

# *Pettit Operations*

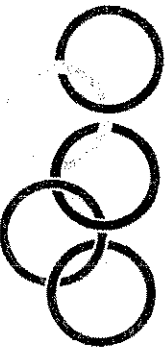
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## **First Quarter Update:**

Weekly Staff Meetings And  
Ice Development Meetings

Monthly Budget Meetings

Quarterly Business Plan Reviews



U.S. Olympic Training Facility

# Public Skating

## Objective:

Increase the quantity of recreational skaters while maintaining the Pettit's Number One position for best quality public ice skating experience.



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# Public Skating

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## First Quarter Update:

Initiated Group Sales Program:

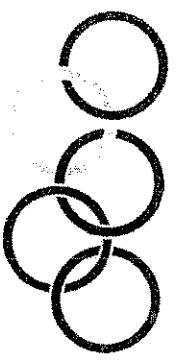
Badge Opportunities For Scouts, KOI School Field Trips

Sports Illustrated's 50<sup>th</sup> Anniversary Tour:

Kicked Off Public Skating Season

Promotions Featured Boo Bash,

Family Nights, Teen Nights

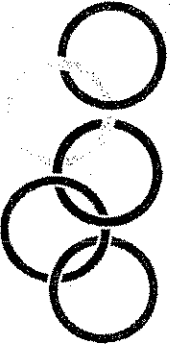


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# Running/Walking Track

## Objective:

**Raise awareness of the convenience and availability of the Pettit Center's indoor running/walking track.**



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# Running/Walking Track

## **First Quarter Update:**

User Groups Included Armed Services,  
Universities, FBI And More

Athletic Trainers Tapped Track:  
High School To Professional Athletes At Pettit

Active Lifestyle Initiatives Being Explored:  
Seniors, Youth Struggling With Obesity,  
Moms And Strollers



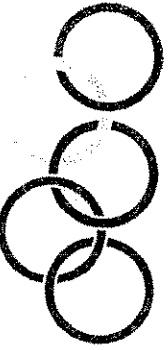
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# *Programming*

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## Objective:

Create a calendar of exciting, unique and cutting edge programming to increase the Pettit's overall share of the market's skating dollar while leading all facilities in quality coaching and execution.



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# *Programming*

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## **First Quarter Update:**

Pettit's First Halloween Hockey And Figure Camps

Attracted 100 Skaters

Summer 2004 Camp Calendar Completed For  
Hockey, Speed Skating and Figure Skating

New "Olympic Training Camp For Kids"

In Development



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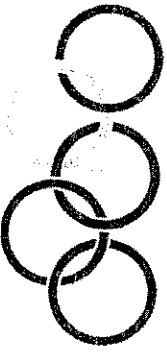
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# *Sponsorship*

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Objective:

Create and execute a vibrant sponsorship program to connect blue chip companies to one of the premier skating facilities on the planet.



U.S. Olympic Training Facility



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# *Sponsorship*

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## **First Quarter Update:**

Completed Audit Of Facility's Sponsorable Assets

Created Sponsorship Presentation Materials

Established Account Target List  
Including USOC Sponsors



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# *Friends of the Pettit*

Objective:

With **Dan Jansen** serving as spokesperson,  
continue to **grow** the  
Friends of the Pettit program  
through the creation of exciting new  
annual fundraisers.



U.S. Olympic Training Facility

# State Fair Park Synergies

## Objective:

Establish regular meetings with State Fair Park representatives to provide updates on Pettit activities and identify opportunities for partnerships.



# *State Fair Park Synergies*

## Objective:

Whenever possible and mutually beneficial,  
**join forces with Wisconsin State Fair Park**  
to achieve revenue growth  
and/or cost savings for the Pettit Center.



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# *State Fair Park Synergies*

## Objective:

Leverage the availability, proximity and affordability of the State Fair Park Youth Center to create a virtual "Petit Campus" that can be incorporated into myriad skating and Olympic training programs.



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# *State Fair Park Synergies*

## **First Quarter Update:**

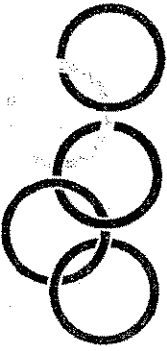
2003: Pettit booked

nearly 100 athletes for 183 room nights.

