



U.S. Cellular Arena TECHNICAL MANUAL

Version 1.0



General specifications

Dimensions

Main floor - gross square feet	24,000
Floor dimensions	105' X 234'
Ice rink maximum dimensions	200' x 85'
Ceiling height (floor to high steel)	95'
Arena Exhibit Hall	17,340 sq. ft.

Seating capacities

(maximums - without production kills)

Maximum with G.A. floor	12,148
End concert (360° sightlines)	11,466
End concert (270° sightlines)	9,858
End concert (180° sightlines)	8,509
End concert (120° sightlines)	7,910
Concert in the round	11,848
Half-house	6,368
Ice Show	6,689
Boxing/wrestling	12,146
Basketball	11,119
Soccer	9,600
Hockey	9,652
Open floor (permanent seating only)	8,910

Floors/surfaces

Main floor	Concrete
Floor load capacity	450 lbs./sq. ft.
Concourse floors	high-impact tile
Soccer turf	MISL dimensions & markings
Basketball floor	NBA/NCAA dimensions & markings

Ice

Permanent in-house ice-making ability	yes
Ice rink maximum dimensions	200' x 85'
Ice maintenance equipment	(1) Zamboni on site, (1) backup Zamboni available

Portable stage

Stage Rite® rolling stage	built to suit
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Rigging

24' x 24' main steel bays	8,000 lbs./point main steel
12' x 12' secondary grid	4,000 lbs./point secondary
Ceiling load capacity	450,000 lbs. total*
*Restrictions apply; see your Event Services Manager for details	

Electrical Power

Show power	
600 Amp, 120/208V, 3 phase @ north end	4
600 Amp, 120/208V, 3 phase @ south end	2
Exhibitor or ancillary power	120/208V AC (available at main floor side wall locations, concourses and in Arena Exhibit Hall)
Shore power available	yes

House Sound

Total output	29,200 Watts
Amplifiers	(26) Crown® Tri-Amp
Speakers	(26) X-Array® 3-Way
Configuration	Zoned multi-cluster

Lighting

Sports lights	
4000° K (CRI 65) metal halide fixtures w/ shutters	108
• 11 million lumens total output	
• Average 150+ footcandle horizontal reading, 110 footcandles to main camera location	
• 1:1.3 uniformity ratio	
• 2 second shutter open/close for near-instant “lights on” or blackout	
1000W floodlights	164
1600W Supertrouper follow spots	6
Supertrouper carbon arc follow spots	4
Incandescent work lights	dimnable

Scoreboard

Make	Whiteway
• Four sided, center-hung	
• Fully variable scoring configurations	
High trim (bottom edge to floor at maximum elevation)	68'
Slave boards	2
Video	(4) 7.5' H x 10' W Toshiba Video Walls
Video production format	Beta SP (broadcast)
Video support	full production crew
Video monitors	(30) 27" monitors in concourses

Load-in

Loading docks	2 (10' 6" H x 23' W)
Drive-on floor access	yes

Dressing rooms

Star dressing rooms with private baths/showers	2
Team dressing rooms w/ bathrooms and club showers	2
Chorus dressing rooms w/ bathrooms and club showers	2
Green Room	1

Media/catering room

Dimensions	120' 0" x 24' 0"
Ceiling height	8' (suspended ceiling)
Features/amenities:	
Lighted briefing area; permanent, in-house sound system; permanent TV monitors; permanent kitchenette w/ commissary access; abundant AC, phone & data jacks.	

Other

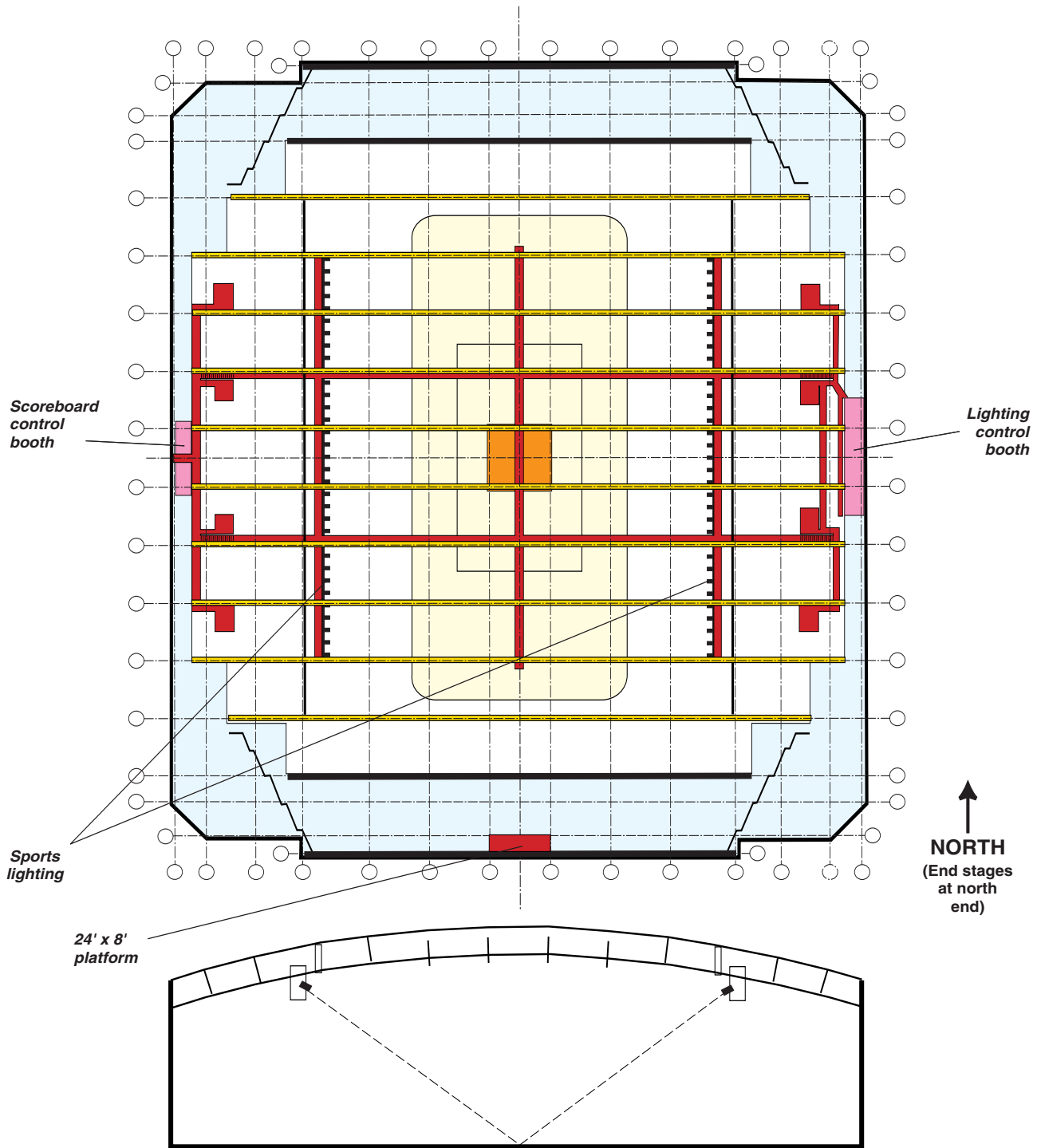
Concession stands	8 built-in (Specialty and portable concessions available)
Restrooms	(5) male, (5) female, (2) “family”
Show management office w/ phone	yes
Water & drains for lasers	yes
Basketball goals (new)	BPI 8000
Elevators	1 passenger to main, lobby and floor levels
On-site truck/bus parking	yes (limited - see your Event Services Manager for availability)

