



A RICH HISTORY AN EXCITING FUTURE

Originally constructed in 1926, the stone walls of Breese Stevens Field have more stories to tell than your great-aunt. From cow stampedes to national touring concerts, it has been called home by many. But Big Top Baseball is poised to usher in a new era of historic entertainment.



MADISON'S PREMIERE OUTDOOR EVENT FACILITY



9,333

Capacity for
Concerts/Events



FAN RECAP

7

NATIONAL
CONCERTS

83,076

2017 TOTAL ATTENDANCE

150+

EVENTS SCHEDULED

- Festivals
- Athletic Events
- Community Events



**MADISON'S PREMIERE
OUTDOOR CONCERT
FACILITY**



**CURDFEST
7,000+ ATTENDEES**



**BODEGA
Over 60 vendors & Live Music**

Pro Soccer at Breese Stevens Field



- Opportunity to be the first outdoor pro soccer team in Wisconsin that would start in 2019. Players will be active in neighborhood.
- Would be member of a national league with regional rivals.
- Potential affiliation with MLS team.
- If soccer doesn't come to Breese now, pro soccer will land elsewhere in Madison or Milwaukee soon.



Pro Soccer at Breese Stevens Field



The proposed improvements would bring Breese up to the standards of pro soccer and make the facility the premier soccer stadium in the state.

Improvements include:

- 1,000 safe standing bleachers for a seated capacity of 5,000.
- New PA system to better keep sound inside the facility.
- Improved player amenities for all athletes.
- Hospitality spaces.
- Additional Restrooms.
- Financial terms:
 - Big Top increases rent payment to approximately \$100K per year
 - \$1.6M investment by City.
- Season: March – September.



Pro Soccer at Breese Stevens Field



Pro Soccer at Breese Stevens Field



Safe Standing Bleachers



Why Pro Soccer?



- The fan base for soccer includes a focus on millennials, while still being attractive to families.
- Fastest growing spectator sport in the country.
- Dense urban setting is the ideal location for soccer teams.
- Continue to make Madison a more interesting place to live and help businesses compete to keep young people in the community.
- Soccer thrives in liberal cities across the country like Portland, Sacramento and Seattle.



Best Bike Parking in Madison



- The goal of Big Top Events is to make Breese Stevens Field the most bike friendly destination for events in the city of Madison.
 - Thanks to feedback from the TLNA, Big Top will:
 - Starting in 2018, regardless of the contract extension, start to offer complimentary bike valet parking with air station at all events with a projected attendance of over 5,000.
 - Experiment with using indoor spaces for valet, as well.
 - Add a minimum of 30 permanent bike parking locations outside the facility.
 - City Traffic Engineering is open to the idea of converting existing on-street bike parking into seasonal use bike “parklets.”
 - B-Cycle has committed to experiment with event parking for their bikes during at least one concert.
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Facility Usage



- There is currently approximately 8,000 square feet of space under the stands at Breese and portions of that could be used to bring additional businesses to the area.
 - Potential uses include restaurant, workout facility, and more.
 - Area businesses have been supportive of additional developments at Breese that would help create more density in the area and continue to make the area more attractive for people to move to and to visit.
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Alcohol



- Currently beer and wine are available at all non-high school events at Breese.
 - Liquor is only available for private parties.
 - The proposed agreement would allow liquor to be made available within “separately ticketed” spaces within public events at Breese.
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TLNA Engagement



- For future concerts at Breese, Big Top and Frank Productions intend to offer an exclusive pre-sale opportunity for neighborhood residents to get a first opportunity to get tickets to concerts prior to the general public.
 - When Big Top launches the soccer team in 2019, a special, discounted and exclusive ticket package will be made available to neighborhood residents.
 - Big Top will host 8 complimentary community events for the neighborhood on an annual basis during the new agreement. The events could be simple free facility uses, or could be events managed by TLNA.
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Concerts



- 7 concerts currently planned for 2018 and that number wouldn't change.
- Proposal includes up to ten concerts in 2019, up to twelve concerts in 2020, and up to fourteen in subsequent years.
- Sound restrictions would stay the same as the current contract.
- Concerts have been a fundraiser for area nonprofits including Lapham Elementary School and more.
- Curfew for all events would remain at 10:00pm, however Big Top is requesting the ability to have one concert with a 10:30 curfew and one with an 11:00 curfew annually.



