



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)	7-14 (Annual increase in concerts, not to exceed 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

FOR MORE INFORMATION ON THESE PROPOSED CHANGES

Join us for an informational meeting

Wednesday, January 24 • 7:00 PM • Festival Foods