



2023 Breese Stevens Field Fan Access Plan

2022 saw a return to normalcy for events at Breese Stevens Field, following the trajectory established during the 2021 event season. Attendance numbers were high, and we received an overwhelming amount of feedback from fans and partners alike. The newly-constructed Forward Club at Breese Stevens Field has been a welcomed addition to the facility, culminating in hosting the TLNA Annual Taste of Tenney event and a series of World Cup watch parties. We at Breese Stevens Field are excited about what 2023 will bring to the facility, neighborhood, and City of Madison and we look forward to working closely with these entities to manage potential issues and achieve a successful balance for all 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. Available parking spots are a combination of public & privately owned spaces, some free, while others are paid parking spots. The 675 spot South Livingston St Parking Garage on Livingston, 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 2023. Furthermore, Big Top understands that if they are unable to secure sufficient parking for each event, that capacity may be reduced.
1. 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, and on the Forward Madison FC app.
2. Breese Stevens will provide free bike parking for a minimum of 35 bike parking spaces per 1,000 attendees, located immediately inside the stadium. These bike parking locations will also be indicated on the parking plans referenced above.
 - a. Previous modifications that will remain in place for 2023:
 - o 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.
 - o Breese Stevens will offer a complimentary bike valet service for events with anticipated attendance over 2,000. BSF renovated the existing valet, in a partnership with Trek, in 2022. The newly-renovated bike valet features: vertical bike parking (courtesy of Saris), e-bike charging stations, a self-serve bike repair station, valet attendant(s), and free swag at FMFC matches. 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.
 - o 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 average over 100 bikes per event & peaked at nearly 200 bikes at one match.
 - o In 2020 Trek installed 2 B-Cycle hubs at Breese. These will be in operation in 2023, 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 maintain 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. For all FMFC and major concert events & 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.
7. The best way to get to Breese Stevens Field is on a bike. Free, secure bike parking is available for all events just feet from the Mifflin St. entrance.
8. 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.