

Wisconsin Center District facilities timeline

Milestone events in bold.

1835	Byron Kilbourn, one of Milwaukee's "founding fathers," donates land near present-day Kilbourn Avenue and 6th Street for use as a public grounds and market.
September 6, 1881	Industrial Exposition Building, a forerunner of the modern convention center, officially opens on the land and adjacent parcels. The building hosts trade gatherings, public expositions and civic and cultural events.
1885	Industrial Exposition Building is completed.
July 28, 1903	Merchants' and Manufacturers' Association appoints committee to study feasibility of replacing the now-outmoded Industrial Exposition Building.
June 4, 1905	Fire breaks out during a "skat" tournament and destroys Exposition Building.
1905-1909	Milwaukee Auditorium Company, an ordinary stock corporation, is formed by civic-minded business people and conducts fund raising to construct a new Milwaukee Auditorium.
September 11, 1907	Groundbreaking ceremonies held for Milwaukee Auditorium, designed by distinguished Milwaukee architectural firm of Ferry & Clas.
August 1, 1908	Cornerstone laid for Milwaukee Auditorium.
December, 1908	Contractors successfully test the novel cantilevered balcony deck in the under-construction Milwaukee Auditorium, loading a completed section with 9 tons of brick, 2.5 tons of bagged cement and 25 workers.
September 21, 1909	Milwaukee Auditorium, completed at a cost of under \$500,000, is dedicated.
October 15-24, 1909	15,000 dairymen from across the country attend National Dairy Convention, one of the first conventions held in new Auditorium.
April 18, 1910	Legendary Italian tenor Enrico Caruso performs Verdi's "Aida" with New York's Metropolitan Opera Company in the Milwaukee Auditorium, with 6,800 people in attendance – the second of the acclaimed singer's three Milwaukee appearances.
1911	Auditorium Annex construction project adds Kilbourn, Walker & Juneau Hall spaces to east side of Auditorium.
January, 1911	First Milwaukee Auto Show is held in Milwaukee Auditorium, beginning long-term (though not uninterrupted) annual tenancy of Automobile Dealers Association of Mega Milwaukee, founded in 1908.

October 26, 1911	William Howard Taft is first of many United States Presidents, former Presidents and Presidential candidates to speak in Milwaukee Auditorium.
October 14, 1912	Former President Theodore Roosevelt, seeking to return to the White House on the Progressive Party ticket, gives a three-hour speech in the Milwaukee Auditorium less than half an hour after being wounded in an assassination attempt. The bullet was slowed by his spectacle case and speech in his breast pocket.
January 31, 1916	President Woodrow Wilson speaks in the Auditorium about being prepared for the prospect of going to war against Germany, though the U.S. remained officially neutral in World War I.
1916	A huge, multi-day bazaar is held in the Milwaukee Auditorium to raise funds for “War Relief” – for Germans. This exemplified most Milwaukeeans’ Teutonic heritage and cultural ties to Germany. Within a year, war would be declared against Germany and such activity would be considered treasonous.
1917-18	“Influenza seating” is implemented in Milwaukee Auditorium to limit contagion during catastrophic worldwide influenza epidemic.
May 13, 1919	Enrico Caruso returns to Milwaukee Auditorium for his last Milwaukee appearance. Caruso dies two years later at the age of 45.
1919	U.S. Army “doughboys” returning from World War I are billeted in the Milwaukee Auditorium.
November 8, 1924	The new Marquette University Band, with John Phillip Sousa and His Band, debut Sousa’s new Marquette University song at the Milwaukee Auditorium.
September 21, 1929	John Phillip Sousa and His Band, in their annual stop at the Milwaukee Auditorium, help celebrate the venue’s 20th Anniversary.
1930	The first photo using flashbulbs in the Milwaukee Auditorium is made during the 1930 Radio Show.
January, 1932	A banked wooden bicycle track is built in the Milwaukee Auditorium’s Bruce Hall, temporarily turning it into a velodrome to host Wisconsin’s first 6-day indoor bicycle race.
October 7, 1938	Over 7,000 people play bingo together in Bruce Hall.
March, 1940	First Milwaukee Sentinel Sports Show is held in Milwaukee Auditorium.
May 21, 1941	World featherweight title match at the Milwaukee Auditorium between Wisconsin native Phil Zwick and champion Petey Scalzo
1942-1945	Works Project Administration artist Thorsten Lindberg creates a series of wall murals depicting Wisconsin and Milwaukee historical figures, commerce and other themes in public areas of the Milwaukee Auditorium.
1946-1950	Milwaukee Auditorium Board and City of Milwaukee collaborate to build new, larger venue adjacent to Milwaukee Auditorium. The new “Milwaukee Arena”

will be one of the first in the nation designed to accommodate the needs of a new entertainment medium – television – and will arrive just in time to be associated with the rise of a new musical genre – rock & roll.

