

Parks

A Reflection on Breese Stevens in 2017 - And Looking Forward to 2018

Hello Tenney-Lapham Neighborhood!

Allow me to introduce myself. My name is Ava Janssen and on September 1st, 2017 I was promoted to Director of Events and Marketing at Breese Stevens Field. If you've attended a Breese Stevens Field event or answered your door for a lady with a half sheet about concert information, it's likely you've already met me. I was the first (and only!) intern in 2016 and couldn't be more excited to take on this role. Joining me is Tryg Chinander who was promoted to the position of Director of Operations on September 1st. We can't wait to get started in 2018 with you all. In the meantime, let's look back on everything that happened at Breese Stevens Field in 2017.

In 2017, we hosted:

- Two brand new sport leagues including a one day culturally centered Bocce Festiva and tournament, and an eight week long co-ed Monday night Kickball league which will return in 2018 (registration is opening up in February folks, check our website for updates!)

- Four Bodegas with a lineup of over 60 local and incredibly talented vendors and food carts. Our September Bodega featured the Okee Dokee Brothers and we donated almost \$500 to local schools from that night's beverage sales.

- Five Catch & Reel movie and fish fry nights that over one thousand people attended.

- Six incredible festivals including Curdfest, Mad Gael Irish Music Festi-

val, and Yum Yum Fest which we were able to give back by donating a total of \$10,000 to the Community Action Coalition Double Dollars Program and The River Food Pantry.

- Seven concerts with Frank Productions that ended up raising over \$15,000 for the Madison Parks Foundation. We even welcomed back the Avett Brothers, who was our first musical guest when we were trying it all out in 2015.

- Twelve different sporting clubs and teams who came out and enjoyed our field. We had everything from East High to Womens Rugby to Hurling and even Quidditch teams coming from as far away as Colorado.

And a partridge in a pear tree. We're joking of course, but we did a lot of

responsible**energy**

turn it down when you're not around



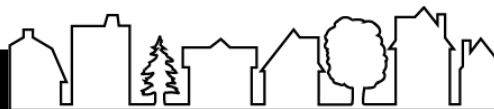
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other things as well. In September we hosted our first wedding. In November in conjunction with Festival Foods we organized and hosted the Festival Foods Turkey Trot that benefited The Boys & Girls Club of Dane County as well as The YMCA of Dane County, which raised over \$20,000 for those organizations.

We hope to make 2018 our best year yet. We are thrilled with the events we have booked so far, and the changes coming to our facility in the fall. On May 22nd, The Queens of the Stone Age will be hitting our stage, and we just recently announced that Yum Yum Fest will be returning on August 19th. East High will remain a staple on our schedule and we wish the Purgolders a happy winter break, we can't wait to see you all in the Spring! The Lancers (East High and La Follette) Lacrosse will be using Breese Stevens Field as their home field for both

the boys and girls this year so be sure to stop by for a game.

As for our renovations planned, we have a 3,750 square foot addition coming to the West end of the field that will host a brand new kitchen, concessions space, walk in cooler and freezer, as well as provide field level restrooms. This addition will help us cut down lines and production time at our events and provide an even higher level of service to our guests. Construction is planned for the fall of 2018 and will open in 2019, so take one last look at those beautiful blue shipping containers!

We are going to be doing a lot of event announcements in the early months of 2018, so please stay updated on our website, Face-

book, or by subscribing to our newsletter to be the first to know about all our events. Everyone think warm thoughts, and have a Happy New Year!

- Ava & Your Friends at
Breese Stevens Field

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