Catwalk diagram

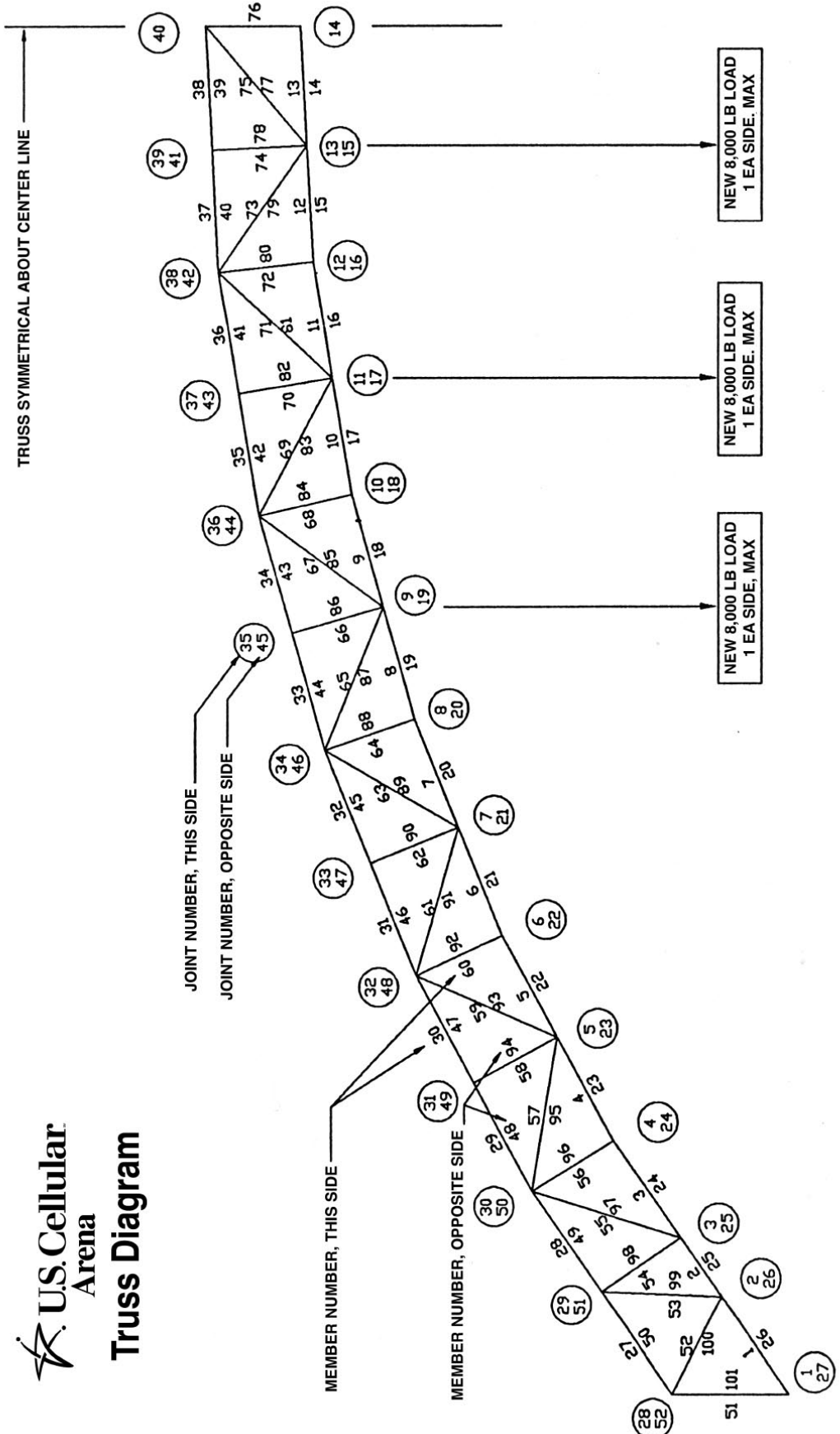


Catwalk Diagram

- Catwalks & platforms
- Control booth
- Event floor
- Riggable main trusses
- Scoreboard 25' x 25'
- Secondary steel 12' x 12' grid



