



Wisconsin Union

2023-29 Six-Year Capital Plan Request

Mark Guthier, Director

Campus Planning Committee Meeting
November 18, 2021

Wisconsin Union Overview

In Support of UW-Madison, the mission of the Wisconsin Union is **to welcome, engage, and connect the campus community.**



- The Wisconsin Union includes Memorial Union, Union South, & the Terrace
 - *The Union also operates 66 hotel rooms, the Wiscard office, indoor & outdoor recreation, Homecoming Committee, Wisconsin Singers, Student Print, Center for Leadership and Involvement (CfLI), Fraternity and Sorority Life (FSL).*
 - *Provide services to staff and students in Red Gym, U-Club, Grainger Hall, WID-MIR building and 15 cafés and markets across campus.*
- Employs 1600 student employees
- Wisconsin Union Directorate (WUD) produces over 3,000 events annually.
- The Union Theater presents 300 events annually.

Annual Impact on Campus and Community

- 8 million users of Wisconsin Union Facilities
- The Wisconsin Union facilitates over 50,000 events
- Wisconsin Union Hotel hosts 14,000 room nights
- Union South 1.1 million dining customer transactions



Wisconsin Union Projects



1. Union South Hospitality Refresh

- A. Hotel Refresh
- B. Restaurant Refresh

2. Memorial Union Repair and Restoration

- A. Façade
- B. Exterior Decks
- C. Windows



Union South Hospitality Refresh



- Update 60 guest rooms with new floor finishes, wall & window treatments and replace furniture
- Restrooms to be updated as needed
- Hallways and Lobby Refresh, including floor finishes and wall treatments

