about 250 employees on the health plan alone. With the hiring of another 50-plus full-time employees over the coming months, this number will increase. That expansion includes those folks that will be working in Fiserv Forum."

He added, "Beyond this, the Milwaukee Bucks are in the process of hiring about 800 part-time employees.



MILWAUKEE BUCKS/MORTENSON

The Fiserv Forum project has had a major impact on employment and the economic growth of the city by employing scores of skilled workers in construction — an impact that will carry on with the manpower needs for running the facility year-round.

SEE FORUM, PAGE 8A

GAME ON. TASTE ON.



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We're incredibly proud to partner with the Milwaukee Bucks to put the very BEST food and beverage front and center at the new Fiserv Forum.

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GARY DINEEN/MILWAUKEE BUCKS

Throughout the facility design and graphics reflect local Wisconsin culture and sensibilities.

FORUM, FROM PAGE 7A

In an effort to provide these employees with some type of coverage, we have partnered with the Bucks in recommending the option for these employees to purchase voluntary worksite benefits. We are organizing the implementation of these coverages, the communication and education to employees and the associated enrollment in these new benefits."

Wisconsin-based JP Cullen performed the steel erection of Fiserv Forum, using 8,500 tons (or 17 million pounds) of structural steel to complete the process in less than a year. JP Cullen Vice President of the Industrial Division Chad Schakelman noted the steel construction consisted of



JEFF PHELPS/MILWAUKEE BUCKS

Fiserv Forum was intentionally designed with ample open space and spectacular views of the city to reinforce the connection between the facility and the city.

typical structural column and beam steel framing for the surrounding bowl structure, including six levels plus a roof. The roof over the arena floor consisted of nine long-span roof trusses, approximately 33 feet deep, with the longest truss spanning 313 feet and weighing 102 tons.

"The project is iconic to the new

entertainment district and will provide venues for families for years to come," Schakelman said. "JP Cullen is proud to have played a major part, by erecting the steel structure for Fiserv Forum."

Sorge echoed those sentiments and specifically credited the dedication of 4,000 local craft workers in

ensuring that the final product stands proudly as a symbol of the region's hard-working ethos.

"The hard work and craftsmanship they've put into Fiserv Forum is something everyone in Wisconsin, everyone in the local community, the whole state and region, can be proud of," he said. "It is something that repre-

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sents what the Midwest is about and the true pride and workmanship they can accomplish together."

Populous' Clark said the term "crafted scale" represented a major theme from the very beginning with the Bucks and in his early dealings with local architects as they set out to complete the first new sports and entertainment arena in Wisconsin since 2002.

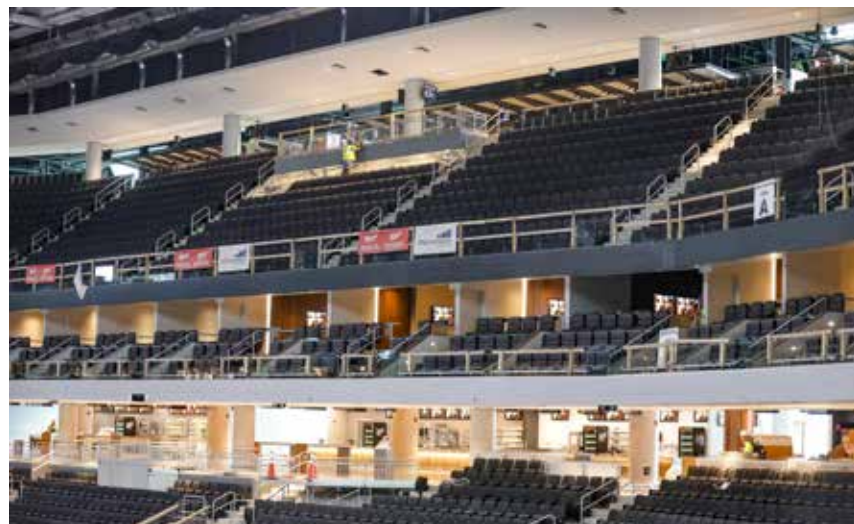
"There was an immigrant heritage in Milwaukee where a lot of those workers back in the turn of the century and early 1900s were building really crafted buildings within the city, and you see a lot of amazing detail and just the care that went into it," he said. "We took that to mean that we needed to apply those same principles to what we were going to execute as a new modern contemporary facility in Milwaukee."