2004: Pettit to book

nearly 200 athletes for 337 room nights

Researching High Performance Training Option  
Utilizing Dormitory

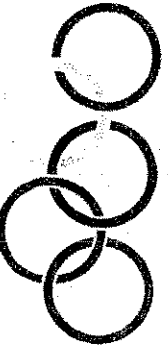


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# *State Fair Park Synergies*

## Objective:

**Develop a programming strategy  
for the Pettit Olympic Training Facility  
during the full run of the  
Wisconsin State Fair.**



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# *State Fair Park Synergies*

## Programming Ideas For Pettit During The State Fair:

Races, Games, Skills Challenges, Performances  
Youth Street Hockey Tournaments  
Celebrity Skating Challenges  
Zamboni "Pull For The Pettit"  
Athlete Meet-And-Greets, Autograph Sessions  
Athens Olympic Apparel Sales  
Olympic Games TV Viewing Areas  
U.S. Speedskating Team

Public Skating With Live Music  
Largest Summer Snowball Fight  
Broom Ball Tournaments  
Facility Tours  
Roof Top Concerts  
Olympic Photo Exhibition  
Human Hockey Puck, Shooting Cage  
Curling Exhibitions



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# *Local Skating Partnerships*

## Objective:

Continue to strengthen and/or initiate relationships with key skating groups to **grow ice sports in Wisconsin along with the Pettit Center's bottom line.**



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# *Local Skating Partnerships*

## **First Quarter Update:**

Pettit Named Wisconsin AAA's Home Ice

And Wisconsin Figure Skating Club's Home Ice

MFSC And Pettit To Co-Develop Skills Competition  
And Co-Produce Skating Show

Seriously Exploring Third Ice Sheet Opportunity



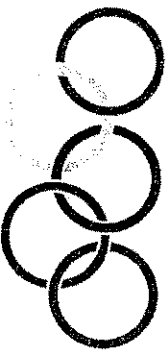
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# *Local Skating Partnerships*

## 2003-2004 Speedskating Competitions

Great Lakes Short Track  
Wisconsin Speedskating Association Gold Cup  
Holiday Classic  
Pettit Long Track Development 2  
Great Lakes Long Track  
Masters International

Pettit Long Track Development 1  
I-94 Sprints  
U.S. Long Track Championships  
IL, WI, IN, MO State Meet  
National Long Track  
American Cup Short Track Final



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# *Local Skating Partnerships*

## 2003-2004 Pettit Hockey Leagues And Tournaments

Pettit Youth Hockey League	Fall Freeze Midget Elite Tournament
Pettit Adult Hockey League	December Holiday Classic Tournament
Mid-America Tier I AAA Hockey League	Shamrock Shootout Tournament



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# *Local Skating Partnerships*

2003-2004 Figure Skating Clubs

And Competitions:

Wisconsin Figure Skating Club  
Wisconsin Senior Skating Club

Basic Skills Competition  
WFSC/Pettit Figure Skating Show



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# *Olympic Partnership*

Objective:

**Embrace the Rings** and marks to actively promote the center's designation as a U.S. Olympic Training Facility, including consideration of a venue name change to incorporate the Olympic name.

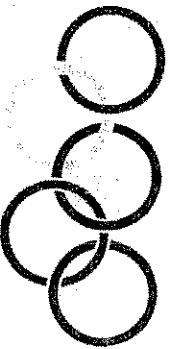


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# *Olympic Partnership*

## Objective:

Initiate dialogue between North America's  
three covered **Olympic ovals**  
to support the success and  
vitality of all properties.

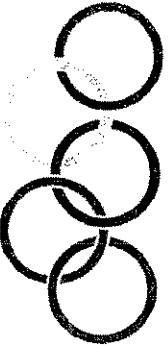


U.S. Olympic Training Facility

# *Olympic Partnership*

## Objective:

Establish the Pettit Center as  
the official home of the  
**Development Office**  
of U.S. Speedskating.



