

CNN POLITICO GRILL | Republican National Convention 2024

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Project Background

This July, CNN and POLITICO are excited to partner with the Milwaukee Turners to bring the CNN POLITICO Grill - a staple at each political convention since 2004 - to iconic Turner Hall during the Republican National Convention. In particular, we are thrilled at the chance to return to Milwaukee after the Covid-19 pandemic and help shine a spotlight on the city.

The CNN POLITICO Grill will serve as a broadcast and hospitality hub at the convention, where journalists, influencers, lawmakers and political junkies all gather to witness on-air programming in the making, while enjoying lively political conversation and some of the best food in town.

To bring the CNN POLITICO Grill to life in Milwaukee, we will install temporary signage, lighting and window graphics to allow convention attendees to locate the Grill at Turner Hall, while also complementing and highlighting the beautiful exterior of this historic building. [The chimney on the south side of the building will mask additional Power and HVAC that will need to be brought into the building to support the additional need by broadcast.](#)

CIVIC (www.civic-us.com) is a creative marketing and communications agency that has executive produced the Grill in support of CNN since 2004.

Turner Hall Exterior Plan

- Exterior Signage:
 - Wall Signs:
 - Attachment: Existing metal wall sign on the south side facade will [either remain as is, or be removed, stored and reinstalled](#) and the existing metal wall sign on north side facade will be covered with a temporary graphic [or alternatively covered by a banner affixed to the facade via a series of eye bolts.](#)
 - Entrance Signage: Neon Logo Circle and Arch
 - Attachment: Arches with Minimal Framing and base for electronics & ballast of sign - with facade as support
 - Locations: north, west, and south elevations
 - Dimensions & Materials: see slides 5-6
- Small Tavern Sign:
 - The existing Tavern sign will be removed, stored, and replaced after the event.
 - Location: west elevation
- Exterior Graphics:
 - To control the amount of light, the CNN Special Events (SpEv) team needs to install window graphics.
 - Locations:

- west facade: first floor & second floor windows and main entrance
- Dimensions & Material: perforated window vinyl cut to size of the existing windows, see slides 2

Exterior Lighting:

- Main Entrance Lighting:
 - Attachment: freestanding
 - Location: west elevation - main archway
 - Material: programmable lights
- Facade Up-lighting:
 - Placement: ground
 - Locations: west elevation
 - Material: programmable lights with wooden surround; see slide 2