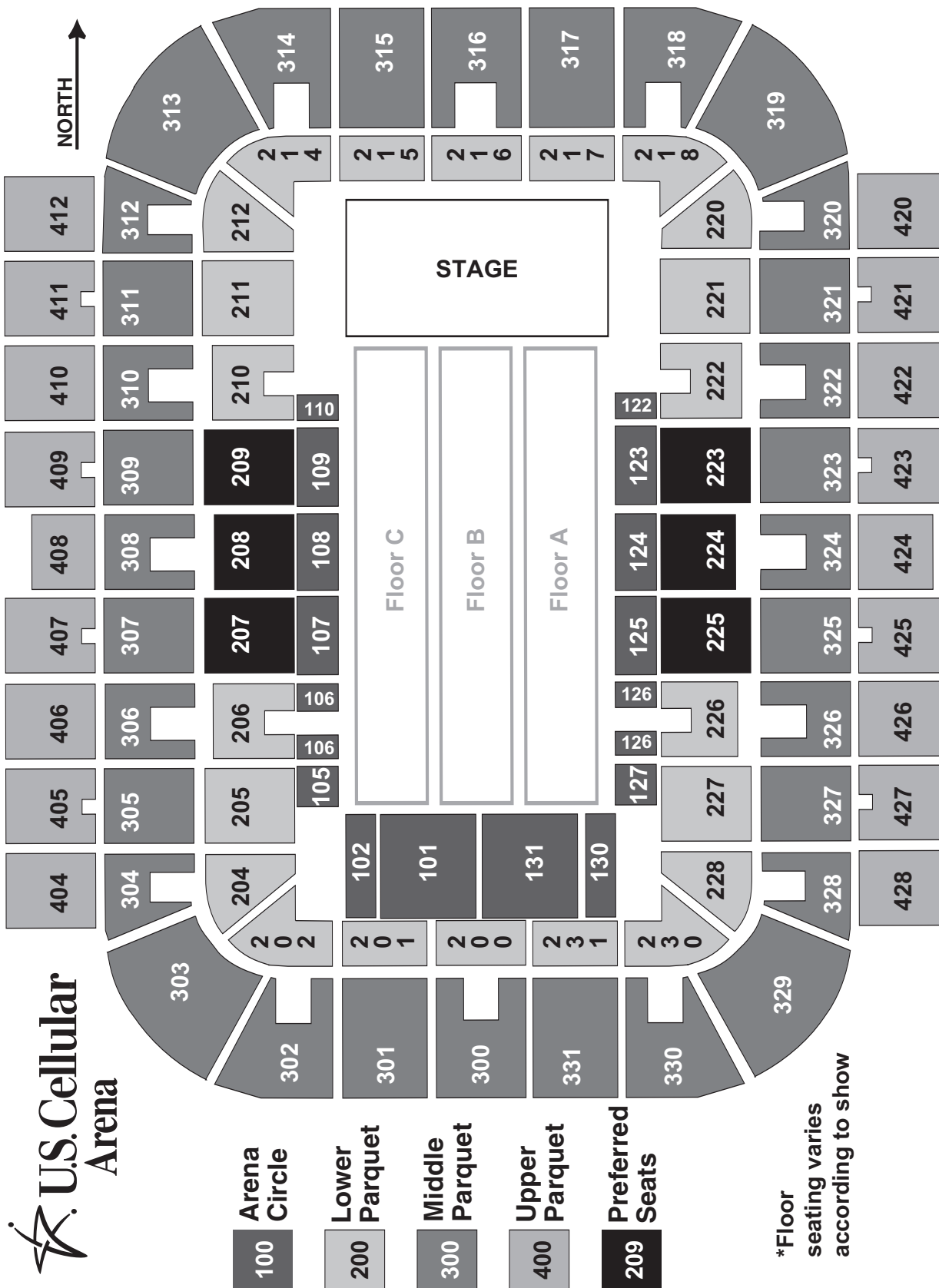
Truss diagram



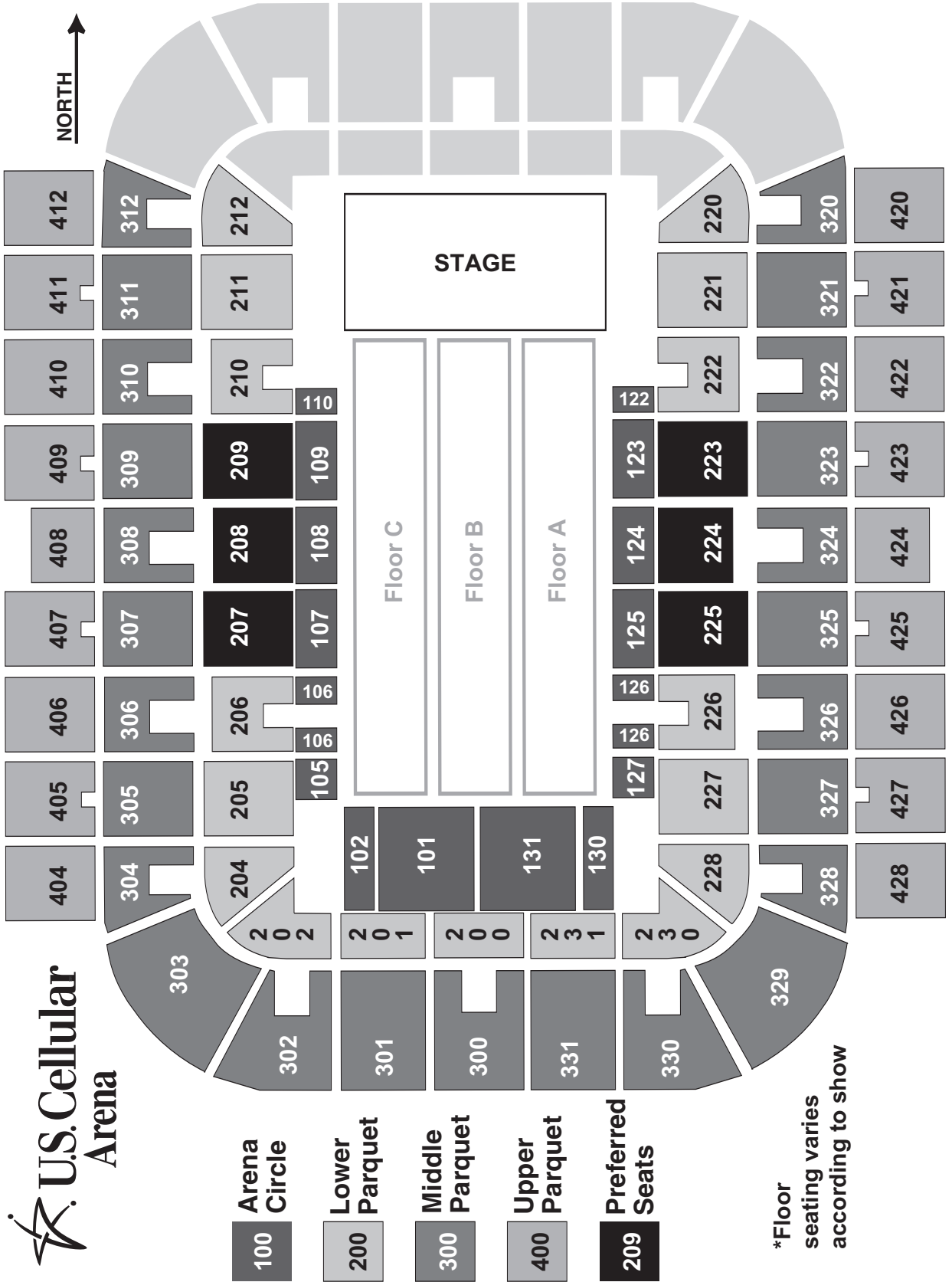
**U.S. Cellular
Arena
Truss Diagram**

End stage - 360° seating

END CONCERT WITH 360° SIGHTLINES: 11,466 CAPACITY