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# Olympic Partnership

## U.S. Speedskating Competitions

- '93 U.S. National Championships
- '94 World Cup Finals
- '95 World Sprint Championships
- '97 World Cup Sprints
- '98 U.S. Olympic Trials  
World Cup Finals
- '00 World All-Around Championships  
U.S. Sprint Championships  
Gold Cup Challenge
- '01 U.S. Sprint & Junior Championships
- '02 Olympic Torch Relay  
World Short Track Championships  
American Cup Long Track Finals
- '03 U.S. National Short Track Championships  
North American Short Track Championships
- '04 American Cup Short Track Final  
National Long Track Championships  
Masters International
- '05 U.S. National Short Track Championships  
North American Short Track Championships  
American Cup Long Track Finals

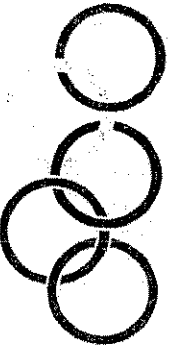


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# *Olympic Partnership*

## Objective:

Capitalize on recent visits by Canada and the U.S. by inviting speed skating teams from **around the world** to train at the Pettit Center.

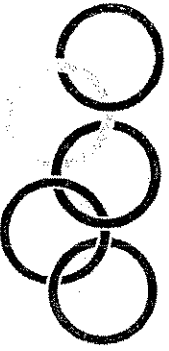


U.S. Olympic Training Facility

# *Olympic Partnership*

## Objective:

Talk with organizers of the  
Turin 2006 Winter Olympic Games to  
establish an ice facility **advisory role**  
for the Pettit National Ice Center.



U.S. Olympic Training Facility

# *Olympic Partnership*

## Objective:

Develop revenue and brand-building relationships with the

United States Olympic Committee,  
U.S. Speedskating, USA Hockey and  
U.S. Figure Skating.



U.S. Olympic Training Facility

*Think "Outside the Oval"*

Objective:

Engage community leaders, business partners, U.S. Speedskating and the USOC in establishing the Pettit National Ice Center as a true and distinct active lifestyle destination, i.e. Pettit sports complex.



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*Think "Outside the Oval"*

**First Quarter Update:**

Welcomed Performance Training Tenant

Aggressively Pursuing Restaurant/Sports Bar Concept

Exploring Other Complimentary Active Lifestyle Ventures  
As Well As A Third Ice Sheet

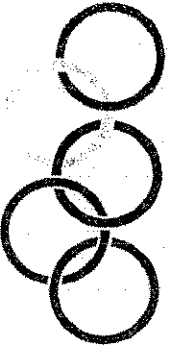


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# Marketing Campaign

## Objective:

Develop and execute a **targeted and efficient** marketing plan to support the branding, sponsorship, programming and revenue-generating initiatives of the **Pettit National Ice Center.**



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# *Marketing Campaign*

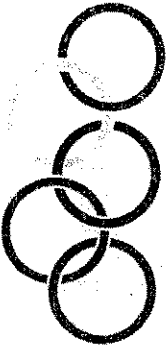
## **First Quarter Update:**

Completed Audience Analysis And  
Developing Cohesive Database

Building Internet Enhancements

Revitalized Media And Community Relations Programs

Executing Consumer Advertising Campaign:  
Broadcast, Print, Direct Mail,  
Internet, Grassroots



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# Marketing Campaign

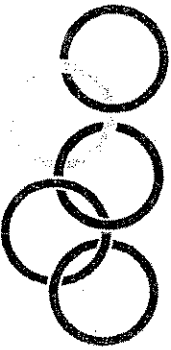
## Demographic Highlights Of Adult Pettit Patrons:

55% are age 34- to 45 years old

37% earn \$100,000 or more annually

61% are employed in professional/technical  
and/or managerial positions

48% hold college degrees



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*In Everything We Do, Remember:*

The Olympic Rings  
on the outside of the building  
do not stand for average.