This convergence of Milwaukee's past and present portends big things for its future. Fiserv Forum speaks to Milwaukee's architectural heritage, which will be fully represented in the 730,000-square-foot venue that now stands as the city's most identifiable landmark.

"It's a unique shape and the reality is it's a public building so everybody's going to experience it," said Sorge, when asked about the venue's top status in the city's growing landscape. "What's cool is fans don't realize how different this building is from its predecessor. Of course, design has evolved, sports construction has evolved, and when the fans get into this building, I think they're going to be blown away."

Fiserv Forum's eye-catching facade features an immense wall of glass allowing those outside to see within. Perhaps the building's most striking feature is its arched roof, which overlaps the glass facade and stretches down to the street level on one side.

"What we ended up doing was trying to find the right balance between the softer forms of the building that were really related more to that natural landscape, so the arcing facade on the north side of the building extends up and becomes the roof," Clark said. "Then you have crisp and clearly detailed aspects of the building. In those cases, it's more curtain wall, it's areas of a metal panel, and a real sort of architectural expression



Fiserv Forum features expanded premium seating areas including luxury suites, club and loft seating, and VIP entrances.

whereas the natural side is predominantly a pretty patina zinc material. It just has a beautiful quality."

The juxtaposition of Fiserv Forum and its neighboring predecessor in the Bradley Center is something to behold, according to Saha.

"This is a complete contrast," he said. "Across the street was just this soulless, almost cavern of a building. We now have natural light coming into the building on two sides of our new building. One of our color schemes here is called Great Lakes Blue. When you're on the outside you can get a little tricked by the eye that this is a wood-structured building and it's not. There are zinc panels on the outside."

Inside Fiserv Forum

The unique exterior design is matched in magnificence by what you find inside Fiserv Forum. The abundance of premium spaces includes 34 luxury suites, BMO Club with seating for 500 people on the event level, dedicated VIP Entrance providing easy access to Event Level

Club and other premium areas along with loft seating. Suites have already sold out and the Bucks had sold more than 9,000 total season tickets as of early August.

"This is a very intimate seating configuration," Feigin said. "Ten thousand of the 17,500 seats are in the lower bowl which is a very, very big deal. The entire space is open. Think about the entire building being transparent. From any vista, from any stairwell and from any concourse you can still be in the game. From anywhere in the arena, you're able to see the rest of it."

"If I was going to pinpoint one really unique area we've created, it's the Panorama Club 100 feet in the sky. That really is one of the coolest physical spots in the arena."

The Panorama Club will be open to all season ticket holders during Bucks games. Imagine the view from atop the Green Monster in Boston's Fenway Park only at the catwalk level above the upper concourse in Fiserv Forum.

"It's the granddaddy of experi-

SEE FORUM, PAGE 10A



The Panorama Club is luxury seating with amenities and sightlines on par with the most iconic seating areas in sports.

A BOLD NEW ERA BEGINS



CAAICON

Congratulations to the Milwaukee Bucks, the Ownership Team, Populous, Mortenson and the entire project team on the opening of Fiserv Forum. CAA ICON is proud to be part of this transformational project.

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Project Management • Strategic Advisory • Feasibility & Planning

FORUM, FROM PAGE 9A

ences, perched way up in the top of the building,” Clark said. “It’s got an amazing vantage point to watch a basketball game, and I think especially an in-stage concert because it’s directly opposite the stage. It involves the same principle of being open to the event but, also in this case, open to the city. And there’s transparency that looks out across the city to the east along with a tremendous outdoor balcony space that I think people are going to love.”

