# OUTDOOR EVENTS CENTER PROPOSAL

# THE GREEN BAY BULLFROGS

WE ARE A SUMMER COLLEGIATE BASEBALL TEAM.

## ONE WORD TO DESCRIBE US:

# FUN

THERE IS NOTHING LIKE A

# SELLOUT

2013 BULLFROGS
**0 SELLOUTS**

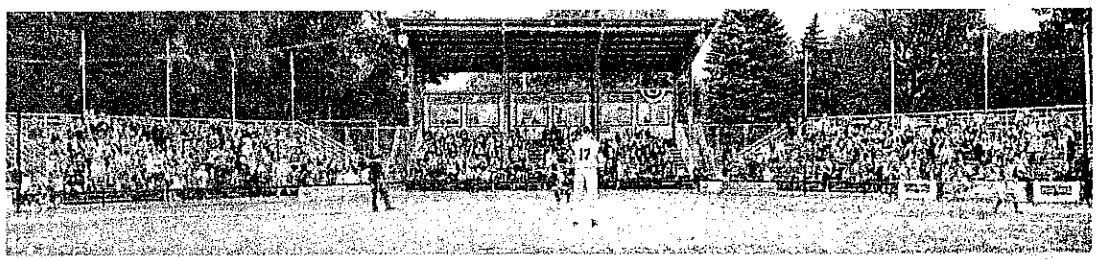
2014 BULLFROGS
**7 SELLOUTS**

2015 BULLFROGS
**17 SELLOUTS**

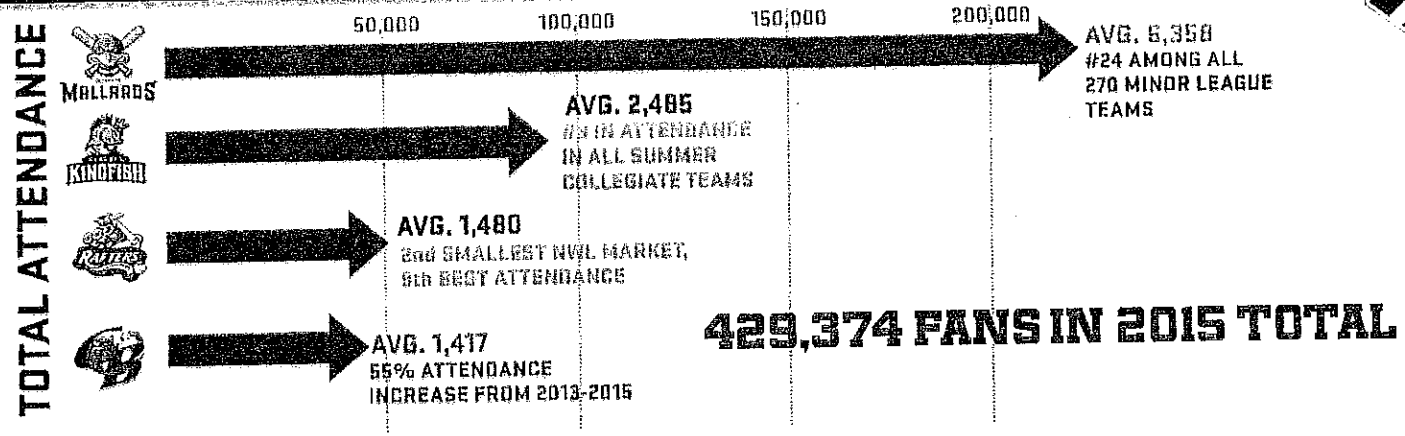
# 55% ATTENDANCE INCREASE

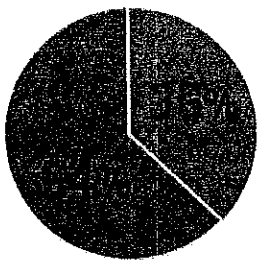
FROM 2013 TO 2015 SEASON

## LOTS OF HAPPY FROGS

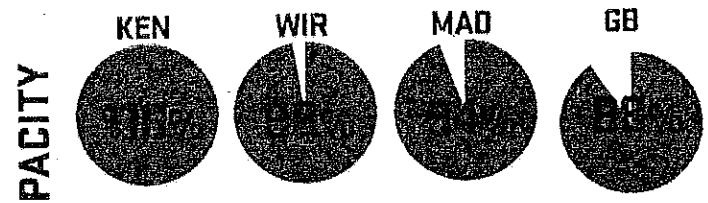


# BIG TOP BASEBALL




The 4 BTB Teams accounted for 393,000 of the 18 NWL team's 1,088,000 total fans.




**99.3%** AVERAGE BTB STADIUM CAPACITY

## BASEBALL & BEYOND

In addition to sporting events Big Top Baseball also has experience creating and managing the following events:

- City of Madison's downtown fireworks show with an attendance of 70,000.
- Catering for a party of 14,000 people at Epic Systems annual company picnic.
- Concerts
  - Bob Dylan, Willie Nelson, Garbage, Avett Brothers, Flaming Lips, Steve Miller Band
- Charitable run/walks, and community festivals.

# STADIUM USAGE

## ABOUT THE PROPOSED OUTDOOR EVENTS CENTER

- Will feature a state-of-the-art scoreboard and video board on-site.
- Will hold an artificial turf field.
- Will be programmed approximately 150 days out of the year.
- Other potential events include:
  - 4 – 6 concerts annually featuring national acts with a capacity of 8,000 guests.
  - 36 Northwoods League Games.
  - Minor league or summer collegiate soccer franchise.
  - Youth baseball and soccer events.
  - High school baseball, soccer, football and lacrosse games.
  - 6 – 8 community festivals annually.
  - Local college and university sporting events.
  - Youth soccer and baseball clinics.
  - 12 not-for-profit events annually.
  - Potential for 25 college softball games.

