

2022 Breese Stevens Field Fan Access Plan

2021 was a year of generally positive momentum for the events at Breese Stevens Field. Forward Madison FC returned to play, several successful concerts were hosted, the Chamber Orchestra's Concerts on the Square were temporarily relocated to Breese, along with several other fun events. Overall attendance at events was unpredictable and overall attendance was down over 25% at the facility. There is a great sense of optimism for a "normal" 2022 at the stadium and Big Top Events looks forward to working with the neighborhood to assure success for everyone involved.

Since the beginning of operations at Breese, Big Top Events has understood that there is limited parking in the area, and that it is imperative for fans to understand options regarding safe and accessible ways to get to the events. Here is a listing of what the City, in partnership with Big Top Events, provide fans every year:

- a. **Vehicle parking in the surrounding area.** Big Top is contractually obligated to secure use of 200 motorized vehicle parking spaces for each 1,000 anticipated attendees for each event. Big Top will provide the city a plan outlining specific spots prior to each event season. Since 2019, Big Top has secured up to 2,200 spaces for events held at the facility (capacity is currently 10,632 & largest event was 10,000). These spots are a combination of public & privately owned spaces, and some spots are free, while others are paid spots. Furthermore, Big Top understands that if they are unable to secure sufficient parking for each event, that capacity may be reduced. The new 675 spot South Livingston St Parking Garage on Livingston has opened, along with nearly 500 more spots on the 900 block of E Main St & which will make parking for events at the facility better than ever in 2022.
1. Big Top will provide highly visible signage on East Washington & on E Main Street for all events of over 1,000 fans in anticipated attendance that will direct fans into the appropriate parking locations around the facility. Additionally, new highly visible, permanent, signage has been installed to direct event attendees to the new South Livingston St Garage.
 2. Parking plans will be shared via email to attendees of all ticketed events in advance of each event and will always be available at Breesestevensfield.com, ForwardMadisonFC.com & on the Forward Madison FC app.

3. Breese Stevens will provide free bike parking for a minimum of 35 bike parking spaces per 1,000 attendees, located immediately outside or inside the stadium. These bike parking locations will also be indicated on the parking plans referenced above.
 - a. 2020 modifications that will remain in place for 2022:
 - Breese Stevens provides permanent bike parking for 206 (103 spots x 2 bikes each) bikes outside the gates. There are additional permanent bike parking spots in Reynolds park, adjacent from Breese.
 - Breese Stevens will offer a complimentary bike valet service for events with anticipated attendance over 2,000. BSF will run the valet out of an interior space at the facility. Given limited indoor space and potential future uses for those spaces, the indoor valet service will need to be evaluated annually, but will be offered in 2022. If indoor valet space isn't available or isn't large enough, Breese will create an attended outdoor coral for bike parking in future years.
 - Breese Stevens will evaluate anticipated bike parking needed on an event-by-event basis. No event will have bike parking for less than 3.5% of anticipated attendance, and some events may have up to 10%, pending the anticipated bike ridership of the crowd for the event, as determined by BSF. Bike valet use at FMFC matches averaged over 100 bikes per event & peaked at nearly 200 bikes at one match.
 - In 2020 Trek installed 2 B-Cylce hubs at Breese. These will be in operation in 2022, as well.
4. East Washington is a major route for Madison Metro, having multiple stops within three (3) blocks of Breese, on East Washington Ave and East Johnson. Metro stops will be highlighted on the BSF parking map & encouraged as an alternate way to access the facility. BSF will develop a web page listing available metro routes for events at the facility.
5. Located behind Breese is the East Mifflin Bike Boulevard, Pinckney St to Blair St (outer loop project.) making travel more convenient. This bike boulevard will be kept open for all events at BSF.
6. Free shuttles will be provided for events with anticipated attendance larger than 4,000, which will include most soccer matches and all concerts. For concerts, a free shuttle is offered from the Great Dane that cycles back & forth between BSF & the Great Dane Downtown. For soccer matches, Wisconsin Distributors hosts a free bus that picks up at multiple bars from the near west-side to downtown Madison. This is promoted in advance of each event online & directly to event attendees.

7. For all FMFC and major concert event & any other event of over 4,000 attendees, Big Top will request that City Traffic Engineering manipulate the timing of the East Washington pedestrian crosswalks to allow for longer crossing times pre & post-event.
8. The best way to get to Breese Stevens Field is on bike. Free, secure bike parking is available for all events just feet from the main entrance.
9. Forward Madison FC launched a campaign to encourage people to bike to games with a focus on developing the most bike friendly environment for any soccer club in the world.