

Madison Mallards Baseball Club

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To: Board of Park Commissioners
From: Vern Stenman - Madison Mallards
Date: Monday, March 2, 2009
RE: 2009 season requests

The 2009 Mallards Baseball season is setting up to be better than ever. We've seen an over 40% YTD increase in traffic on our website & this is always our best indicator as to how attendance will be for the upcoming season. The best reason I can determine for this overwhelming growth in traffic (& hopefully more fan support than ever in 2009) is that the Mallards continue to become more & more woven into the fabric of the Madison community. It seems that with all the gloom & doom reporting going on in the media that people are, more than ever, looking for ways to be active in the community & ways to find an affordable entertainment option for their family. I'm happy that the Mallards fit nicely into both of these motivations. With that said I feel that the reason the Mallards have created this perception in the community is that we have always challenged ourselves to stay fresh & a bit surprising every year as we put together our plans for the summer. We feel approval of the following events will allow us to continue to build our unique brand of fun, slightly over the top, family friendly entertainment at the Duck Pond this year & for years to come.

1. The Mallards request to host **three fireworks shows & one laser light show** after TBD Saturday night home games during the 2009 season.
2. The Mallards request to host a **Roller Derby Event** with the Mad Rollin' Dolls on August 22nd. We hosted an identical event in 2006 & it was very popular (over 2,000 attended during terrible weather!) & the event did absolutely no damage to the field. The event would start at 7:05 & the Mallards would sell food & beer during the event. The event would be staged exactly how it was in 2006 in the right field corner of the park directly in front of the Duck Blind area.
3. The Mallards would like to host a **dog day at the park** on a TBD date. Dogs would be allowed into the park for the game & water would be provided for dogs & Mallards staff would ensure the park is kept clean both during & after the event.
4. The Mallards would like to host **two pint glass nights** on TBD dates where the first 750 fans in attendance are given a Mallards pint glass.

Thank you for your consideration & I look forward to seeing you at the park this summer!

Vern Stenman
General Manager

South Division Champions: 2004 • 2005 • 2008

Northwoods League Champions: 2004



"Baseball Like It Oughta Be."