



To: Madison Board of Park Commissioners
From: Vern Stenman
RE: Breese Stevens Field 2017 Schedule
Date: Wednesday, March 1, 2017

Park Commissioners,

I'm writing to you today to request your approval on a partnership between Big Top Events (DBA Breese Stevens Field) and the Madison Parks Foundation. As you most likely already know, the Parks Foundation has hosted a fundraiser called "Concert in the Breese" the last three years. They would like to transition this event into a larger scale event and partner with us to create a concert featuring national entertainment that would become a larger scale fundraiser for them than the previous events. Contractually, the Parks Foundation has the ability to host up to two events at Breese annually and they would like to use one of these events to execute this concert. Our partnership with the Parks Foundation would include a contribution to them for each ticket sold to each concert we host in 2017.

The current use agreement between Big Top and the City allows five concerts during 2017. This partnership would become the sixth concert for the year. We have met with Alder Ledell Zellers and the TLNA to discuss this potential event and we have received positive feedback from them regarding this partnership. We will attend the March 9th TLNA meeting to get their official position on this partnership.

We look forward to working with the Parks Foundation to execute this event and I look forward to answering any questions you may have at the next Parks Commission meeting.

Regards,

Vern Stenman
President
Big Top Events