April 9-15, 1950	Milwaukee Arena opening celebration held amid week-long, city-wide “Progress Week.” Daily Arena programs include ethnic music & dance, military bands and choruses, opera, the “Civic Progress Symphony Orchestra,” live radio shows, and national stars including Frances Langford, Art Linkletter, William Bendix, Lawrence Welk, Eddy Arnold, the Carter Family and Chet Atkins.
1951-1955	Milwaukee (now Atlanta) Hawks bring NBA basketball to Milwaukee – Milwaukee Arena is home court.
October, 1954	In a mid-term election stump speech for Wisconsin Senator Joe McCarthy (R.) at the Milwaukee Arena, President Dwight D. Eisenhower fails to refute or distance himself from false denunciations of his friend, former Secretary of State George Marshall, as “a front man for traitors.” The omission harmed their friendship and caused Eisenhower regret in later years.
June 15, 1956	West German Chancellor Konrad Adenauer is honored in ceremony and speaks at Milwaukee Auditorium.
January 30, 1959	Piano sensation Van Cliburn performs in the Auditorium with the Milwaukee Pops, conducted by Harry John Brown. Concert is a watershed success leading to the founding of the Milwaukee Symphony Orchestra later that year.
February 22, 1959	Movie star/comic Jerry Lewis performs at the Auditorium with the Milwaukee Pops, conducted by Walter Scharf.
January 27, 1964	Reverend Dr. Martin Luther King Jr. addresses a standing-room-only crowd in the Milwaukee Auditorium, during the civil rights push for fair housing and school integration in Milwaukee.
September 4, 1964	The Beatles perform at sold-out Milwaukee Arena.
October 16, 1968	NBA basketball returns to Milwaukee when new Milwaukee Bucks team starts season. Arena is home court until 1988.
June 14, 1972	Elvis Presley performs the first of what would be three concerts at the Milwaukee Arena.
May 24-26, 1974	New \$15 million convention center opens. Milwaukee Arena and Auditorium are merged with new center to create convention and entertainment complex called MECCA – the Milwaukee Exposition & Convention Center & Arena.
1974	MECCA Board decides to renovate Milwaukee Auditorium.
June 28, 1974	Elvis Presley performs at the renamed MECCA Arena.
April 7, 1977	Elvis Presley performs his last MECCA Arena concert, just a few months before his death.

1977	Milwaukee becomes a professional hockey city when Milwaukee Admirals, previously an independent amateur team, join International Hockey League. MECCA Arena is home ice until 1988.
October 2, 1977	Controversial new basketball floor featuring bold design by Robert Indiana is unveiled. \$32,500 investment in design and execution pays off as the floor and MECCA Arena gain international fame and instant recognition for TV audiences.
November 5, 1978	Auditorium Restoration and Improvement Project is completed and renovated Milwaukee Auditorium is officially opened. Renovations include new heating, lighting & air conditioning systems, new lobby on Kilbourn Avenue, restored architectural details and acoustical improvements.
April 29, 1979	The “New Barbarians Tour featuring Keith Richard & Friends” is over-hyped by radio speculation about what celebrity “friends” may perform (i.e., Mick Jagger showed up at the New York date). Enraged fans damage the Arena, but repairs are made quickly.
October 9, 1980	Black Sabbath & Blue Oyster Cult’s “Black & Blue Tour” stop at the MECCA Arena show starts late, ends early and degenerates into rioting – a low point in Milwaukee concert history that leads to Milwaukee police chief Harold Breier declaring rock & roll “banned” from Milwaukee.
October 14, 1980	Bruce Springsteen’s extended, crowd-pleasing performance in MECCA Arena tests a new performance curfew, as police are persuaded not to halt show.
October, 1984	The Milwaukee Wave professional indoor soccer team first takes to the field in the Milwaukee Auditorium.
November 10, 1984	The Milwaukee Wave, competing in the National Professional Indoor Soccer League, play their first official game, against the Chicago Vultures, winning 6-3.
October 1, 1988	Bradley Center hockey arena opens. 10-year non-compete “agreement” prohibits any Arena marketing, and gives Bradley Center veto power over Arena bookings plus 15% of all Arena rent for spectator events. Admirals, Bucks and Wave move to new facility.
October, 1991	Metropolitan Milwaukee Association of Commerce’s independent study recommends expanding Milwaukee’s convention facilities.
August, 1992	MECCA-commissioned feasibility study shows need for larger convention facilities, recommends \$167 million plan to expand south to Wisconsin Avenue.
June 1, 1993	In the MECCA Auditorium, President Bill Clinton delivers his first national foreign policy address.
September, 1993	1994 City of Milwaukee Budget devotes City hotel room tax to expanding convention facilities, providing the first concrete funding for expansion. Budget also funds launch of downtown Riverwalk project; together, the projects become catalysts for a major downtown Renaissance.