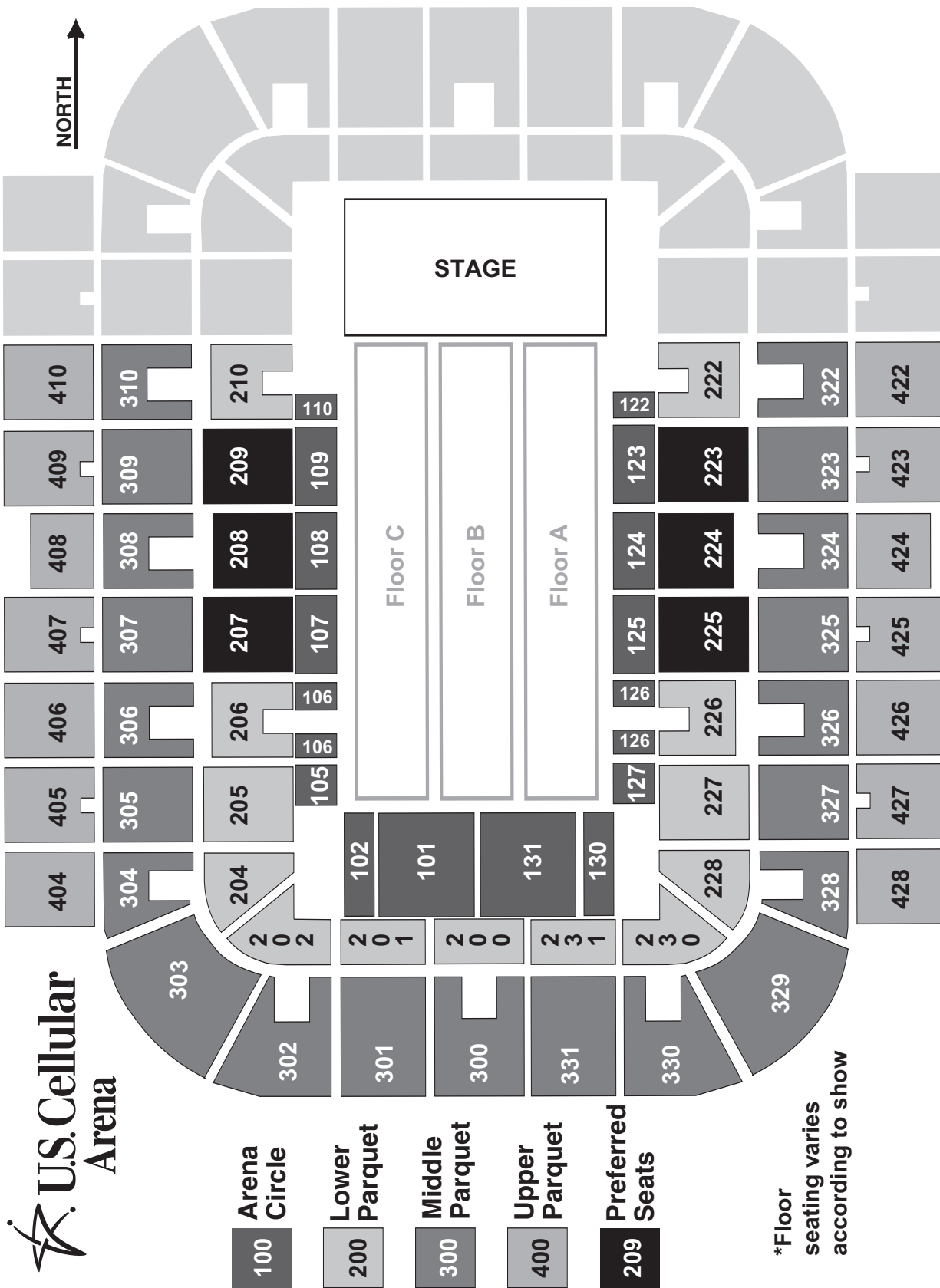


END CONCERT WITH 270° SIGHTLINES: 9,858 CAPACITY

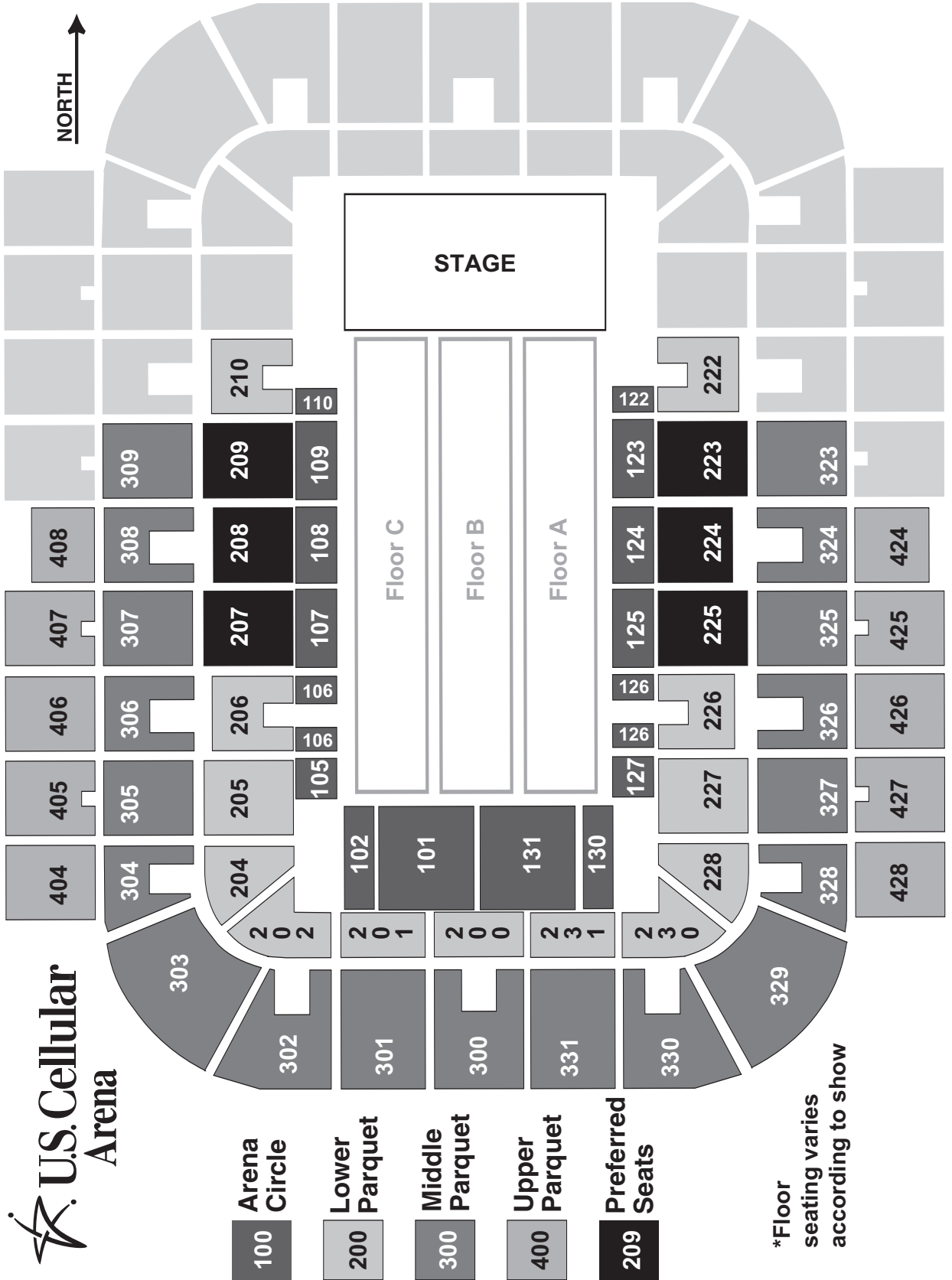


End stage - 180° seating

END CONCERT WITH 180° SIGHTLINES: 8,509 CAPACITY