# PROGRAMMING

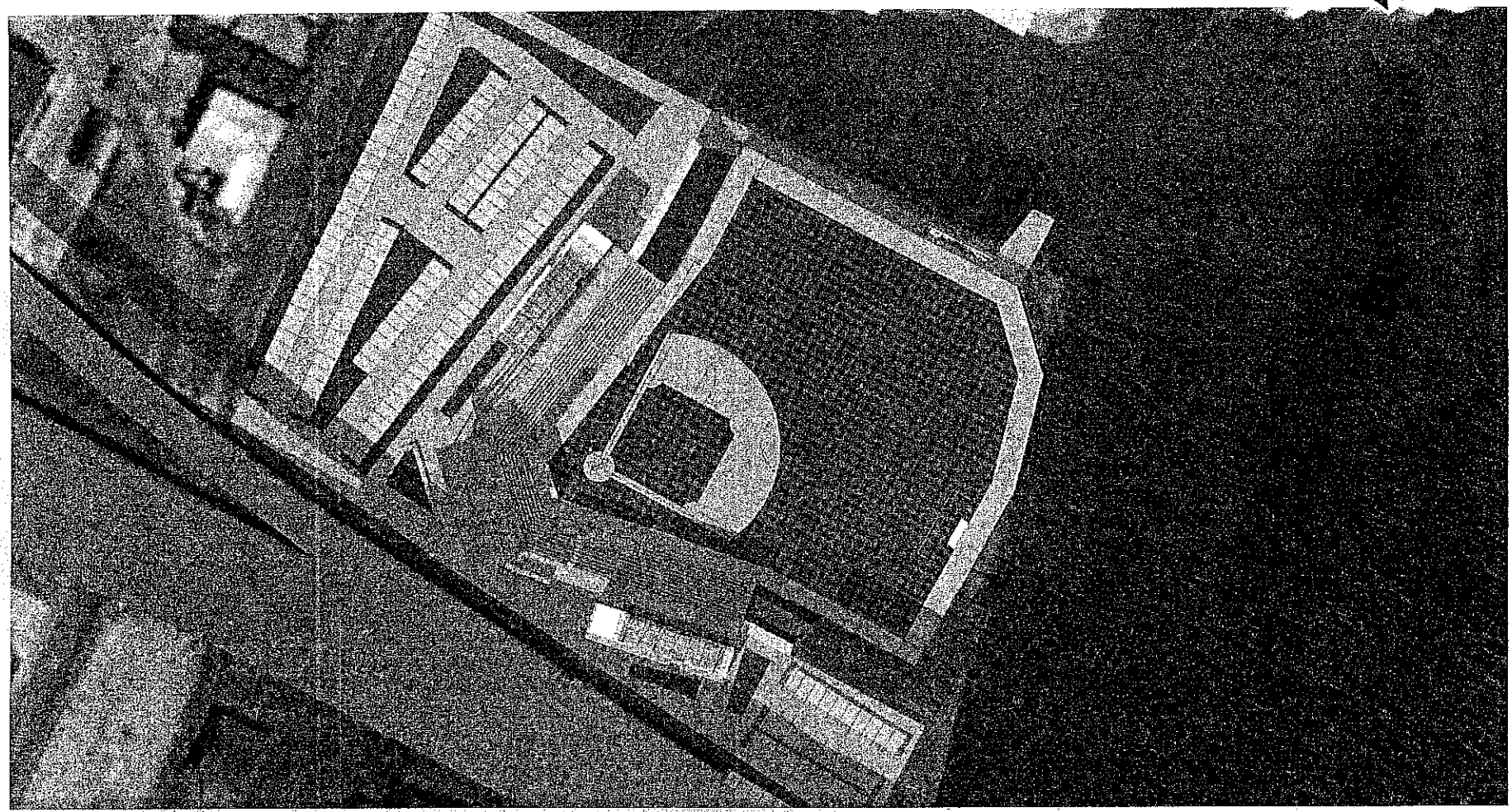
## SPORTS

MARCH 15 – MAY 31 - Local high schools and youth sports programming
JUNE 1 – AUGUST 31 - 36 Bullfrogs baseball games, 10 minor league or summer collegiate soccer events
SEPTEMBER 1 – OCTOBER 31 – Local high schools and youth sports programming

## COMMUNITY EVENTS

MARCH 1 – NOVEMBER 30 – Local community festivals
JUNE 1 – SEPTEMBER 30– Concerts including smaller free, public shows in addition to four to six large-scale shows annually with a capacity of 8,000
FEBRUARY – an annual Winter Festival at the stadium