April, 1994	Wisconsin State Legislature votes to create a new “Wisconsin Center District” to fund, plan, build and operate a new convention facility. Governor Tommy G. Thompson signs legislation at a MECCA ceremony.
June, 1994	The Wisconsin Center District Board of Directors is formed.
July, 1994	The Milwaukee Common Council ratifies the Wisconsin Center District legislation.
March, 1995	Cream City Associates, LLC, a partnership of Clark-Hunzinger Construction, TVS Architects, Engberg-Anderson Architects and other firms, is awarded the Design/Build contract for the new convention center.
November 22, 1995	Agreement between the Wisconsin Center District and City of Milwaukee transfers “MECCA” assets to the District, allowing the District to issue bonds for a new convention center. The City pledges funds for deferred Arena capital improvements. The “MECCA” name passes into history as the Arena and Auditorium revert to their original names.
February 14, 1996	Groundbreaking for the new convention center is held with a Valentine’s Day “Hearts and Spades” theme.
April, 1996	The Wisconsin Center District’s requirements for diversity in hiring and contracting are strongest such commitment in Wisconsin history. Demolition of buildings on convention center site begins.
September, 1996	1997 City Budget includes \$6 million for Milwaukee Arena renovation work.
November, 1996	Design/Build contract with Grunau Project Development is signed for Milwaukee Arena renovations.
February 19, 1997	A convention center naming rights partnership is announced with Milwaukee-based Midwest Express Airlines, consistently rated the best domestic carrier in the U.S. Under the 15-year, \$9.25 million agreement, a historic first for convention centers, the new facility will be called “Midwest Express Center.”
May, 1997	Milwaukee Arena renovation work, scheduled to continue operations, begins.
October, 1997	New basketball floor is installed in Milwaukee Arena.
November, 1997	New Milwaukee Arena scoreboard is installed.
January, 1998	Milwaukee Arena seat refinishing/reupholstering project begins.
June 26, 1998	Wisconsin Center District staff moves into Midwest Express Center offices.
July, 1998	Wisconsin Center District launches its first website at www.wcd.org .
July 15, 1998	10-year Arena non-compete contract with Bradley Center expires.
July 22, 1998	Demolition of “MECCA” convention hall begins.

July 24-26, 1998	The Grand Opening of the Midwest Express Center includes a “Community Open House” exhibition and a memorable black-tie gala.
July 31-August 4, 1998	The National Governors’ Convention is the first booked event in the new Midwest Express Center.
October, 1998	Demolition of the old “MECCA” convention hall is complete.
September 25-27, 1998	The Milwaukee Arena hosts the Davis Cup by NEC Semifinals – an international event that marks the building’s re-emergence on the sports scene.
October, 1998	Phase II of Midwest Express Center construction begins.
October 31-November 1, 1998	Neil Diamond concerts mark official “Grand Re-Opening” of renovated Milwaukee Arena.
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March 3-20, 1999	20-show run of <i>Riverdance: The Show</i> in Milwaukee Auditorium breaks all-time gross sales record for all Wisconsin Center District facilities, suggests continued viability of building.
April, 1999	Wisconsin Center District conducts internal study to examine future of Milwaukee Auditorium, considering options of demolition, restoration, renovation or “do-nothing.” Report recommends major renovation.
July 23, 1999	Former Pink Floyd singer/songwriter Roger Waters opens his first U.S. tour in twelve years with an instantly sold-out concert at the Milwaukee Auditorium.
September 21, 1999	Milwaukee Auditorium 90-year Anniversary.
October 27, 1999	Wisconsin Center District 2000 Budget includes funds for a commissioned engineering and market analysis of the relative feasibility of restoring, demolishing, renovating or deferring action on the Milwaukee Auditorium.
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February 16, 2000	Wisconsin Center District allocates \$350,000 to restore and upgrade ice making equipment so Milwaukee Arena can again host ice events.
March 7, 2000	Wisconsin Center District and U.S. Cellular officials announce \$2 million “naming rights” agreement for Arena – facility will be called “U.S. Cellular Arena” for six years.
March 9-11, 2000	U.S. Cellular Arena hosts last Wisconsin Independent Schools Athletic Association high school basketball tournament. Association merges with Wisconsin Interscholastic Athletic Association.
April 5-9, 2000	Disney on Ice returns to U.S. Cellular Arena with nine performances of “The Little Mermaid.”
April 9, 2000	U.S. Cellular Arena’s 50-year anniversary noted in ceremony at Disney on Ice performance.
April 17, 2000	City of Milwaukee Historic Preservation Commission resolves not to recommend historic designation for Milwaukee Auditorium, eliminating potential preservation requirements.