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**MILWAUKEE MILE**

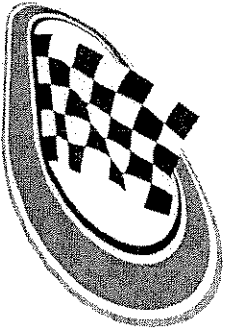
100 YEARS AND ACCELERATING

**MILWAUKEE MILE SPEEDWAY**

**2004**

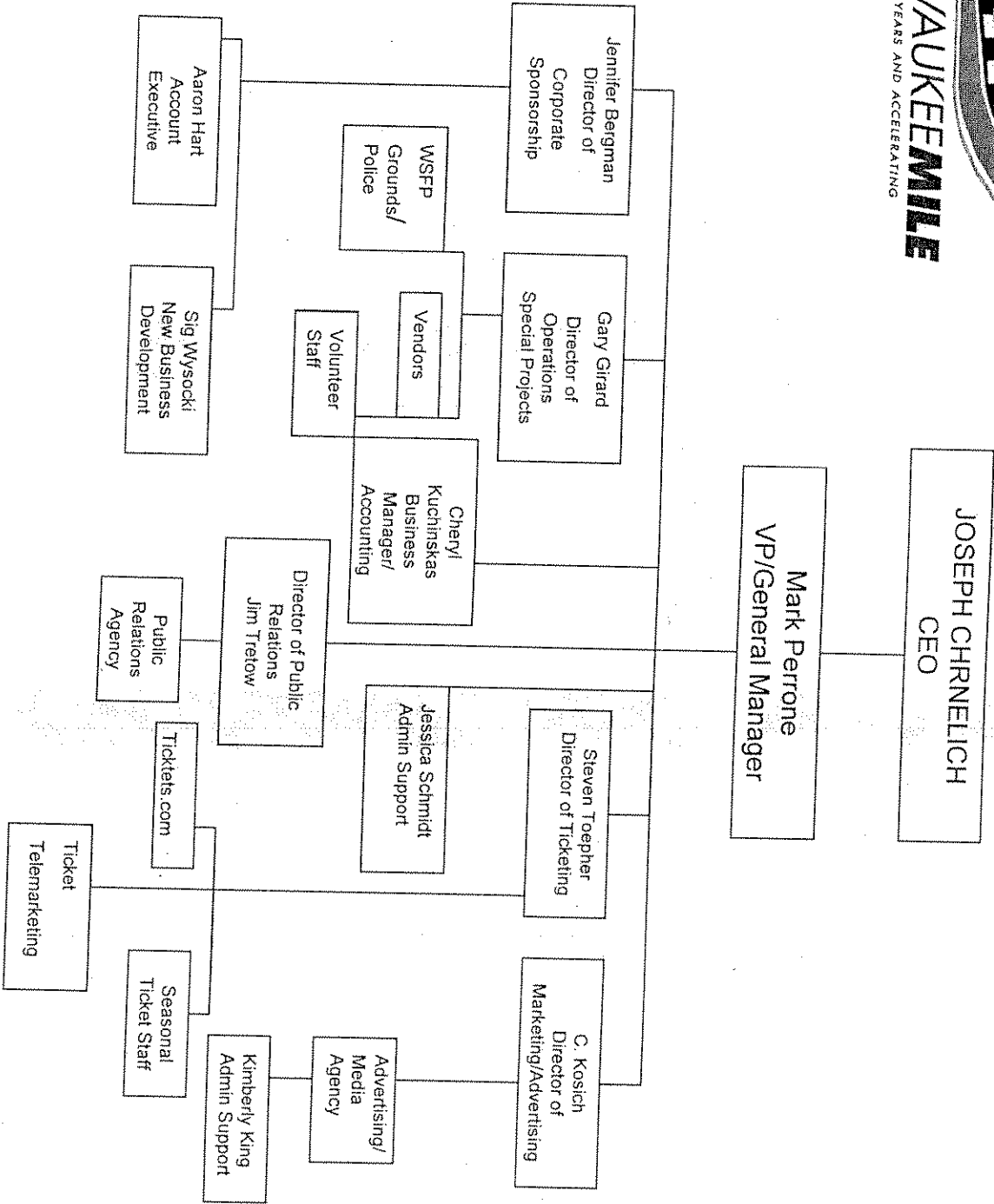
**Business Plan**

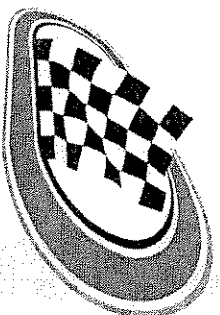
**Executive Summary**



**MILWAUKEE MILE**  
100 YEARS AND ACCELERATING

# MILWAUKEE MILE SPEEDWAY ORGANIZATIONAL CHART





MILWAUKEE MILE  
100 YEARS AND ACCELERATING

## 2003 REVIEW

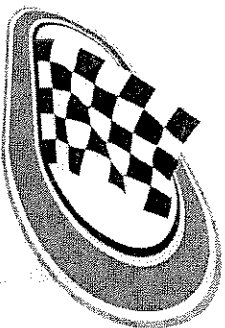
- 2003 year of centennial celebration
  - New grandstands
  - First ever night race in Champ Car history
  - Increased attendance and revenue
- 100 years of history and tradition
- Building state of the art facility
- Urban proximity
- Successfully repositioning the perception of The Mile
- Aggressive marketing, more than doubled major event weekends



**MILWAUKEEMILE**  
100 YEARS AND ACCELERATING

## Milwaukee Mile Marketing Plan 2004

- Increase Champ Car and NASCAR Truck Series ticket sales
- Maintain ticket sales for NASCAR Busch Series
- IRL event
- ASA/Governor's Cup - grass roots
  - Outermarkets

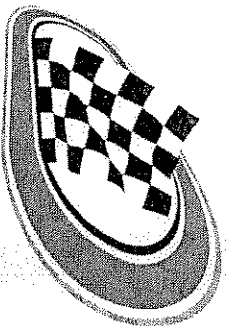


MILWAUKEE MILE  
100 YEARS AND ACCELERATING

## Milwaukee Mile Marketing 2004

### Strategies:

- New Milwaukee Mile – casual and new fans
- Maintain and grow current fan base
  - Attracting new people to “historic - But newly renovated” Milwaukee Mile
- Mass media campaign:
  - Radio
  - Television
  - Newspaper/Print Advertising
  - Two new elements:
    - Outdoor (Billboards)
    - Interior Train Cards – Amtrak to Chicago

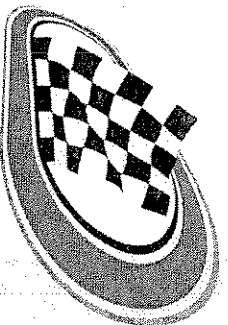


MILWAUKEE MILE  
100 YEARS AND ACCELERATING

## Marketing Strategies Continued:

- Expanding target audiences:
  - Hispanic initiative
  - Northern Illinois/Chicago markets
- Promotions:
  - Major initiatives with retail partners
- Gear Garden Club – Gear Heads – Rows 1-8
- Neighborhood initiatives
- Milwaukee Mile website
- New merchandising program – Link to website



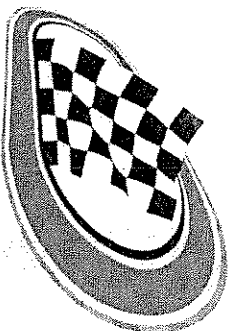


MILWAUKEE MILE  
100 YEARS AND ACCELERATING

## Milwaukee Mile Marketing 2004

### Objectives:

- Expanded schedule of events
- Pave the way for creation of season tickets, special packages
- Inventory now available for holiday season purchases
- Early renewal opportunity before holiday season, going to market early
  - Tickets and Gift Certificates
  - Create additional promotional opportunities

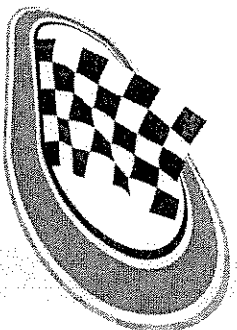


MILWAUKEE **MILE**  
100 YEARS AND ACCELERATING

## Milwaukee Mile Ticketing 2004

### Strategies:

- New minor paddock pass
  - Grooming next generation fans through exposure
  - First time opportunity—See cars and drivers “Garage Like Environment”
- Market entry – Before Holiday Season
- Price and scaling adjustments
- Season tickets and group Sales
- Gear Garden Club and promotions