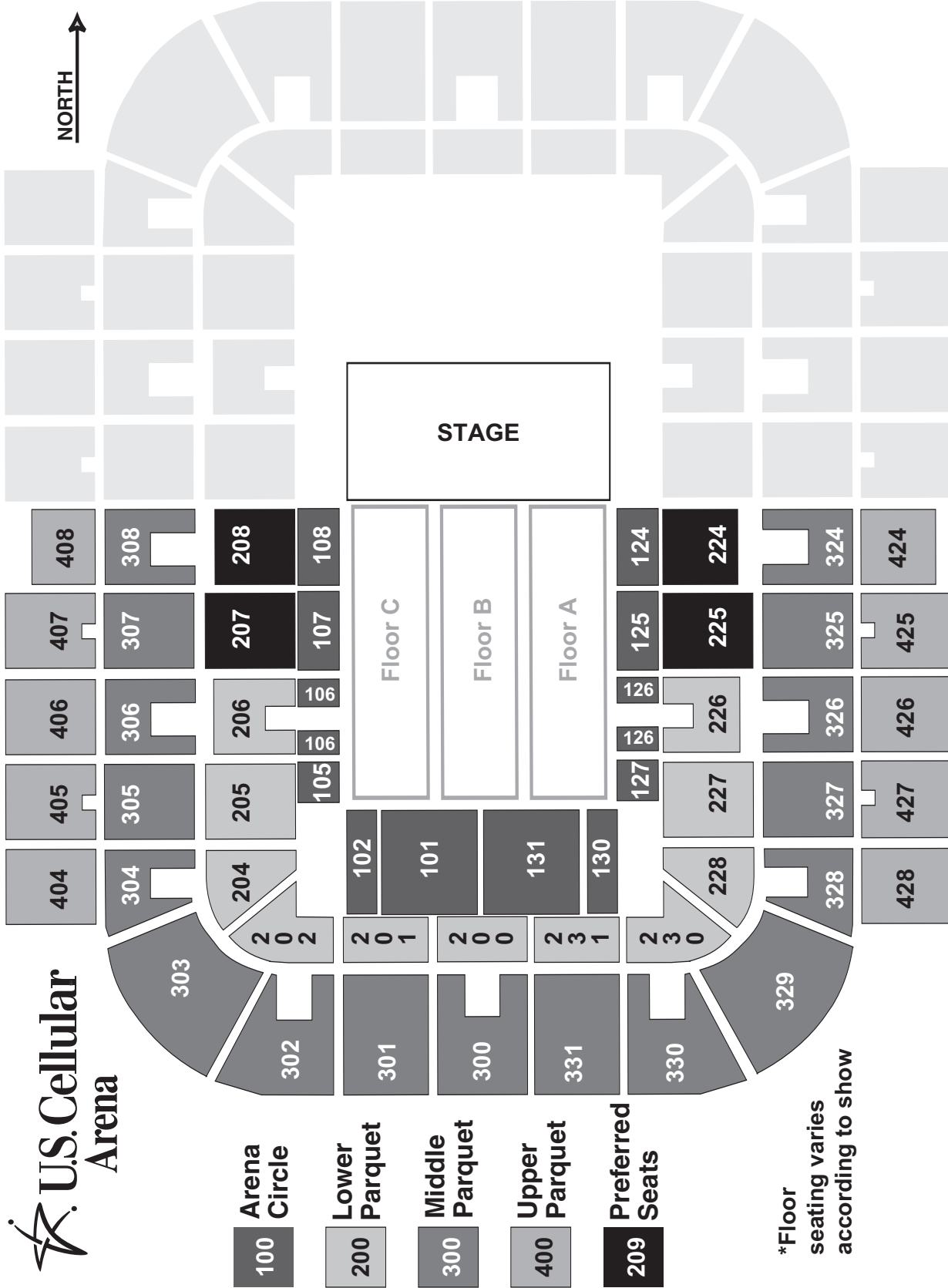


END CONCERT WITH 120° SIGHTLINES: 7,910 CAPACITY



Half house

HALF-HOUSE: 6,368 CAPACITY



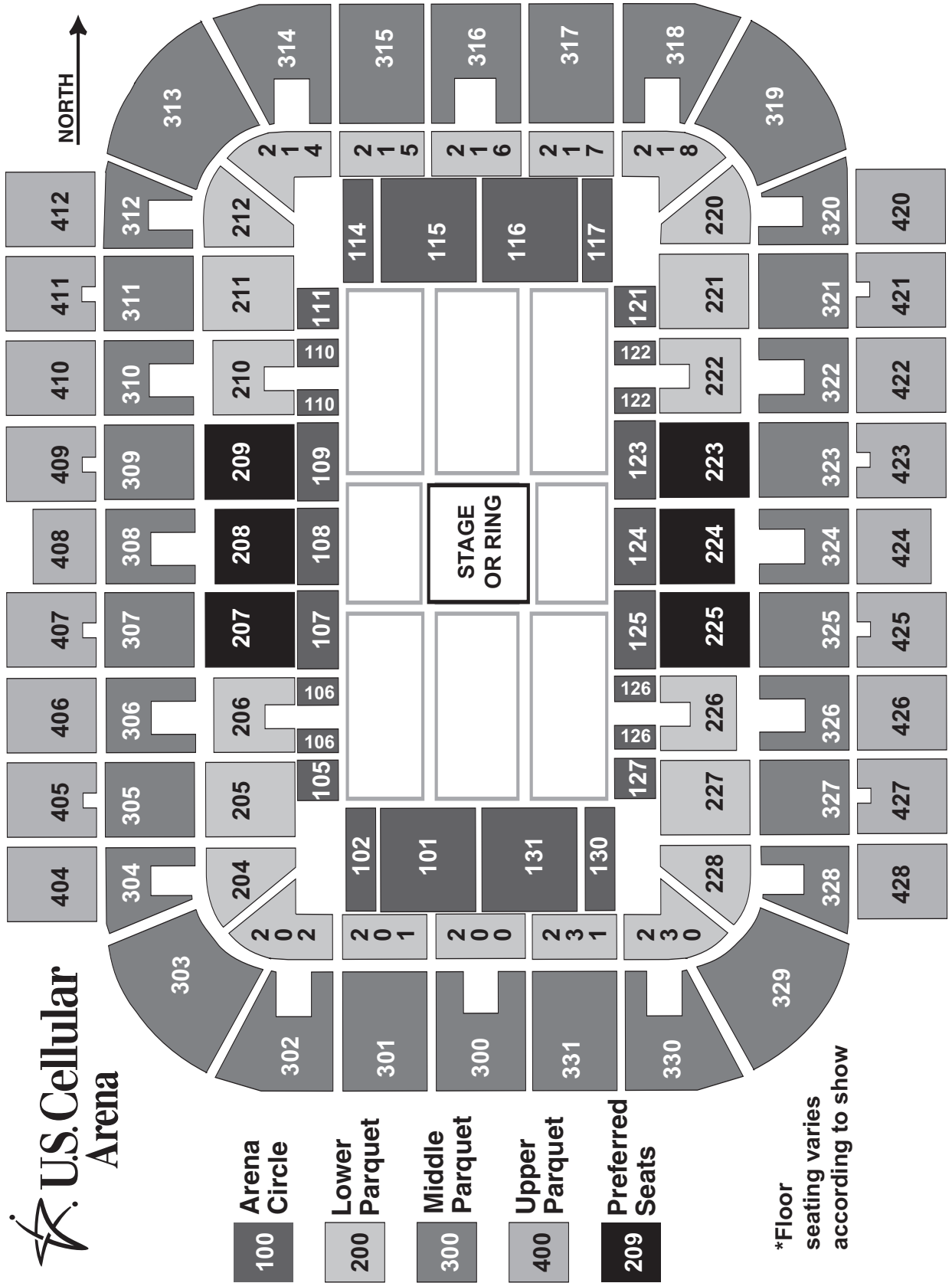
Concert in the round/boxing/wrestling

CONCERT IN THE ROUND CAPACITY: 11,848