July 5, 2000	Wisconsin Center District Board commissions independent economic and engineering feasibility study of Milwaukee Auditorium, again comparing options of demolition, restoration, renovation and “do-nothing.”
August, 2000	Back-to-back Veterans of Foreign Wars and American Legion conventions are among largest ever in Midwest Express Center, and feature speeches by Presidential candidates George W. Bush and Al Gore.
October 12, 2000	Commissioned economic and engineering feasibility study recommends renovating Milwaukee Auditorium to continue serving market for 3,000-5,000 seat concerts, theatrical productions and assemblies.
October 18, 2000	Wisconsin Center District Board votes to proceed with Milwaukee Auditorium renovation planning and design based on ability to fund project with available funds and anticipated building revenues.
December, 2000	Milwaukee Auditorium Renovation Project design proposals received and Request for Proposals issued for construction management.
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January 23, 2001	Wisconsin Center District Board selects Construction Management Team of Grunau Project Development and Hunt Construction Group to oversee Milwaukee Auditorium Renovation Project planning and construction.
February 22, 2001	VOA Associates, Inc., architects of successful Chicago-area and other theater renovations, is chosen in design competition for Milwaukee Auditorium Renovation Project.
March 2-5, 2001	U.S. Cellular Arena hosts Conference USA Women’s Basketball tournament.
April 4, 2001	Wisconsin Center District Board votes to proceed with \$32 million Milwaukee Auditorium Renovation Project.
April 9, 2001	Plans for outdoor Wisconsin Athletic Hall of Fame “Walk of Fame” project are unveiled at ceremony outside U.S. Cellular Arena. Walk of Fame will display plaques honoring top state athletes and sports figures, traditionally displayed inside Arena before 1998.
May 1, 2001	Plans finalized for skywalk connection from Midwest Express Center to Hilton Milwaukee City Center.
May 16-17, 2001	The first-ever National Electrical Wire Processing Technology Expo, jointly developed by WCD and Expo Productions, Inc., is a resounding success, paving the way to become growing annual event at the Midwest Express Center.
June 14, 2001	Wisconsin Center District Board approves \$30.0 million variable rate demand bond issue for Milwaukee Auditorium Renovation Project.
June, 2001	Milwaukee Auditorium Renovation Project bond sale completed.
June, 2001	Pile testing, engineering assessment and other preliminary construction-related work begins for Milwaukee Auditorium Renovation Project.

