

THE NEXT 100 YEARS

BREESE STEVENS FIELD

SOCCKER | MUSIC | COMMUNITY



CURRENT PROGRAMMING

- 20 men's team matches
- 7 women's team matches
- 4 national touring concerts
- 8 special events
- 10 ultimate frisbee matches
- 3 high school football games
- Over 100 field uses



BREESE STEVENS FIELD

To make the operating entities at Breese Stevens Field sustainable and to best utilize the facility, Big Top Events, the owner of Forward Madison FC and Rally Madison FC has worked to streamline the use of the facility to:

SOCCER - FMFC, RMFC AND ACADEMY

NATIONAL TOURING CONCERTS

COMMUNITY EVENTS



CURRENT CONCERT SET-UP

Limitations of the current concert set-up:

- Costly portable stage, sound, video and back-of-house set-up
- No running water or amenities for artists
- Outdoor catering and artist experience
- Increased competition from new venues across the Midwest

Due to these factors, Breese Stevens Field is facing a decline in the number of shows.

PROPOSED RENOVATIONS

- Permanent stage
- Back-of-house building
 - Includes locker rooms, concessions and catering space
- Artist green rooms with appropriate amenities
- Paved surface for trucks and buses
- Storm water retention

PROPOSED USE AGREEMENT MODIFICATIONS

Big Top Events is also proposing the following modifications to the Use Agreement:

- 21-year agreement
- Similar rent scale with incentives for additional capital investment
- New concert per-ticket fee
 - Starting after show seven in each season

PROPOSED USE AGREEMENT MODIFICATIONS

Big Top Events is also proposing the following modifications to the Use Agreement:

- Increased show fees starting after show 12 in each season
 - Increasing again after show 16
- Increased show cap
 - Gradual increase starting at 14 in 2027 and capping at 20 in 2030

PROPOSED USE AGREEMENT MODIFICATIONS

Big Top Events is also proposing the following modifications to the Use Agreement:

- School night show limitation
 - No more than five per year, plus a limit over the term
- Le Fete de Marquette dates become blackout dates
- BTE responsible for maintenance of projects under \$10,000
 - Previous cap of \$5,000

CONSISTENT USE AGREEMENT ITEMS

Big Top Events commits to keeping the following items consistent in the new use agreement

- Show curfew of 10 PM
- Decibel limit remains at 100 DB at the front-of-house sound
- Responsible for annual Parks Commission and neighborhood submittals