Saha added, “It’s going to be a great gathering place before the game and we’re going to do some really cool events in there after games. You’ve got a 360-degree view of the building on one side and then over the east side of Milwaukee there’s the lake and downtown. We’ve gone up there in the evening when we’re doing walkthroughs and you kind of see how the whole city changes colors when the sun’s starting to set.”


For his part, co-owner Lasry does not have a favorite spot – yet. He believes that will be revealed in due time, though.

“We tried to make everything so it’s where more people can get involved,” he said. “I think I’ll find a favorite spot, to be honest with you, once it opens. And once you see the mix of people, and you’ll get a feel for where you really want to be. I think



In addition to serving as the home of the Milwaukee Bucks and Marquette men’s basketball, Fiserv Forum will host up to 200 events a year, including concerts, family shows, and other special sports and entertainment events.

GARY DINEEN/MILWAUKEE BUCKS



CULLEN






THE TOUGH JOB EXPERTS

J.P. Cullen's relationship started with Milwaukee well before our area office came downtown - it started when J.P. Cullen became part owner of the Milwaukee Bucks in 1975. J.P. Cullen's most recent partnership includes the steel erection at the Fiserv Forum and the construction management of the Sports Science Center.

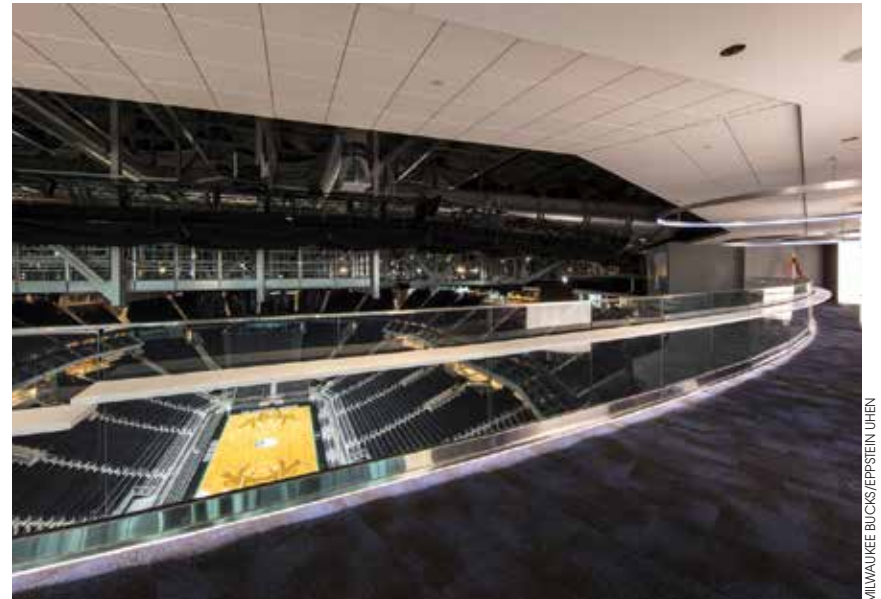
“There were several opportunities for us to sell the team for a lot more money. We chose to keep the Bucks here in Milwaukee, as we are dedicated to the team and this city.”
- J.P. Cullen

J.P. Cullen (Third Generation Owner) was a Milwaukee Bucks Partner, Officer, and on the Board of Directors from 1980-1985, selling the team to Herb Kohl in 1985.

PROUD OF THE BUCKS SINCE 1975

WWW.JPCULLEN.COM/MKEBUCKS



This breathtaking view for all fans from Panorama Club, which is located on the top level of Fiserv Forum, offers beverages and food and a terrace overlooking downtown Milwaukee.

