



**Letter of Intent/Project Narrative**

**Madison Mallards Great Dane Duck Blind re-build at Warner Park**

**Tuesday, January 3, 2017**

The Madison Mallards Baseball Club is preparing for their 17<sup>th</sup> season of fun at the “Duck Pond” at Warner Park. A successful public/private partnership between the team and the City of Madison has driven unprecedented results, with the team leading the all of summer-collegiate baseball in attendance and ranking 28<sup>th</sup> in the country in average attendance, compared to the other 370 minor league style teams in the country while operating in the Nation’s 90<sup>th</sup> largest media market.

**EXISTING CONDITIONS**

A unique element in the Mallards success has been the Great Dane Duck Blind. The venue opened in 2001 with a focus on great craft beer combined with food and a laid back environment great for fans more focused on socializing and less on the actual score of the game. The Duck Blind was a near instant success and the Mallards slowly improved the area to keep up with demand on a nearly annual basis. The Mallards focus shifted to improvements in other parts of the stadium and today the Duck Blind is not up to the standards of the rest of the facility. Most of the construction of the existing deck is residential style wooden decking and some of the area is in dis-repair. The Duck Blind has received national media attention and remains one of the most unique venues in all of sports.

**PROJECT TEAM**

Leading the project is Mallards President Vern Stenman, who has been with the team since it’s inception and overseen every improvement to the facility in that time. Construction and final design will be completed by MODS International, who is the international industry leader in utilizing shipping containers to construct cutting edge projects across the globe.

It is important to note that this project will be the first to utilize shipping container construction in the City of Madison. This construction method is rapidly growing in popularity and offers an interesting aesthetic, a quick turn construction timeline, and more versatility than most would expect.

**PROJECT SCHEDULE**

Our hope is to be able to start demolition immediately and to start foundation work no later than early March. Six to eight weeks of construction after foundation work is started is the anticipated timeline. Opening Day is Tuesday, May 30 and the project should be complete no later than two weeks prior to that date.

**PROPOSED USES**

The re-build of the area will include two elements. One is the replacement of general admission (GA)



seating. The 7,530 SF area will have a capacity of 700 attendees. The existing GA area has a capacity of 755 and seating for less than ½ of those attendees. The new area will offer a seat to each of the 700 attendees with dramatically improved sight lines. The three tier GA area will run parallel to the right field foul line and the top tier will connect directly to the existing bleacher structure, creating a much more connected experience for the entire facility, a major goal of this and all future projects at the facility. The basement of the four-level Great Dane Duck Blind Suite area will also be part of the GA area of the facility.

The second part of the improvement will be referred to as the Great Dane Duck Blind Suites. This 7,808 SF area will feature a 4 level structure made out of shipping containers. The second level will offer the first ever substantial indoor, conditioned space that the stadium has ever had. Level 2, 3 and 4 will each be dividable into up to 4 private suites on a nightly basis. Levels 3 and 4 will not be conditioned, but will have covered areas, combined with outdoor patio style seating. This area will also be used for non-game day events year round, potentially hosting business meetings, weddings and other private or public events. Capacity for these events will be the same as baseball events. Events could be booked year round with an emphasis on daytime business meetings during the week and weddings and other special events on the weekends for anything from weddings and company outings, to baseball games or charity events. Number of events is difficult to predict at this time, however we would anticipate 50-75 events outside of the baseball season in our first year of operation. In addition, Warner Park serves as a home for multiple charity events, is the home for area HS baseball teams, and has hosted concert and other special events over the years and plan to in the future.

The rest of the stadium will continue to operate in a very similar manner to the Mallards previous 16 years of operation. A capacity plan is attached to this letter to outline uses of different seating areas in the facility. East HS, LaFollette & Edgewood play home baseball games at the facility and that will continue in the future. The lease agreement between the Mallards and the city of Madison requires the Mallards to annually develop a Fan Access Plan, a Neighborhood Impact Plan and a Responsible Alcohol Consumption Plan, all of which need to be approved annually by the Madison Board of Parks Commissioners. Additionally, the North District Police Captain annually approves a security plan for the facility which incorporates the use of off-duty City of Madison Police officers having a nightly presence at the stadium when the Mallards play a home game. The stadium currently houses the Mallards business offices, a grass berm seating area, a large clubhouse/restroom building, multiple concessions and restroom buildings, stadium seating, and multiple private party areas throughout the venue. The stadium is professionally cleaned after each game no later than 10am the day after each event. Dumpsters are located in an enclosed area behind the 1b bleachers. The Mallards have invested over \$3,000,000 privately into improvements to the facility that are now owned by the City of Madison. This project was approved by the City of Madison Board of Parks Commissioners at their



November, 2016 meeting. The Mallards currently hold a class b beer only license, but intend to apply for a license that would allow liquor to be served to private parties and that would allow wine sales throughout the facility for the first time. If the license application is approved, it is important to note that liquor would ONLY be available to private events and would be run in a similar manner to our operation of Breese Stevens Field in Downtown Madison where we held a liquor license with identical restrictions for the last year.

#### HOURS OF OPERATION

Hours of operation will be based on event schedule for the facility. The venue will be available for every Mallards game and available for rent year round. The Mallards play 36 home baseball games. Concerts, charity run walks and private or public events may be hosted due to demand at any time throughout the year.

#### AUTO AND BIKE PARKING

The Mallards offer over 100 free, valet style, bike parking spots immediately outside the entrance to the stadium where bikes receive complimentary wash and tire fills upon request. The Mallards are contractually obligated to present a Fan Access plan annually the City of Madison Board of Park Commissioners. This plan was approved in December, 2016 for the 2017 season. Overall capacity will not increase. Over, 1,500 free vehicle parking spots are available either in the Warner Park lot or across Sherman Ave at the NorthSide TownCentre.

#### VALUE OF LAND

N/A since it is city owned.

#### ESTIMATED PROJECT COST

\$1,000,000 – privately funded by the Mallards and will be contributed to the City of Madison upon completion. No public subsidy requested.

#### NUMBER OF CONSTRUCTION AND FULL TIME JOBS CREATED

25 Construction jobs, 2 full time jobs and 25 part time jobs will be created due to this project.



**MADISON MALLARDS CAPACITY PLAN SUMMARY**

	Proposed
DUCK BLIND ROOF	233
DUCK BLIND (GA)	700
New Duck Blind Suite Area	500
Duck Blind Club	254
Bleacher capacity (2011)	3289
BLEACHERS 1 (wrigley seating)	228
OFFICE DECK	125
OFFICE SUITES	60
New HP Suites/4 top tables	40
LF Berm Area	500
<b>TOTAL</b>	<b>5929</b>
STANDING ROOM	821
<b>GRAND TOTAL</b>	<b>6750</b>

	Sinks	Toilets	Urinals
Bathroom Count - Existing	27	31	21
Bathroom Count - New	6	4	2
<b>Total</b>	<b>33</b>	<b>35</b>	<b>23</b>