BOXING/WRESTLING CAPACITY: 12,146

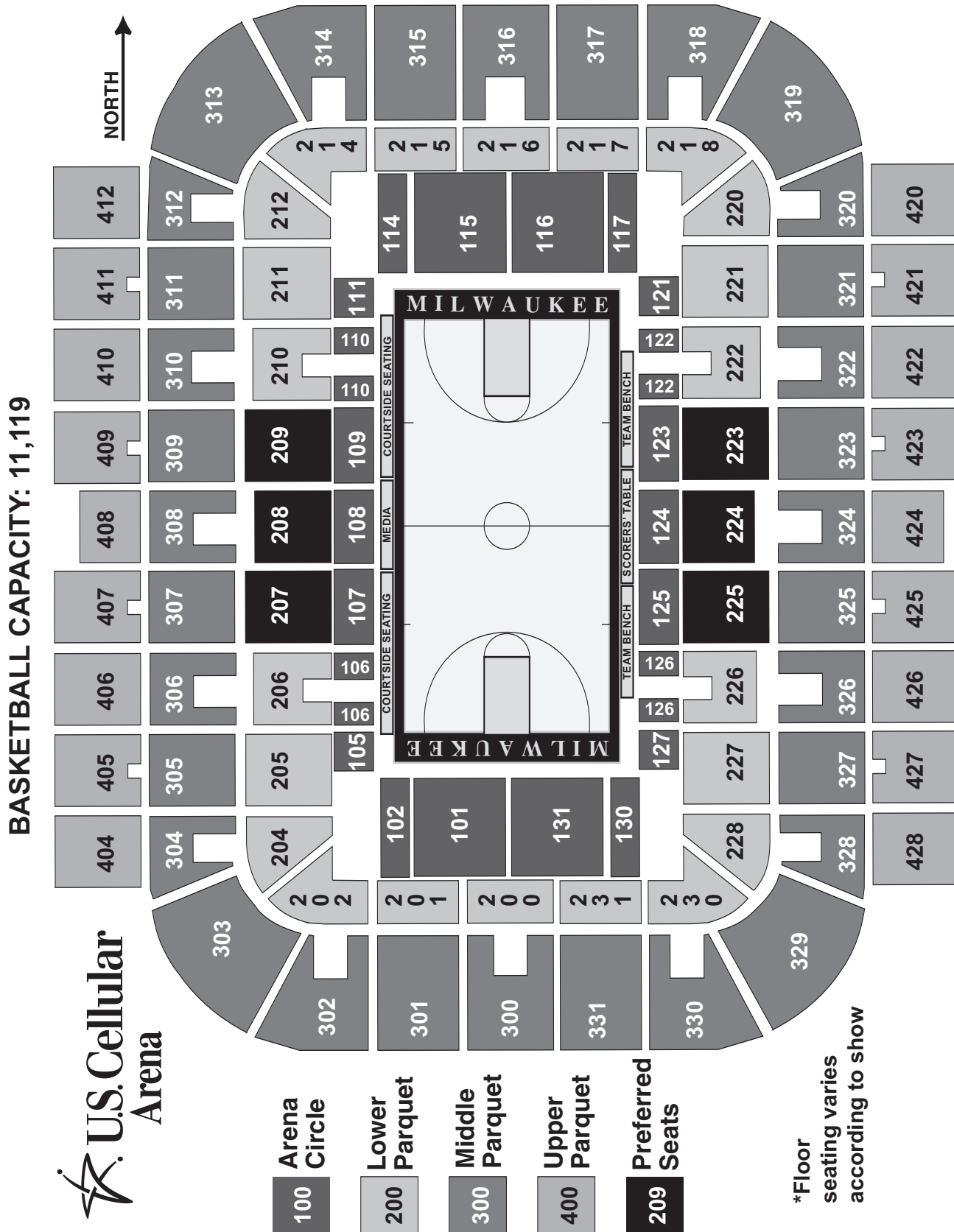


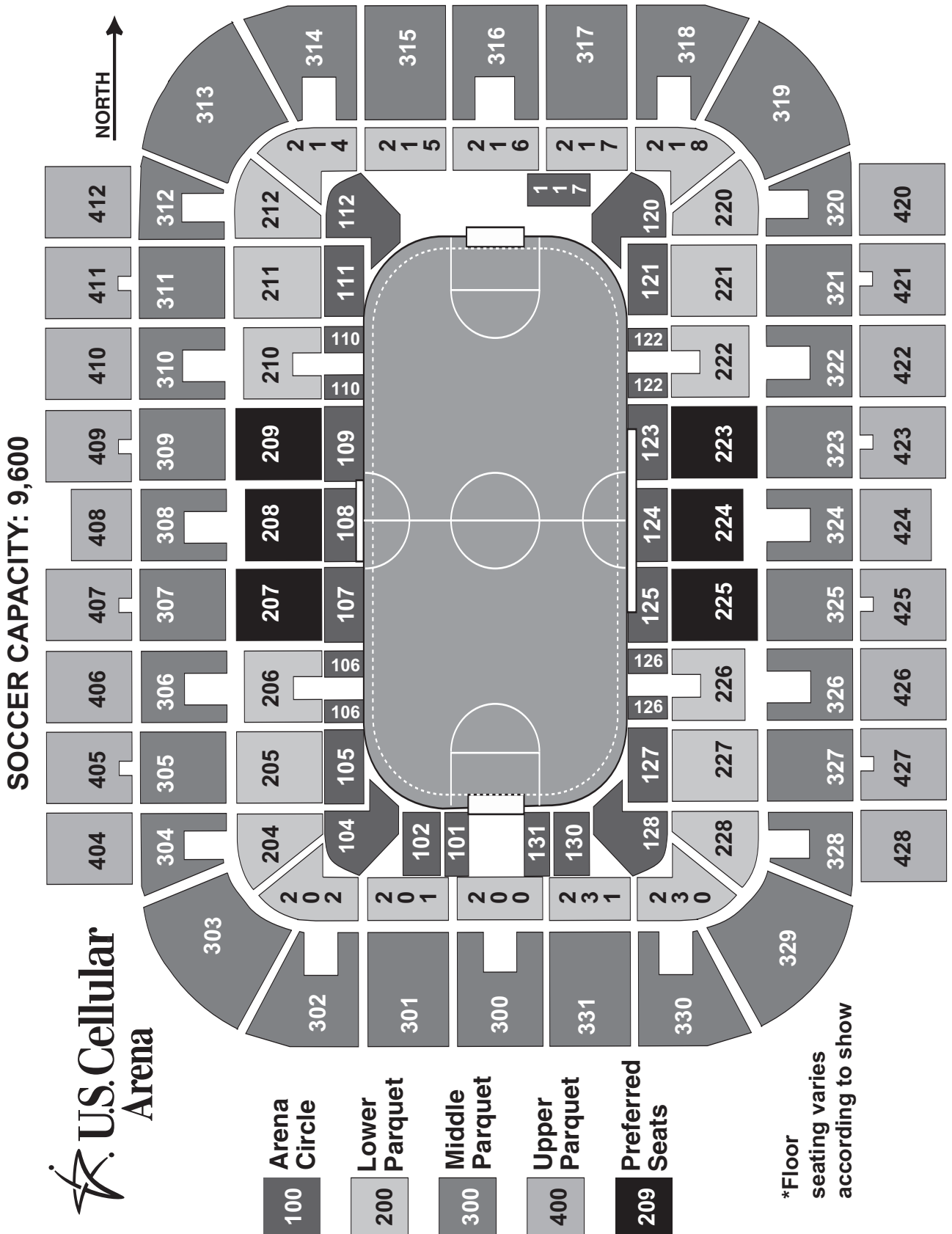
NORTH →



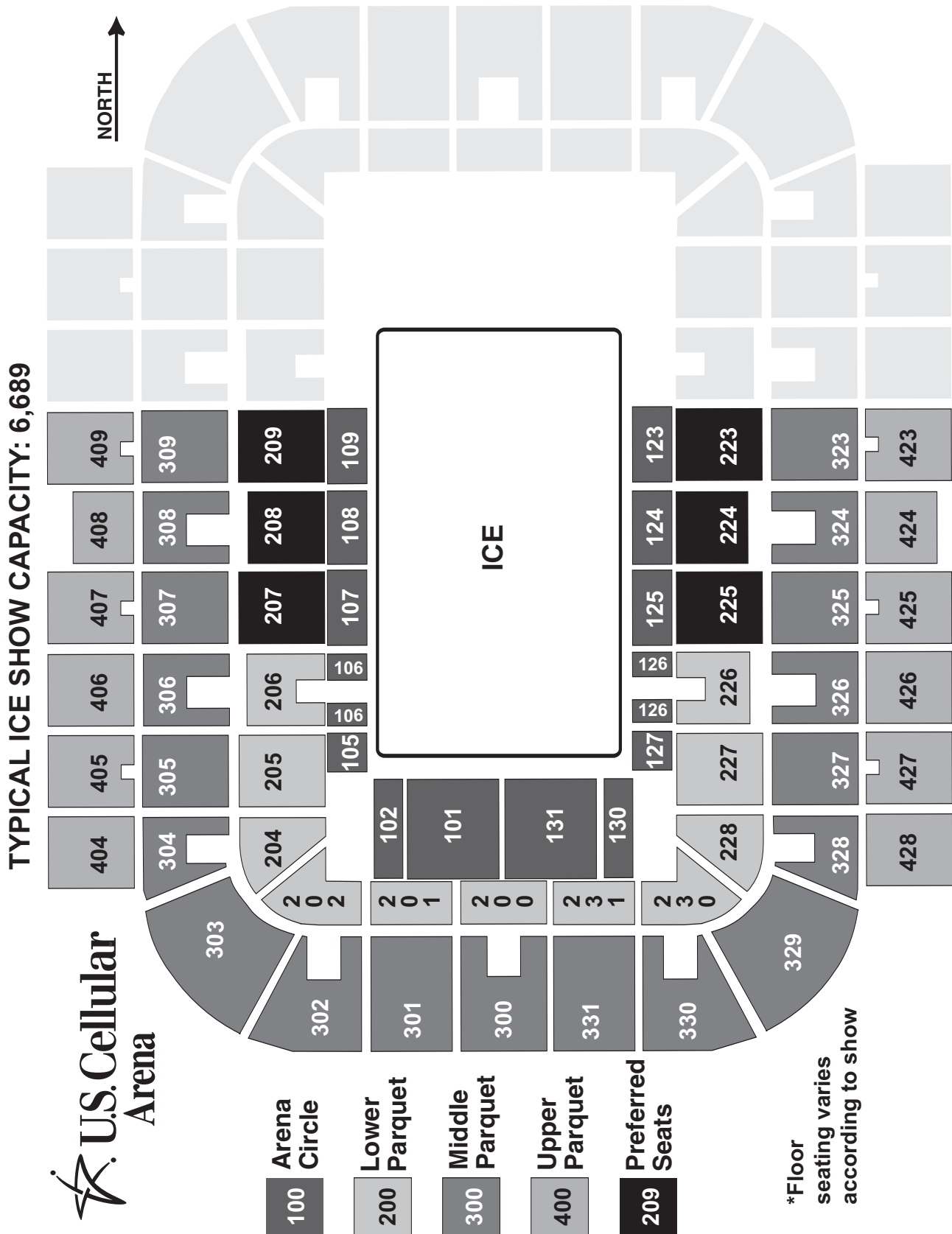
*Floor seating varies according to show

