



Madison Parks Division

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**MADISON
PARKS**

October 22, 2026

From: Eric Knepp, Superintendent

To: Mayor Satya Rhodes-Conway, All Alders, Board of Park Commissioners

Re: Summary of Second Amendment to the Breese Stevens Stadium Use and Operation Agreement

The table below summarizes the changes that the Second Amendment to the Breese Stevens Stadium Use and Operation Agreement proposes.

Item	Current Agreement	2 nd Amendment to the Agreement
Capital Investment	None required.	Big Top will construct a permanent stage, back of house building, artist hospitality facility, and needed stormwater updates at their expense. Construction will start in 2027 and be completed by year end 2028 based on facility schedules.
Terms	<u>Initial Term</u> January 1, 2019 – December 31, 2028 <u>Option to Extend</u> January 1, 2029 – December 31, 2033	<u>Second Term</u> January 1, 2027 – December 31, 2037 <u>1st Renewal Term</u> January 1, 2038 – December 31, 2042 <u>2nd Renewal Term</u> January 1, 2043 – December 31, 2047
Facility Use Fee	2019: \$68,000 2020: \$70,000 2021: \$72,000 2022: \$74,000 2023: \$76,000 2024: \$79,000 2025: \$82,000 2026: \$89,250 2027: \$92,400 2028: \$95,550	2027: 112,000 2028: 115,360 2029: 118,821 2030: 122,385 2031: 126,057 2032: 129,839 2033: 133,734 2034: 137,746 2035: 141,878 2036: 146,135

		2029: \$105,000 2030: \$108,150 2031: \$111,300 2032: \$114,450 2033: \$117,600	2037: 150,519 2038: 155,034 2039: 159,685 2040: 164,476 2041: 169,410 2042: 174,492 2043: 179,727 2044: 185,119 2045: 190,673 2046: 196,393 2047: 202,285
Per-Ticket Fee	None	Starting with the eighth show per year, Big Top will contribute \$1 per concert ticket to the Breese Stevens Capital Improvement Fund. This ticket fee will increase \$.25 every five years.	
Show Count	Up to 7 shows per year, unless approved by Board of Park Commissioners. Board of Park Commissioners approved up to 12 shows in 2026.	385 shows over 21 years 2027: 14 2028: 18 2029: 19 2030: 19 2031 and beyond: 20	Shows beyond the Show Count must be approved by Board of Park Commissioners.
School Shows	Night	No more than 3 shows on an MMSD school night per year and no more than 20 in the first 10 years of the agreement.	No more than 5 shows on an MMSD school night per year and no more than 80 shows on an MMSD school night over the term of the agreement.
Additional Show Fees	Shows beyond the 7 concerts will increase the fee by \$10,000 for the year of the concert.	Starting at show 13 of each year, Big Top will pay an additional fee of \$10,000 per show for shows 13 to 16, and \$12,000 per show for shows 17 and beyond. Forty percent (40%) of show fees will be designated to the Breese Stevens Capital Improvement Fund.	
Usage Reduction	In the event the total number of Concert Events held in a year is less than 7, a credit of \$10,000 for each Concert Event not held, up to a maximum credit of \$40,000 will be applied to the Facility Use Fee.	No usage reduction credit.	

Show Blackout Dates	No blackout dates.	No concerts during the same timeframe as Fete de Marquette. City has right to establish up to 3 additional blackout dates (beyond school nights) with 18 months notice.
Neighborhood Impact Plan	Annual neighborhood impact and parking plan submitted to the Board of Park Commissioners.	Annual Neighborhood Impact Plan and Fan Access Plan must include description of Big Top's coordination with the City and other efforts to address parking issues, to be submitted to the Board of Park Commissioners.
New Capital Improvement Credit (CIC)	Capital Improvement Credit granted up to \$300,000. Shall not reduce base rent below \$30,000 annually.	Up to \$800,000 capital improvement credit recognized for the permanent building and stormwater improvements. Up to \$1.25 million in future capital improvement credits for mutually agreed upon investments over the life of the agreement. At no time will base rent go below \$48,000 annually.
Capital Improvements – Big Top Responsibility		Big Top pays for design and construction of the permanent stage, artists green rooms, site work, permanent concession/locker room building, and stormwater improvements.
Capital Improvements – City Responsibility	City will contribute up to \$1,300,000 towards soccer-related improvements.	The City will commit to \$500,000 in projects over \$10K in value during the first five years of the agreement at the City's discretion. Additionally, the City will replace the turf at Breese Stevens with a FIFA approved product by at least 2036. Finally, the City of Madison agrees to a lighting replacement up to USL standards during the term of the agreement.
Note: City has been responsible for the field replacements throughout the agreement. The City replaced the athletic field in 2014 with synthetic turf and replaced the turf again in 2026.		
Capital Improvement Fund	None.	All per-ticket payments would go to a Capital Improvement Fund to support repairs and improvements at Breese Stevens Field, including historic restoration and projects over annual maintenance and repair limit (below).

Maintenance and repairs	Big Top is responsible for maintenance and repairs for turf.	Big Top is responsible for all maintenance and repairs of new construction (stage, artists green rooms) and field area for the duration of the Use Agreement.
	Big Top is responsible for maintenance and repairs for items worth less than \$5,000.	
	City responsible for winterization and spring opening.	Big Top takes responsibility for all other routine maintenance and repairs under \$10,000 for the first 10 years of the agreement and \$15,000 for the second 11 years.
		Big Top will be responsible for winterization and spring opening. City will inspect winterization and opening processes.

Notes: City has spent an average of \$55,000 in repairs per year for the last five years.
