

Bradley Center aid makes sense

Even before the economic downturn, the support for public involvement in a new basketball arena in Milwaukee was virtually nonexistent.

But given the current environment and the amount of cutting that is going on in public- and private-sector budgets, Bradley Center board chairman Ulice Payne has correctly realized it could be quite a while before there is a push for a replacement.



Payne

That is why it is important for Wisconsin legislators to support Gov. Jim Doyle's proposal to provide \$5 million

in state aid to help pay for maintenance and upgrades for the 21-year-old sports and entertainment venue.

The proposal calls for \$500,000 per year over the next 10 years, with the Bradley Center

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having to raise an additional \$18 million to deal with a long list of needs.

The Milwaukee Bucks, the building's main tenant, recently signed a one-year lease that expires Sept. 30. In order to get the team to make a long-term commitment to the building,

additional revenue is necessary. The Bucks currently rank near the bottom in terms of team revenue among NBA clubs and must improve that to compete against much bigger markets.