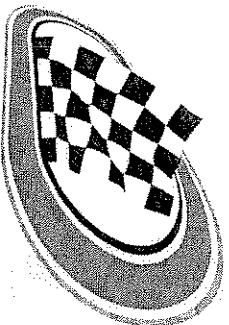


MILWAUKEE**MILE**  
100 YEARS AND ACCELERATING

## Milwaukee Mile Hospitality/Entertainment 2004

### Objectives/Strategies:

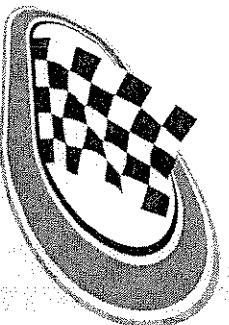
- Increase volume of Hospitality clients
- Constantly improve quality of service and food/enjoyment and quality of experience
  - Individual suite catering
  - Grandstand catering
  - Krispy Kreme initiative



MILWAUKEE MILE  
100 YEARS AND ACCEPTATING

## Hospitality/Entertainment 2004 Continued

- Create new opportunities on major event weekends
  - Create “events around the events”
  - Fan Jam, Dinner Concerts
  - South of the Border, expand event opportunities into Central Fair Park
- Maintain Milwaukee Mile philosophy
  - Any fan will have the opportunity to experience great seating, hospitality and entertainment event

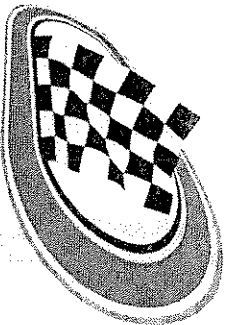


MILWAUKEEMILE  
100 YEARS AND ACCELERATING

## Milwaukee Mile Corporate Partnerships 2004

### Objectives:

- Increase corporate partnership base
  - Increase revenue
  - Provide corporate partners with unique opportunity for brand and consumer marketing
- ie: Briggs and Stratton and Klements Racing  
Sausages - ESPN



MILWAUKEE MILE  
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## Corporate Partnerships 2004 Continued

### Strategies:

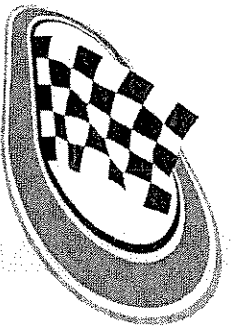
- National Programs – Four nationally televised events
- Retail Partners – Promotions in market – in stores Bridgestone/Firestone
- Entertainment and promotional opportunities
- Cross promoting with corporate partners-- Business to Business opportunities

### Inventory:

- Creating new branding opportunities
- Following is listing of existing and new inventory

**2004 MILWAUKEE MILE  
SIGNAGE INVENTORY SHEET**

Description	Dimensions	Quantity
Back-lit Fascia	14.4' x 17.4'	60
Back-lit Spectacular	20' x 30'	6
Crash Wall Sign	3' x 24'	16
Infield Observer Stands	8' x 8'	8
In-Grass Logo	Various	5
Pit Wall Sign	3' x 24'	24
Pole Wraps	Various	8
Seating Section	3' x 96'	10
Trackside Billboard	12' x 40'	22
Triangular Signs GS Ends	TBA	2
Tunnel Signs	TBA	2



MILWAUKEEMILE  
100 YEARS AND ACCELERATING

## Milwaukee Mile Operations Plan 2004

### Objectives:

- Revenue enhancing projects
  - Capital improvements
- Sanctioning body mandates
- Esthetics/Safety

### Strategies:

- Individual suites
- Track rental packages
- New vendor location/pricing strategies
- New events





The Milwaukee Mile  
Statement of Revenues and Expenditures  
Proposed Budget  
Fiscal Year 2004 (January 1 – December 31, 2004)

Revenues:

Admissions	\$5,875,000
Entitlements	\$700,000
Venue Sponsorships	\$750,000
Other Revenue	\$2,016,622
Naming Rights	\$300,000
Total Revenues	\$9,641,622

Expenditures:

Advertising, Marketing & League Fees	\$5,532,917
Event Labor Costs	\$327,300
Event Services	\$602,813
Fixed Costs	\$505,450
Staff Labor Costs	\$756,073
Debt Service-Interest	\$1,846,282
Total Expenditures	\$9,570,835

Net Surplus (Loss)

\$70,787



**MILWAUKEEMILE**  
100 YEARS AND ACCELERATING