# OUTDOOR EVENTS CENTER



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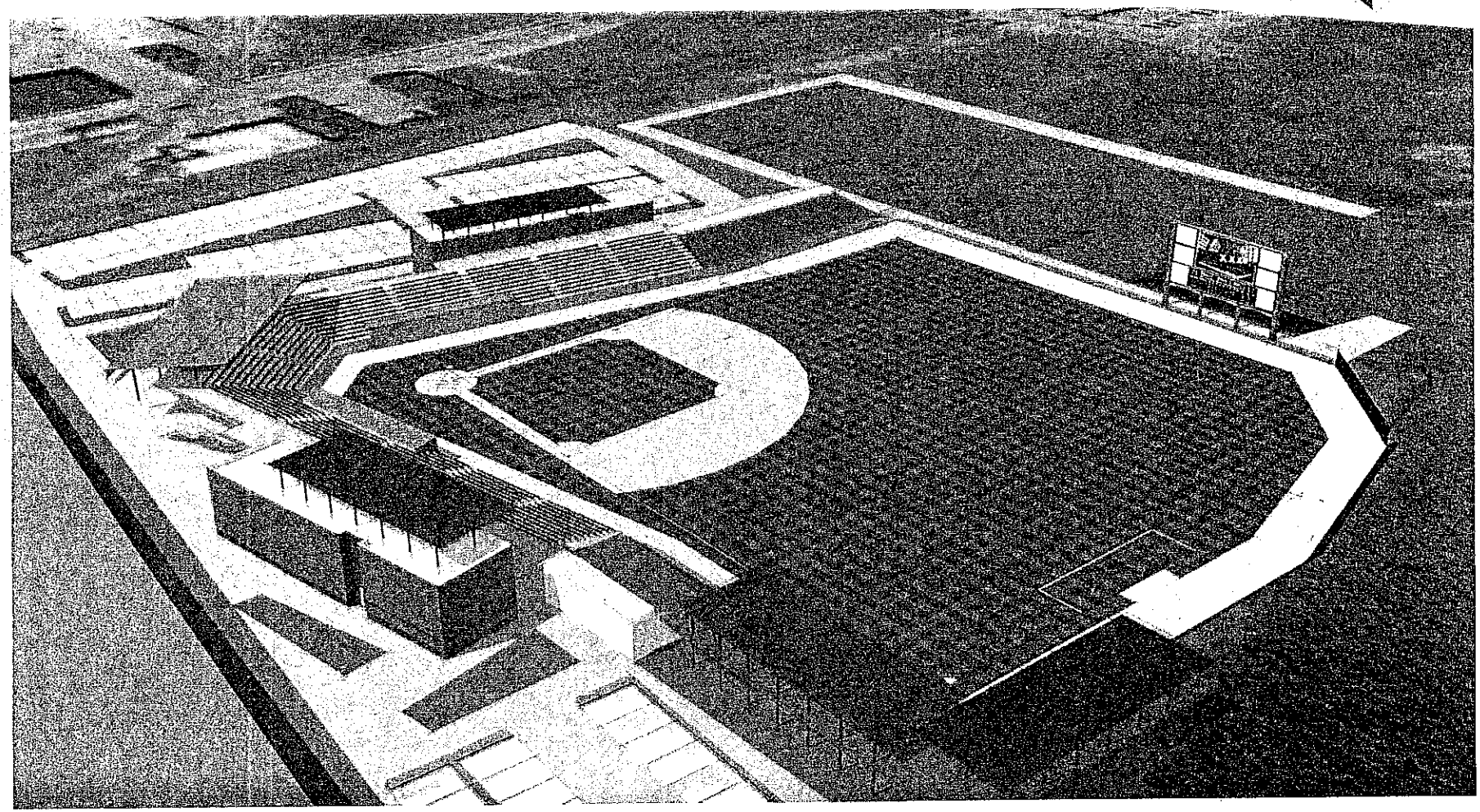