Basketball

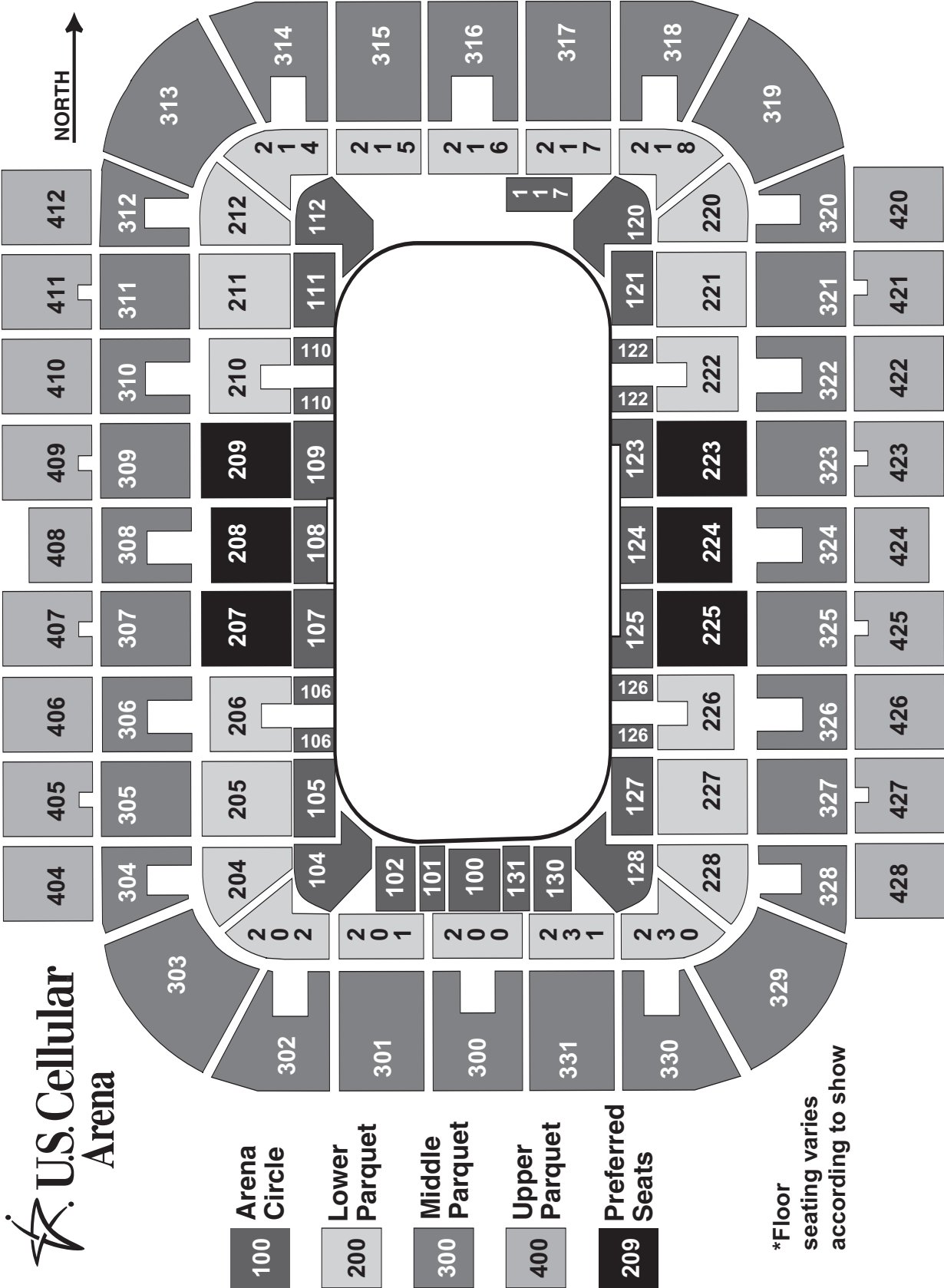




Ice Show

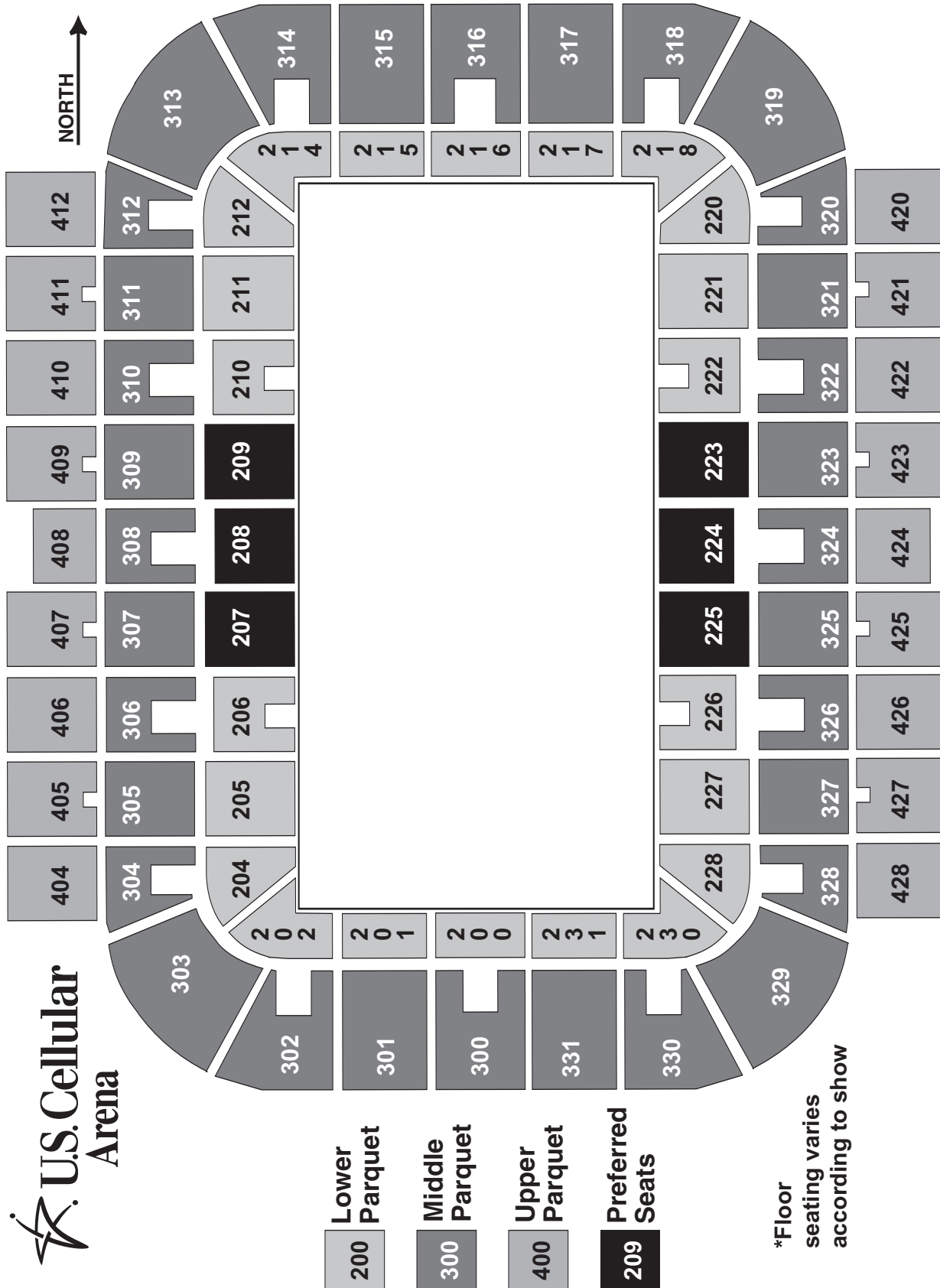


HOCKEY CAPACITY: 9,652



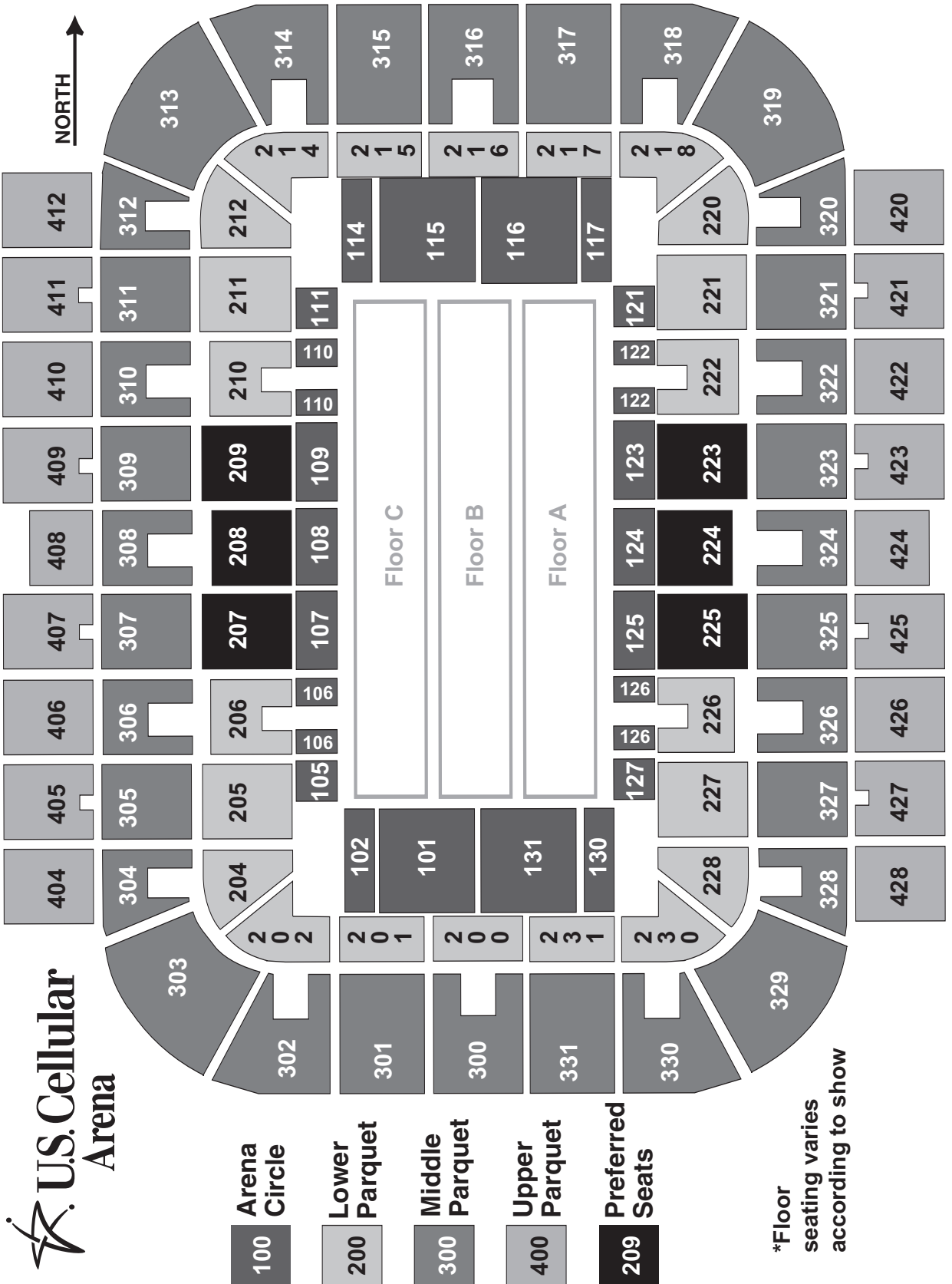
Open floor (permanent seating only)