East High School



- East High will continue to be a priority user and have guaranteed access for athletics for the term of Big Top's new agreement.
 - East High AD T.J. Rogness has provided a letter of support for the proposed agreement between Big Top and the City.
 - East High and MMSD intend to negotiate future use agreements directly with Big Top Events.
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FACT SHEET

Introduction:

Big Top Events is looking to continue their partnership with the City of Madison through a lease extension for Breese Stevens Field. Big Top Events will continue their commitment to community and curating unique experiences for the residents of Madison within the stone confines of Breese Stevens Field. Below is a chart that outlines the proposed changes to the Use Agreement.

CATEGORY	EXISTING TERMS	NEW TERMS
Terms	5 years remaining	15 years with 5 year option
Professional Soccer	No team	2019 Launch of professional soccer team
Facility Improvements	N/A	\$1.6 Million invested by city
# of Concerts	6 +1 (Madison Parks Foundation fundraiser)	2018 - 7 2019 - 10 2020 - 12 2021 and Beyond - 14
Concert Decibel Levels	100 dBa at sound board	No change
Non Concert Decibel Levels	85 dBa at perimeter	No change
Curfew	10:00 PM	All events 10:00 PM, except one (1) 10:30 PM and one (1) 11:00 PM
Stage Orientation	Restricted only for concerts to point away from Mifflin St.	Restricted for all events to point away from Mifflin St.
PA System	Existing	New system to better contain sound in facility for non-concert events
Rental Fee	Approximately \$30,000/year	Approximately \$100,000/year
Ability to Sublease Space Under Seating	N/A	Allowed
Beer and Wine Sales	Allowed for all non high school events	No change
Liquor Sales	Liquor allowed at private parties only	Liquor available at all public, as well as private events, in separately ticketed spaces inside stadium
Free Community Facility Use	Zero events	Eight proposed
Employment	Two full-time employees	12 full-time employees

Parking



- In the fall of 2018 a new 650 spot parking garage will open on East Main St.
 - Alder Zellers has been working to get permanent signage installed on East Washington to direct event attendees to park in the new ramp, upon completion.
 - 145 parking spots were added in the fall of 2017 for Breese attendees in the new Lyric building.
 - Big Top parking attendants have been successful in pushing attendees to park in lots off East Main St and this effort will continue.
 - Parking maps are shared with attendees in advance of every event at Breese and no on street parking in the neighborhood is shown in the 1,600+ parking spots identified on the plan.
 - Substantial additional parking is planned as part of developments on the Mautz Paint lot on the 900 block of East Washington that would be open to Breese attendees.
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Streets



- Starting in late 2017, Big Top began to limit the closures on Paterson St, closing the street no sooner than 2 hrs before gates for concerts.
 - Big Top will commit to keeping the Bike Boulevard on Mifflin open during all street closures connected to concerts at the facility.
 - Big Top has been working with City Traffic & Engineering to identify loading and unloading zone for buses transporting athletes to athletic events at the facility.
 - MPD has reported no problems with pedestrians crossing East Washington. Big Top will work with MPD to continually assess this situation and ensure the safety of attendees at all events.
 - Big Top also works with City Traffic to extend crossing times on East Washington after large events.
 - Big Top has worked with all area developments to ensure access to their buildings when streets are closed for events.
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Concessions



- Pending final City approval, the City of Madison will be building a new concession and restroom building at Brees. Groundbreaking is tentatively scheduled for fall 2018 with a spring 2019 opening.
 - The new space will allow Big Top to diversify their food offerings at all events and re-focus on local sourcing for a higher percentage of the menu, along with additional offerings for children.
 - Building would be located at field level near the covered grandstand and usable for all events, while making use of existing space under the stands.
 - New restrooms would be most visible in the stadium and continue to push the facility closer to having enough permanent bathrooms to accommodate facility capacity.
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New Concession Stand



Concession Addition to Breese Stevens Field

ISTHMUS
ARCHITECTURE, INC.