MILWAUKEE BUCKS/EPSTEIN UFFEN

there are parts where you think you want to be today, and then I think once it opens and the energy and the people are in there, that’s when you’ll understand it.”

Fiserv Forum is also a technological marvel featuring first-of-its-kind technology that redefines the fan experience. It features the most extensive and best implemented handrail antenna system of any arena, free high-speed Wi-Fi, 850 TVs and one of the largest center-hung scoreboards in the NBA. Nothing has been spared when it comes to providing an unrivaled experience with sights and sounds – on game day or the night of a big concert.

“The acoustics are enhanced beyond what they’ve ever done,” Feigin said. “We’ve built this arena with six loading docks, which is kind of like building a church for Easter Sunday with the ability to really attract big shows. We’ve got more than 250,000 pounds of rigging, a huge capability for events, and more than 9,000 LED fixtures. All these little nuances are revolutionary. When you talk about having your finger on the pulse and the next generation, we kept accelerating the growth of things like this to get that done.”

Something else exciting that awaits fans at the soon-to-be christened

Fiserv Forum? An unrivaled dining experience featuring a Milwaukee-centric approach to both premium offerings and concessions. Levy, which also played the role of concessionaire at the Bradley Center, has expanded its involvement with area vendors.

"We have these great local partners that we're dealing with, bringing in more food forward-thinking partners with ever-evolving and more eclectic menus that speak to Milwaukee locality," Levy Vice President of Hospitality Justin Green said. "I can say that the food at Fiserv Forum is going to be the best in the industry, best in class without question. And that's everywhere, from the premium side, which we have focused on really elevating the experience on all levels, but also the concession side which a lot of times is looked at secondarily.

"We will be able to bring to fans a really great product, for example, with our hot dogs and sausages from partner Klement's. We're going to be grilling the hot dogs and sausages to order. Taking that hot dog or sausage and putting it into a buttered and toasted split-top bun as it's ordered."

Levy will have 32 salaried managers on staff overseeing 950 total employees. Senior Executive Chef Kenneth Hardiman noted iconic Milwaukee restaurant Sobelman's, plus Sargento, Iron Grate BBQ, The Laughing Taco and FreshFin Poké Company, are

among those joining Klement's on the burgeoning roster of local partners.

"I think something really interesting to point out with FreshFin is we're taking something that you don't generally see in stadiums and arenas," he said. "We're doing poké bowls where you're taking sushi-grade raw fish that will be served every day at events in Fiserv Forum. You're not going to see that elsewhere and we're doing it at a really high level."

Fiserv Forum's food program was created around MKEat, which celebrates Milwaukee food and plays an integral role in the local community. Levy's continuing partnership with the Bucks has helped elevate the dining experience across the board with an infusion of local flavor.

"What we're focused on is quality, how we get great quality food and experience and hospitality to our guests on a daily basis," Green said. "The Bucks have been right there with us to make sure that Fiserv Forum is at the top. That's truly been something that went all the way to the top and that Peter Feigin has bestowed upon us. To say, 'Whatever it takes to be the best in the world at food and beverage, in a sports environment, that's what we want.' And he's given us every tool to make that happen."

Fiserv Forum's beverage program

SEE FORUM, PAGE 12A



GARY DINEEN/MILWAUKEE BUCKS



GARY DINEEN/MILWAUKEE BUCKS



GARY DINEEN/MILWAUKEE BUCKS

The food and beverage service at Fiserv Forum will be like nothing Milwaukee fans have been treated to before. With an emphasis on choice and regional tastes, there will be something to satisfy every palette.

Carry the
Bucks this
season.



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JEFF PHELPS/MILWAUKEE BUCKS



JEFF PHELPS/MILWAUKEE BUCKS

State-of-the-art locker room and training facilities will put the Milwaukee Bucks in the top tier of home courts for players in the NBA.

FORUM, FROM PAGE 11A

is built upon Miller Brewing Company's locally brewed and globally-acclaimed beers. Miller has three anchor bars inside the arena with two on the lower concourse and one on the upper concourse. All were designed specifically to enhance the modern fan experience.