Union South Restaurant Refresh



The Sett



Urban Slice



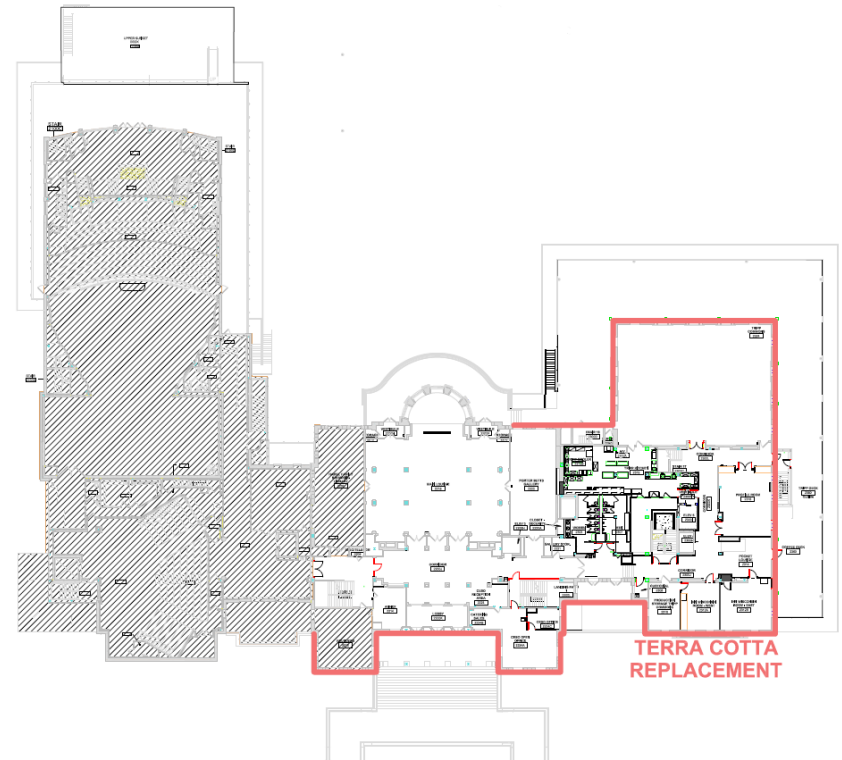
Harvest Grains



Ginger Root

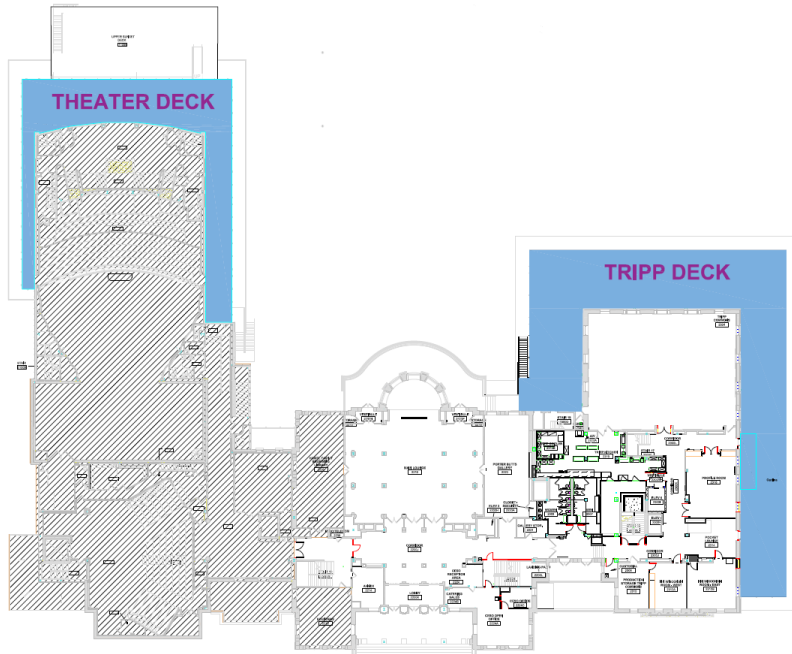
- Refresh the dining concepts to reflect the diverse and changing tastes of students and campus community
- The Union does not rely on a meal plan to guarantee revenue. Dining concepts need to be interesting and relevant for members of the campus community to make elective purchases.
- Industry standards is to refresh food concepts every 7-years

Memorial Union Terra Cotta Façade Repair areas



- Multiple areas of the Memorial Union Façade are deteriorating and become a safety hazard.
- The terracotta soffit around approximately 1,200 lin. ft. of the building is at end of life and is being held up by safety netting.
- Initially planned as part of the Memorial Union reinvestment project

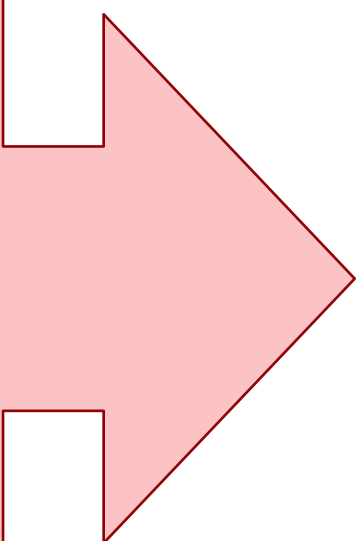
Memorial Union Exterior Decks and Windows



- This project is for the repair of the roughly 7,000 GSF Theater deck and roughly 10,000 GSF Tripp deck to address age and water infiltration issues
- There are approximately 40 windows (original to the building) that were not restored as part of the state project; this will complete the work

Connecting Strategic Plan to a Facilities Plan

Strategic Objectives

1. Refresh hospitality areas to enhance campus experience for Alumni & Visitors.
 2. Repair crumbling façade and Resolve safety issues and Maintain high quality, historic facilities.
 3. Refresh food service facilities to support changing tastes of students & provide more diverse options.
- 

Major Project Priorities 2023-25

1. Union South Hospitality

Refresh

- 23,000 GSF
- \$5M
- 2023-25
- PRSB Funding

2. Memorial Union Repair & Restoration

- 17,000 GSF / 1,200 LF
- \$9M
- 2023-25
- PRSB Funding



Questions?