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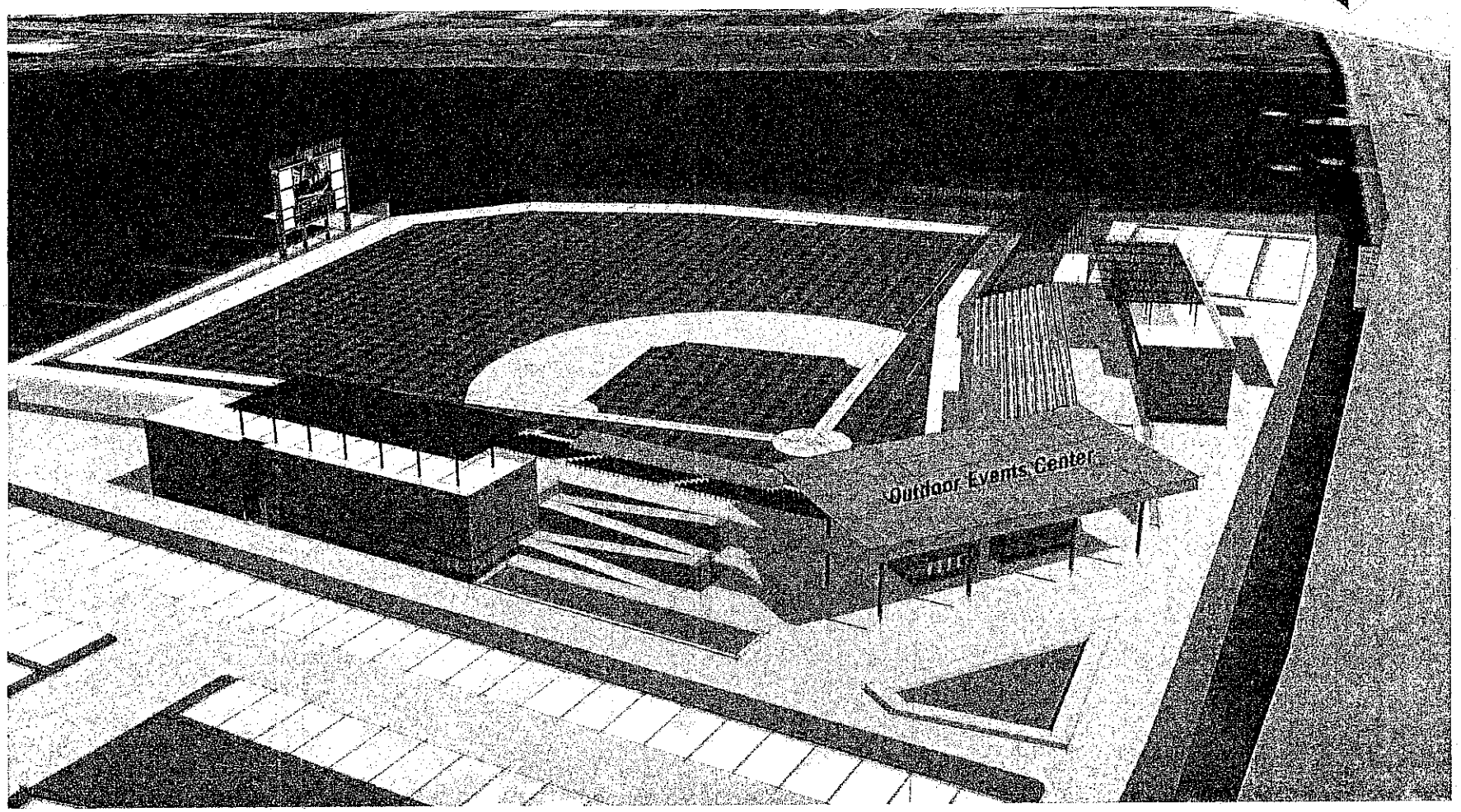

# PARKING PLAN

## THE CURRENT STADIUM PROPOSAL INCLUDES 148 PARKING STALLS IN THE STADIUM LOT.

- Big Top Baseball has identified an additional 696 off-street parking spots from surrounding businesses and non-profits
    - Big Top Baseball would work to reach agreements with these neighbors similar to agreements they have in other markets.
- Finally, Big Top Baseball has identified 265 on-street parking spots within a quarter mile of the facility

## BIG TOP BASEBALL WILL STAFF THESE LOTS TO ENSURE GUESTS GET IN EFFICIENTLY AND SAFELY

- The parking plan will be publicized in all public communications

## BIG TOP BASEBALL WILL WORK WITH LOCAL ON BROADWAY BUSINESS OWNERS TO RUN EVENT SHUTTLES FOR SPECIAL EVENTS TO FURTHER EASE PARKING CONCERNS

# PROJECT FUNDING

| Source | Amount |
|---|---|
| City of Green Bay | $4 Million requested |
| Big Top Baseball | $1 Million Initial Investment |
| Big Top Baseball | $300,000 a year for the first 10 years |
| Big Top Baseball | $100,000 a year for the last 10 years |
| TOTAL: | ESTIMATED PROJECT COST $9 MILLION |

- **The stadium will be owned by the City of Green Bay in perpetuity. Big Top Baseball will manage maintenance and operation of the facility and make a 20 year commitment.**