"I think the expectation of fans is just so different today than when Bradley Center was built back in 1988," Populous' Clark said. "When you're talking about a younger demographic and younger fans, the up-and-coming future of the fan base, they're looking for experiences, and they don't want to be stationary. So, it was important that this building have opportunities for that because let's face it, people want to be together."

"If and when you leave your seat, you remain connected through open concourses and that was a very intentional approach to how the building was laid out to provide that openness and those kinds of opportunities."

Major Milestone Achieved

Fiserv Forum will allow the Bucks to compete for players and fans in Milwaukee for years to come. The completion of this state-of-the-art venue marks an important milestone in the franchise's history as well as the

city's and the region as a whole.

"Keeping it in Milwaukee was essential," Feigin said. "One of the key pieces to the acquisition was our owners' commitment to keep the Bucks in Milwaukee and to work toward building a new arena. Then I think when you talk about investment, we've talked about resources, pro sports and the NBA in general is really like an arms race. For us, it's not just talking about it but showing what our investment is in the community, in the team and the players themselves."

To that end, the Bucks previously completed construction of the Froedtert & the Medical College of Wisconsin Sports Science Center in August 2017. With 55,000 square feet of space for team use and enclosed parking, the training center facility also features 37,000 square feet of space for the new Froedtert & the Medical College of Wisconsin McKinley Health Center.

"We've certainly outfitted the arena in an area for the players to really feel at home and be in a special place with this campus," Feigin said. "This will provide the best in sports science, the best in performance but then it's also a place where people want to be and they want to talk about it. We want all 15 of our players to not stop talking to the other 450 players in the league, to tell them how great

Milwaukee is for them."

As all parties near the end of a journey that delivered Fiserv Forum and its surrounding development to downtown Milwaukee, there is both much to reflect on and look forward to when it comes to the legacy it will leave for the city and region. CAA ICON's Farha described the project as a "once-in-a-lifetime transformational project for Milwaukee and the entire state of Wisconsin."

Saha, the arena's general manager, believes that transformation will be fully revealed over time. More than just an arena, Fiserv Forum will become the central hub for entertainment while connecting communities and neighborhoods for generations to come.

"It's an arena for everybody and we've gone from being a basketball team to being a real estate development company overnight," Saha said. "So, there are a lot of things that we've learned. I think what we're going to be proud of is the Milwaukee market from an arena side, especially on content, hasn't been an A market. If you were to say, what does success look like for you three years down the road, five years down the road, is that we turned this into an A market for entertainment."

LSG's Ginopolis points to the compound effect that Fiserv Forum and all

subsequent development will have on the local economy moving forward.

"First, the new arena and surrounding area will become an entertainment epicenter in Milwaukee," he said. "While Fiserv Forum itself is the focal point, the surrounding area has started, and will continue to give rise to new restaurants, bars, apartments, hotels and other businesses. This will lead to thousands of jobs created directly and indirectly by the Milwaukee Bucks and Fiserv Forum."

"The Bucks are an incredible organization that is doing wonderful things for Milwaukee. They are committed to this city and its people."

Clark, who has overseen other high-profile projects for Populous, pinpointed the process in this case along with the ability of so many different parties to collaborate seamlessly over time.

"I'm proud of the way we, as the architects, and our partners, our consultants, our local architects, others who worked with the ownership and also worked with the contractor, we were all in it together," Clark said. "We wanted to do something great, and I think at the end of the day, we've done that. I'd be remiss if I didn't say that the biggest part of that was Peter Feigin. He worked tirelessly. His attention to detail and his passion for making the building great was evident every single day."



JEFF PHELPS/MILWAUKEE BUCKS

Amazing views of Milwaukee are visible through much of the building and will serve to reinforce the connection between Fiserv Forum and the Bucks' hometown.