June 26, 2001	Construction begins on Hilton skywalk.
July 13, 2001	President Vicente Fox of Mexico addresses the National Council of La Raza in the Midwest Express Center.
July, 2001	Construction begins on “Walk of Fame.”
November 1, 2001	Hilton skywalk opens.
November 1, 2001	Auditorium closes for construction. Project will transform Auditorium to 2,500-4,000 seat theatrical venue called “Milwaukee Theatre.”
November 29, 2001	Ribbon-cutting ceremony officially opens Wisconsin Athletic Walk of Fame. 50th Anniversary Induction Dinner adds Alan “Bud” Selig, Connie Carpenter, Earl Gillespie, George Thompson and Jim Taylor to the rolls of inductees, bringing total to 114.
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January 8, 2002	Public summit addresses potential merger of Wisconsin Center District and Bradley Center, combining of Midwest Express Center Phase III plans and Bradley Center renovation proposal.
March 6, 2002	Environmental abatement and demolition work in Milwaukee Theatre Project, mark commencement of major construction activities.
March 7, 2002	Wisconsin Center District launches all-new, content-rich, service-oriented website at www.wcd.org .
March 8-17, 2002	2002 <i>Milwaukee Journal Sentinel</i> Sports Show ends show’s 62-year history as a downtown event.
March 23 & 25, 2002	U.S. Cellular Arena hosts 2002 NCAA Division I Women’s Basketball Mid-East Regional Tournament.
April 24, 2002	WCD Board approves \$2 million in Milwaukee Theatre Project design enhancements, bringing total project cost to \$34 million.
June 11, 2002	Midwest Express Airlines announces it will change its name to “Midwest Airlines.”
June 17, 2002	Demolition begins on north wall of former Milwaukee Auditorium to make way for northward expansion in Milwaukee Theatre Project.
July 5-9, 2002	In conjunction with the 2002 All-Star Game, the John Hancock All-Star FanFest brings hundreds of thousands of visitors to Midwest Express Center.
August 28, 2002	Wisconsin Center District Board votes to change Midwest Express Center name to “Midwest Airlines Center” in wake of name change decision by airline. Both new names are effective January 1, 2003.
September, 2002	Demolition phase of Milwaukee Theatre Project largely ends as construction advances.
Fall, 2002	Cost overruns add \$2 million to Milwaukee Theatre project cost.

December 18, 2002	Officials from WCD and the Milwaukee Wave jointly announce that, beginning with the 2003-04 season, the Major Indoor Soccer League team will host home games in the U.S. Cellular Arena at least through the 2012-2013 season.
December 19, 2002	104-foot long, 94-ton truss is assembled on site and installed to enhance structural integrity, form top of proscenium and enclose fly space of Milwaukee Theatre
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January, 2003	WCD, Jam Theatricals and Weidner Center for the Performing Arts (Green Bay) form partnership to present a Broadway series at Milwaukee Theatre.
January 28, 2003	WCD Board meets to discuss significant unforeseen problems and cost overruns that may raise project cost to over \$40 million. Project schedule and October completion deadline remain intact.
March 27, 2003	WCD Board conditionally approves room tax increase to cover new \$41.9 million project budget, but delays implementation to allow study of financing alternatives.
May 9, 2003	WCD Board approves alternative financing plan and averts hotel room tax increase.
May 15, 2003	WCD, Jam Theatricals and Weidner Center publicly announce partnership and plans to present Broadway shows.
June 4, 2003	Partnership press conference announces 2003-2004 Broadway subscription series of five shows and launches season ticket sales: the <i>Radio City Christmas Spectacular Starring the Rockettes</i>, <i>Urinetown: The Musical</i>, <i>Miss Saigon</i>, <i>Fame: The Musical</i>, and <i>Oliver!</i>
June 19-22, 2003	U.S. Cellular Arena hosts prestigious 2003 U.S. Gymnastics Championships.
July 16, 2003	WCD and the Milwaukee Symphony Orchestra announce the first show in the Milwaukee Theatre: singer/pianist Michael Feinstein with the Milwaukee Symphony Pops, on November 7, 2003.
August, 2003	Milwaukee Theatre project is completely enclosed. Most interior walls are erected and drywalled. Paint and finishes have begun to be applied.
September 4, 2003	Additional Grand Opening Weekend acts are announced: Dennis DeYoung with the Festival City Pops Orchestra and the Chicago Children’s Choir (November 8), and Daniel Rodriguez with the Festival City Symphony and the Heritage Chorale of Milwaukee (November 9).
October 14, 2003	University of Wisconsin-Milwaukee Panthers and WCD jointly announce that the U.S. Cellular Arena will be “home court” for Panthers men’s basketball through 2006-2007. The agreement brings to the Arena nine 2003-2004 season men’s games, all home games in future seasons, and several women’s team home games.
October 18, 2003	The Milwaukee Wave play their first home game in the U.S. Cellular Arena under the new agreement, beating the Baltimore Blast 7-5.

