

Warner Park Stadium Renovation Ad Hoc Committee Opening Meeting – December, 11 2006

Appendix A

1. History of Mallards
 - a. Current capacity 7,500.
 - b. Comfortably seat 5,500+, rest is standing room only.
 - c. 2006 Avg attendance 6,001/game total of 216,036 fans.
 - d. Demographic information attached.
2. History of renovation discussions
 - a. In 2004 the Parks Division had a study done on the existing bleachers that indicated they had about five years of useful/safe life left.
 - b. Parks Division put about \$800,000 in 5 year budget to replace bleachers by 2008.
 - c. This prompted the Mallards to look at what options may exist.
 - d. In 2005 the Mallards received permission from the Mayors Office to do a preliminary study of renovations to the park & to take the lead on the aesthetic of the renovation.
 - e. The Mallards Hired HNTB Architecture to help develop a plan.
 - f. After a site inspection HNTB recommended the following concepts:
 - i. Rotate field & place home-plate in what is now CF, which accomplishes:
 1. No more sun setting in eyes of fans down third-base line (currently about 1/3 of seats in park have the sun set directly in front of them).
 - a. No modern stadium is built in the orientation that ours currently is because of the above concern & others.
 2. Creates a grand entrance for fans directly behind home-plate.
 3. Creates attractive grass berm seating in OF.
 - ii. Depress playing field about 6' to allow for:
 1. Improved sightlines.
 2. Building a concrete seating bowl on grade in the difference between existing ground level & the depressed field is much more affordable than building a concrete seating bowl up from the existing ground level without depressing the field.
 3. The seating bowl would feature higher quality & more comfortable seats for our fans.
 - iii. Build three buildings behind home plate that would feature concessions, restrooms, souvenirs, Press Box, offices & Rooftop seating/hospitality areas.
 - iv. Bridges connecting the Rooftops of the three buildings to allow for one elevator to be installed. The renovated ballpark would be much more accessible for handicapped fans than our current facility.
 - v. Maintain use of our current facilities throughout the stadium, including:
 1. Clubhouse, concession facilities, & restrooms.
 2. Duck Blind party deck (currently in RF which would become LF).
 3. Move existing LF Rooftop/office building to new location.
 4. Some bleachers.
 5. Parking lot.
 6. Maintenance buildings.
 - vi. Replaces existing playing surface which is in desperate need of repair.



Mallards Proposal for Renovation

3. The Mallards brought the above information to the Mayor in the Spring of 2006 to inquire about possible funding options for the project, here is a brief synopsis:
 - a. The Mallards asked about the city funding 100% of the project with the Mallards receiving a 20 year lease & paying back the city the entire cost of the project over the term of the lease (this is a very standard model that has happened across the country in other markets).
 - b. The Mayor indicated that a deal of that nature would be difficult politically & asked if the Mallards would consider putting some of the money up front.
 - c. After further research the Mallards are willing to offer a large donation to the city to fund the majority of the project, based on the following stipulations:
 - i. A plan is approved that provides for the opening of a renovated ballpark by June of 2008.
 - ii. The Mallards are allowed to sell naming rights to the facility.
 - iii. The Mallards take complete control of the maintenance of the ballpark (city can't afford to maintain field to higher standards desired in future).
 - iv. The Mallards take complete control of scheduling at the ballpark & receive all revenue associated with ballpark.
 - v. City provides rest of funds needed to finance the renovation (most of which would be covered by the \$800,000 already in the cities 5 year budget for 2008).
4. Concerns with plan already identified & solutions:
 - a. Noise from speaker system:
 - i. The Mallards would propose hiring a sound engineer to design a sound system that would keep as much of the volume as possible within the confines of the stadium.
 - ii. By depressing the field 6' a lot of the sound would be kept in the stadium.
 - iii. These two solutions in combination should dramatically reduce any noise concerns from the community.
 - b. Capacity of park
 - i. The Mallards are only proposing a capacity of 7,500 people for the renovated facility which is what the current capacity is. The Mallards simply want to provide 7,500 quality seats in the ballpark, instead of the current situation where nearly 2,000 of the seats are standing room only.
 - c. Access for user groups:
 - i. With the potential timeline for construction being from August/September, 2007 until June, 2008 the Mallards would propose that no other user group uses the field in 2008 with the exception of the Mallards.
 - ii. The Mallards have contacted MATC & they would be willing to let area teams use their field during that period.
 - iii. The Mallards would like to define the priority user groups of the ballpark & guarantee them access to the field at a similar cost to what they are currently paying starting in 2009 & throughout the term (adjusted for inflation annually) of a new lease with the city for use of the ballpark.





- iv. The renovation of the ballpark will result in all users playing at one of the top three baseball facilities in the state of Wisconsin & would provide area high school teams with the nicest HS home team facility in the state.
- d. Other events:
 - i. The Mallards would like to host other events at the park (concerts, roller derby, etc) & understand that each non-baseball event would need to be approved by the Parks Commission & potentially the City Council.
 - ii. To increase the Mallards ability to compete for these events the Mallards would like to look into the possibility of streamlining approval of these events.
- e. Parking:
 - i. The Mallards & the city are currently working on ways to add over 250 spots to the existing foot print of the lot by 2007 (currently 1,000 spots) & the Mallards will continue to work with the Northside TownCenter to achieve an acceptable plan for fans, the city & the shopping center.



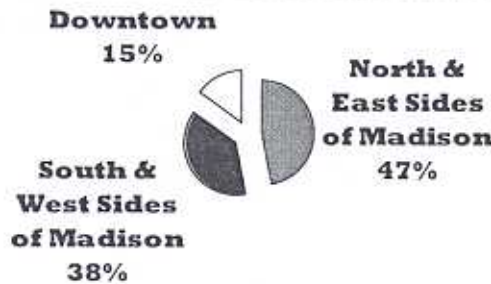


Mallards Demographic/Fan Base Information

216,036 fans in 2006

51% - Come from the City limits of Madison

Where Mallard Fans Come From within Madison:



49% - From outside Madison come relatively equally from all surrounding suburban areas with our largest draws being Sun Prairie (4%), Middleton (4%), Fitchburg (3%), Waunakee (3%), Verona (3%) etc.

62% - Attend less than 9 games a year. Which means over 100,000 unique fans came to our games last year!

90% - Say it is a clean comfortable park.

86% - Consider a game a unique experience in the community.

83% - Lead active lifestyles.

93% - Say the "Duck Pond" has a great family atmosphere.

76% - Say it offers excellent non-game related entertainment.

56% - Are very concerned with nutrition.

72% - Say the park is great to spend quality time with family.

72% - Are college grads.

48% - Know all about teams/players in pro sports.

53% - Males. 47% - Females.