OPEN FLOOR - PERMANENT SEATS ONLY: 8,910 CAPACITY



Maximum w/ general admission seating

MAXIMUM CAPACITY with G.A. Floor: 12,148



Frequently-asked questions

GETTING HERE

Nearest airport:	General Mitchell International Airport (www.mitchellairport.com)
Distance from airport to venue:	10 miles, about 15 minutes
Other transportation:	Amtrak (7x daily to/from Chicago); Greyhound, Badger & other bus services; high-speed ferry to Muskegon, MI.
Distance from stations to venue:	Amtrak, 5 blocks; bus stations, 3 blocks; high-speed ferry, 3 miles, about 10 minutes
Nearest hotels: (see map, p. 7.3)	<ul style="list-style-type: none">• Hilton Milwaukee City Center• Hyatt Regency-Milwaukee.• Holiday Inn City Centre• Other hotel info at www.milwaukee.org.
Distance from hotels to venue:	Hilton is across Wisconsin Avenue; Hyatt is one block away on Kilbourn. Several others within 2-4 blocks.
Nearest parking: (see map, p. 7.7)	<ul style="list-style-type: none">• WCD lot (150 spaces)• Hyatt Regency structure at 4th & Wells (750 spaces)• Hilton structure 1 block south on 5th Street (800 spaces)• Shops of Grand Avenue structure (1,000 spaces)
Other parking information:	www.parkmilwaukee.com

VENUE RULES AND LOCAL LAWS

Doors open:	Usually one hour before show time
Smoking policy:	Smoking is not permitted anywhere inside the U.S. Cellular Arena, except in the east (yellow) vestibule area set aside for smokers.
Cell phone/pager policy:	Cell phones, pagers and similar devices must be turned off during performances.
Carry-ins:	Food and beverage carry-ins are not permitted. Still camera carry-ins are subject to the artist/tour/promoters' preference. Video cameras are generally prohibited unless expressly allowed by the artist/tour/promoter.
Curbside drop-off:	Curbside drop-off and pick-up of passengers is permitted on all streets surrounding the U.S. Cellular Arena. Drivers must remain with the vehicle.
Curfew:	No indoor event curfew. 11:00 p.m. City of Milwaukee curfew for unescorted minors. 2:00 a.m. bar closing time (applies to private bars at food & beverage events weeknights, 2:30 a.m. weekends).
Sales taxes:	5.6% (5.85% for prepared food & beverage)

Where's the nearest...

This list was compiled from inquiries associated with entertainment events, and is included here as a potential convenience only, not an endorsement. These locations are listed strictly by proximity to the Midwest Airlines Center. The nearest to hotels will differ.

24-hour diner:	George Webb's 812 N. Old World Third Street (3rd Street between Kilbourn & Wells)	Gas station:	Minelli's Amoco 350 N. Plankinton Avenue (Plankinton, south of St. Paul, by river)
24-hour urgent care:	St. Joseph's Outpatient Center 201 N. Mayfair Road (Wauwatosa - Highway 100)	Supermarket:	Pick 'n Save 605 E. Lyon Street (East Pointe Commons, Van Buren & Lyon)
ATM:	(ATMs in Midwest Airlines Center) Universal Savings Bank 754 N. 4th Street (4th & Wells)	Hardware:	National Ace Hardware 1303 N. 4th Street (4th & McKinley)
Bank:	Universal Savings Bank 754 N. 4th Street (4th & Wells)	Library:	Milwaukee Central Library 814 W. Wisconsin Avenue (enter @ Wisconsin or Wells west of 8th)
Bar:	Major Goolsby's 340 W. Kilbourn Avenue (across 4th Street)	Liquor store:	Avenue Liquors 616 Wisconsin Avenue 2 blocks south, 1/2 block west
Bookstore:	Border's Books Music & Cafe 101 W. Wisconsin Avenue (Wisconsin Avenue at river)	Live bait:	Joe's Bait Shop 925 W. Lincoln Avenue Approx. 2 1/2 mi. south
Bowling alley:	Landmark Lanes 2290 N. Farwell Avenue (1/2 block south of Farwell & North)	Museum:	Milwaukee Museum/I-Max Complex 800 W. Wells Street (James Lovell Blvd. & Wells)
Camera store:	Ritz Camera @ Shops of Grand Avenue 275 W. Wisconsin Avenue (2nd Street south of Wisconsin)	News stand:	Grand Avenue News & Smoke 161 W. Wisconsin Avenue (Wisconsin east of 2nd Street)
Car rental:	Thrifty Car Rentals 830 N. 4th (4th & Kilbourn, in parking structure)	Optician:	Quality Optical 806 N. Old World Third Street (3rd Street between Kilbourn & Wells)
Casino:	Potawatomi Bingo & Casino 1721 W. Canal Street (West on Canal, 10 blocks from 6th)	Pharmacy:	Walgreen's @ Shops of Grand Avenue 275 W. Wisconsin Avenue (Wisconsin east of 3rd Street)
Cinema:	Prospect Mall Cinema 2239 N. Prospect Avenue (Prospect between Kenilworth & Ivanhoe)	Post office:	Milwaukee Main Post Office 345 W. St. Paul Avenue (St. Paul, facing 4th Street)
Coffee shop:	Jido Cafe 224 W. Wells Street (Wells Street east of 3rd Street)	Shopping mall:	The Shops of Grand Avenue 275 W. Wisconsin Avenue (Wisconsin from Plankinton to 4th)
Dental clinic:	Downtown Dental Group S.C. 161 W. Wisconsin Avenue (Wisconsin Avenue above TJ Maxx)	Tailor:	Tailor's Choice 810 N. Old World Third Street (3rd Street between Kilbourn & Wells)
Donut shop:	Dunkin' Donuts 701 W. Wisconsin Avenue 7th & Wisconsin	Taxi stand:	Hyatt Regency-Milwaukee 333 W. Kilbourn Avenue (1 1/2 blocks east of Theatre)
Dry cleaner:	Avenue Fabricare 602 N. 5th Street (5th & Michigan)	Tobacconist:	Uhle's Pipe & Tobacco 114 W. Wisconsin Avenue (Wisconsin Avenue at river)
Florist:	Baumgarten-Krueger Florists 225 E. Wisconsin Avenue (Wisconsin, 1/2 block east of Water)		

Contacts

FOR PUBLICATION

Venue name: U.S. Cellular Arena
Physical address: 400 W. Kilbourn Avenue
Milwaukee, WI 53203
Website: www.uscellulararena.com
Public info phone: 414.908.6001
Ticket sales phone: 414.276.4545
Ticket sales website: www.ticketmaster.com
ADA ticket sales phone: 414.908.6035
Group sales phone: 414.908.6092
Group sales email: dryan@wcd.org

Business correspondence to owner/operator: Wisconsin Center District
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Milwaukee, WI 53203
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Website: www.wcd.org

NOT FOR PUBLICATION

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Information Technology Director: Tom Paul
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CATERING & CONCESSIONS

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WISCONSIN CENTER DISTRICT

Owners & operators of The Milwaukee Theatre • Midwest Airlines Center • U.S. Cellular Arena

400 West Wisconsin Avenue • Milwaukee, Wisconsin 53203

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