November 7-9, 2003	The Milwaukee Theatre GrandOpening Weekend features singer/pianist Michael Feinstein with the Milwaukee Symphony Pops on Friday, November 7, Dennis DeYoung with the Festival City Pops Orchestra and the Chicago Children’s Choir perform on Saturday, November 8, and Daniel Rodriguez with the Festival City Symphony and the Heritage Chorale of Milwaukee on Sunday, November 9.
November 22, 2003	Comedian Bill Cosby performs The Milwaukee Theatre’s first sold-out show.
November 22, 2003	The UW-M Panthers men play their first home season game in the U.S. Cellular Arena, beating Montana 95-83.
November 29, 2003	The Milwaukee Theatre hosts its first rock show, a near-sellout featuring A Perfect Circle.
December 12-28, 2003	The <i>Radio City Christmas Spectacular Starring The Rockettes</i> comes to The Milwaukee Theatre for a 32-show run attended by over 87,000 patrons, marking the venue’s first full-scale theatrical event.
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February 2 & 8, 2004	Back-to-back instant sellouts feature Sting and Josh Groban.
February 10-15, 2004	<i>Urinetown: The Musical</i> is the first Broadway production in the Premier Season of Broadway at The Milwaukee Theatre.
March 11, 2004	The 2004-2005 season of Broadway at The Milwaukee Theatre is announced; shows include <i>Fosse</i> , <i>The King & I</i> , <i>Thoroughly Modern Millie</i> and <i>Peter Pan</i> .
May, 2004	Miller Brewing Company makes \$4.2 million, 12-year commitment to become a major sponsor of WCD facilities.
June 25-November 4, 2004	The 2004 election season is good business for WCD, with party conventions, rallies, fundraising banquets, pollwatcher training and other political events in all three buildings.
September 29-October 3, 2004	The Ringling Brothers, Barnum & Bailey Circus returns to the U.S. Cellular Arena for the first time in decades, with its new “Hometown Edition.”
December 4, 2004	Jerry Seinfeld sells out two back-to-back, 4,100-seat shows at The Milwaukee Theatre.
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March 8, 2005	The University of Wisconsin-Milwaukee Panthers Men’s Basketball Team wins the 2005 Horizon League Championship, defeating the Detroit Titans 59-38 in the U.S. Cellular Arena. The Panthers later advance in the NCAA playoffs as far as the “Sweet Sixteen” round.
April 24, 2005	The Milwaukee Wave win the MISL regular-season championship, defeating the Baltimore Blast 11-8 in the U.S. Cellular Arena to secure a 24-15 season record.
May 21, 2005	In the first of two 2005 MISL Championship games, the Milwaukee Wave beat the Cleveland Force 10-9 in the U.S. Cellular Arena on May 14. The Wave beat the Force again a week later in St. Louis, also 10-9, to secure the Championship on May 21.

July 9-14, 2005	The National Association for the Advancement of Colored People (NAACP) 96th Annual Convention comes to the Midwest Airlines Center, also bringing Milwaukee Theatre performances by comic Chris Tucker and singer Gladys Knight.
November 10-13, 2005	Tyler Perry's <i>Madea Goes to Jail</i> is a blockbuster, with six Milwaukee Theatre performances all but sold out.
December 4, 2005	The Boston Pops Esplanade Orchestra comes to The Milwaukee Theatre for their first Wisconsin performance in years and their first such holiday show in decades.
December 15, 2005	Ice is laid on the floor of The Milwaukee Theatre's stage for two performances of <i>Broadway on Ice</i> , starring Olympic skater Dorothy Hamill & Broadway actor/singer Davis Gaines.
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February 2, 2006	WCD & Feld Entertainment announce 5-year agreement to continue bringing Disney on Ice to the U.S. Cellular Arena through 2010.
February 11, 2006	The U.S. Cellular Arena hosts the Major Indoor Soccer League 2006 All-Star game, pitting the top players of the MISL against the Mexican Federation's National Futbol Rapido team.
February 18, 2006	<i>A Prairie Home Companion starring Garrison Keillor</i> sells out The Milwaukee Theatre, and is the first live national broadcast from the renovated facility.
February 25, 2006	Colombian rocker Juanes performs a nearly sold-out show at the Milwaukee Theatre – the first largely Spanish-language event in the Theatre.
March 4-7, 2006	The U.S. Cellular Arena again hosts the Horizon League Championship Tournament, and the UW-M Panthers again take the title, ultimately proceeding as far as the second round of the NCAA tournament.
April 29, 2006	Andre Rieu and his Johann Strauss Orchestra perform their first-ever Wisconsin concert at The Milwaukee Theatre. Most of the house is filled by a Milwaukee Public Television membership drive, and the show is a rapid sellout.
May 19-21, 2006	The National Rifle Association 2006 Annual Meeting & Exhibits brings some 50,000 people to the Midwest Airlines Center and U.S. Cellular Arena.
November 3, 2006	Former President Bill Clinton headlines an election rally for incumbent Governor Jim Doyle (D) in The Milwaukee Theatre.
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February 24-March 4, 2007	The Automobile Dealers Association of Mega Milwaukee celebrates the 100th anniversary of the Auto Show – almost all of which, since 1910, were held in WCD facilities.
April 27, 2007	The Marcus Center for the Performing Arts and Broadway Across America announce that the long-awaited Milwaukee premier of Disney's THE LION KING will occur in February, 2008 – at The Milwaukee Theatre.

