

fiserv.forum



ABOUT FISERV FORUM

- Opened Aug. 26, 2018 in downtown Milwaukee
- \$524 million arena located on Vel R. Phillips Avenue and Juneau Avenue
- Naming Rights Partner: Fiserv Inc.
- Founding Partners: BMO Harris Bank, Fiserv Inc., Froedtert & the Medical College of Wisconsin, Johnson Controls, Miller Brewing Co.
- Project Manager/Bucks Representatives: ICON Venue Group
- Construction Manager: Mortenson Construction; Architects: Populous (lead), Eppstein Uhen Architects (based in Wisconsin) and HNTB (based in Wisconsin); Mechanical Engineer: M-E Engineers, Structural Engineer: HNTB and Walter P. Moore
- First new sports and entertainment arena in Wisconsin since 2002
- Public-private partnership
- Wisconsin Center District is the owner of the venue; Milwaukee Bucks are master lease-holders
- 730,000 square-feet

DESIGN

- Basketball capacity of 17,341 and concert capacity of 18,000
- Intimate seating configuration with 10,000 seats in lower bowl
- 34 suites, 3 clubs
- Enhanced acoustics for both concerts and sporting events
- State-of-the-art performer dressing rooms
- 6 loading docks
- 300,000 pounds of rigging capability for events
- 10 escalators and 10 elevators
- More than 9,000 LED light fixtures
- 34 large public restrooms - 19 women, 15 men

PROGRAMMING

- The venue hosts up to 200 events a year, including the Milwaukee Bucks, major concerts, family shows, Marquette men's basketball, college basketball, hockey, boxing, MMA and special sports and entertainment events

ACCESSIBILITY

- Convenient to Interstates 94 and 43, and centrally located to major thoroughfares in downtown
- New parking structure located across the street from the venue, with capacity of 1,250 vehicles
- Multiple county bus lines converge on building and entire Arena District
- Designated ride-sharing drop-off and pickup areas

GUEST EXPERIENCE

- Employees are expertly trained
- Ultimate food and beverage experience including popular Milwaukee restaurants and vendors

TECHNOLOGY

- State-of-the-art center-hung scoreboard
- 800 HDTVs
- Free high-speed Wi-Fi

PREMIUM SPACES

- 34 Luxury Suites
- Mezzanine Club with capacity of 1,000 (center six lower bowl sections)
- BMO Club with capacity of 500 on the event level
- Loft seating with total capacity of 170 (boxes 4-8 people)
- Dedicated VIP Entrance providing easy access to Event Level Club and other premium areas