

- ◆ PMI was formed to complement the efforts of the Green Bay Area Visitor and Convention Bureau 25 years ago.
- ◆ PMI is a non-stock, for-profit corporation led by a community Board of Directors; the beneficiaries of PMI's efforts are the people of Northeastern Wisconsin.
- ◆ PMI is a firm that provides the entire management process of entertainment facility services; Venue and Sports Management, Show & Event Production, Ticketing Services, and Food & Beverage Services.
- ◆ PMI is a major employer in the community as managers of the Resch Center, Brown County Veterans Arena, Shopko Hall, the Meyer Theatre, the Leach Amphitheater and the game-day service provider to the Green Bay Packers.
- ◆ The volunteer program that PMI created at Lambeau Field to provide game day staffing and the subsequent donations to various charitable organizations is deemed as a unique and truly innovative deployment of community and company resources and certainly one of a kind in the industry.
- ◆ PMI has donated nearly a hundred thousand dollars worth of equipment, merchandise, food, beverage, staging, monies and resources annually to local businesses and charities.
- ◆ PMI created the "PMI Foundation" to provide scholarships to students who are pursuing a career in the entertainment industry.
- ◆ PMI owns the "Catering Company" and provides all food and beverages to the venues that it manages as well as outside functions.
- ◆ The Resch Center is a reality because PMI entered into the only management contract of its kind in the industry by committing to fund the Visitor Convention Bureau and all operating costs of the complex including utilities. PMI also has invested over \$4 million back into the Resch Center complex demonstrating the mission of PMI as a community business.
- ◆ PMI brings hundreds of shows, events and concerts per year to the Green Bay community. PMI also produces its own shows with an in-house show and event production team that has created over 13 annual events such as the Wedding Show, Sweet Street, The Packers Experience, N.E.W. Truck show and many others.
- ◆ PMI has created major economic impact to the Green Bay area community since the inception of the Resch Center and the 1.2 million people who attend events at the complex in a typical year. Since 2002, PMI has generated approximately \$130 million in economic impact through its management of the Resch Center complex.
- ◆ PMI owns and operates its own ticketing company, TicketStar, one of the leading regional distributors of ticketing services in the industry. TicketStar won the "Star of the Year" award in 2007 from Paciolan (now Ticketmaster-Irvine) for its high customer service and industry standards for large on-sale efficiency, including setting a record for selling the most tickets in a 5 minute period for the Green Bay Packers Family Night exhibition. TicketStar is the leading ticket seller of events and entertainment in N.E. Wisconsin.
- ◆ Through the efforts of PMI, the Resch Center has been host to some of the highest level NCAA sporting events. In 2004, the Resch Center hosted the NCAA Division I Women's Volleyball Regional Final. In 2006, we hosted the Midwest Regional Final for the Men's Division I Hockey Championships.

- ◆ In 2011, the Division I Hockey Regional Final will once again return to the Resch Center.
- ◆ PMI owns the Green Bay Gamblers hockey team which plays in the only Tier 1 Junior League in the United States, the USHL. Green Bay Gambler games attract an annual attendance of nearly 100,000 to an exciting night of entertainment for the sports enthusiasts. The USHL produces more Division I and NHL players than any other USA Hockey league. PMI performs all marketing and promotional activity of the Gamblers hockey team.
- ◆ PMI generates nearly 35% of its adjusted gross income from sponsorship, premium seating and signage opportunities at the Resch Center complex. PMI has a deep reaching community base of business contacts which results in unique advantages to those that are involved in generating business through the exciting events of the complex.
- ◆ In 2004, PMI began management of the Meyer Theatre in downtown Green Bay and has generated a steady increase in events and successful financial performance of the Theatre. In an effort to help revitalize downtown, the efforts of PMI has taken a theatre that was losing money into one that is on the verge of its most successful fund raising campaign since the opening of the Meyer Theatre.
- ◆ In 2006 PMI worked with the Visitor & Convention Bureau to bring the Great Lakes Tall Ship Festival to the Port of Green Bay in downtown. Due to its overwhelming success, PMI will be bringing the Tall Ships back to Green Bay in August of 2010 by promoting and financing the event.
- ◆ The promotional expertise of PMI in bringing concerts and sporting events to Green Bay is evidenced by the rankings that have been given to the Resch Center:
  - 2004 – Pollstar end of year report ranked Resch Center in the top 100 buildings of the world.
  - 2005 – Pollstar 1<sup>st</sup> quarter report ranked the Resch Center 32<sup>nd</sup> overall in attendance in the U.S.
  - 2005 – Pollstar mid-year report ranked the Resch Center 64<sup>th</sup> in world wide attendance.
  - 2008 – Pollstar mid-year report ranked the Resch Center in the top 15 buildings in the U.S. for attendance.
- ◆ PMI's Board of Directors
  - Robert B. Atwell – CEO Nicolet National Bank
  - Jere E. Dhein – Chairman and CEO Tosca, Ltd.
  - Jeffrey W. Kanzelberger – CEO Performa Inc.
  - Peter Mancuso – CEO, Owner Lindquist Machine Company
  - Thomas P. Mainz – Executive Vice President – WPS Resources Corp.
  - Thomas Olejniczak – Partner Liebmann, Conway, Olejniczak & Jerry, S.C. Law Firm
  - Ron Weyers – The Weyers Group