June 11, 2007	WCD and U.S. Cellular Corp. renew U.S. Cellular Arena title sponsorship until 2014.
July 19, 2007	The new Milwaukee Bonecrushers indoor football team (CIFL) announces that their inaugural season will launch in the spring of 2008, with the U.S. Cellular Arena as home field.
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February 3-March 2, 2008	Disney’s THE LION KING runs in The Milwaukee Theatre for 33 performances, selling over 110,000 tickets, grossing over \$6 million, and breaking box office records for any entertainment event ever staged in Milwaukee.
February 15, 2008	Presidential candidate Senator Barack Obama (D-Illinois) leads a campaign rally in the Midwest Airlines Center exhibit hall.
February 16, 2008	Senators Hillary Clinton (D-New York) and Barack Obama (D-Illinois), competing Presidential primary candidates, both address the Democratic Party of Wisconsin Founders Day dinner in the Midwest Airlines Center ballroom.
March 21, 2008	The Milwaukee Bonecrushers play their first game, against the Chicago Slaughter, in the U.S. Cellular Arena, launching their 2008 season.
September 28, 2008	Robin Williams performs sold-out show at The Milwaukee Theatre.
November 13-18, 2008	The Radio City Christmas Spectacular returns, this time to the U.S. Cellular Arena, with their first-ever arena tour.
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May 9, 2009	James Taylor & His Band perform sold-out concert at The Milwaukee Theatre.
September 21, 2009	The 100th Anniversary of the dedication of the Milwaukee Auditorium.
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February 24, 2010	Wisconsin Center District Board of Directors approves increasing county-wide food & beverage sales tax increases from 0.25% to 0.5%, to cover capital revenue shortfall stemming from 2008-2009 recession. Increase takes effect July 1, 2010.
April 9, 2010	U.S. Cellular Arena 60th Anniversary.
April 13, 2010	Midwest Airlines and Frontier Airlines combine under Frontier Airlines brand; convention center is officially renamed “Frontier Airlines Center.”
May 8, 2010	Roller derby returns to the Arena after some 35 years, when the Brewcity Bruisers league of the Women’s Flat Track Derby Association (WFTDA) brings their 2010 Championship Bout to the venue.
June 22, 2010	Acting on a request by the Greater Milwaukee Hotel-Motel Association, the Wisconsin Center District Board of Directors votes to increase the county-wide sales tax on hotel rooms from 7% to 7.5%, to provide increased funding for VISIT Milwaukee, effective January 1, 2011.
July 5, 2010	Increase in sales tax on prepared food & beverage sold in Milwaukee County takes effect, changing tax from 0.25% to 0.5%.

July 11-18, 2010	National Model Railroad Association convention and National Train Show are held at the Frontier Airlines Center, 75 years after the organization's founding in Milwaukee.
August 16, 2010	President Barack Obama (D) addresses fundraising dinner for gubernatorial candidate Tom Barrett (D) in the U.S. Cellular Arena.
August 27-September 2, 2010	The American Legion returns to Milwaukee for the group's 2010 National Convention in the Frontier Airlines Center.
October 22, 2010	Milwaukee Auditorium/Milwaukee Theatre 101st birthday celebration held in conjunction with <i>Neil Berg's 100 Years of Broadway</i> concert. Festivities include cake, gifts and massive group photo in Theatre Rotunda.
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January 1, 2011	Hotel room tax in Milwaukee County increases from 7% to 7.5%, as requested by the Greater Milwaukee Hotel-Motel Association. Additional revenues increase VISIT Milwaukee funding.
January 8, 2011	The Brewcity Bruisers women's flat track roller derby league launches its first full season of five bouts in the U.S. Cellular Arena.