

From: Samantha Rubin <samantha@mallardsbaseball.com>
Sent: Friday, November 1, 2024 1:22 PM
To: Ryan, CJ <CRyan@cityofmadison.com>
Subject: Fireworks One Sheeters

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hey CJ!

Attached are the one sheeters!

Let me know if you have any questions!

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MALLARDS / NIGHT MARES 2024 FIREWORKS RECAP



FIREWORK DATES (MALLARDS)

6/28	7/26*
7/3	8/2
7/13	8/9
7/19	

6/28 Fireworks rescheduled to 8/9 due to weather
7/13 Fireworks rescheduled to 8/3 due to weather

7/26 was a low-decible fireworks show

Total tickets sold on fireworks nights: 49,179

24% of total tickets sold were on fireworks nights

25% increase of in game spend on fireworks nights versus non-fireworks nights.

A 35% increase kids zone spend on fireworks night versus non-fireworks nights.

Indicates increased number of families/kids to enjoy the evening.

NIGHT MARES

7/4	8/3
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7/13 Fireworks rescheduled to 8/3 due to weather

Average number of tickets pre-sold fireworks nights:

64.5%

Average number of tickets pre-sold non-fireworks nights:

50%

MALLARDS / NIGHT MARES 2024 FIREWORKS RECAP

Fireworks History

For seven of the last eight years, the Mallards were approved to host six fireworks shows each summer.

Prior to that, the Mallards hosted five shows annually. The 6th show came as a scaled-down replacement of Rhythm & Booms, which was last hosted in Warner Park in 2013.

2024 Recap

With the addition of Night Mares softball in 2024, the teams were approved for a total of seven shows, one of which was a low dB show on 7-26.

The average duration of a typical fireworks show is 8 minutes.

The Mallards have hosted an Independence Day Fireworks display for the last 11 years.

The Independence Day show was 23 minutes.

Having a permitted, large scale show near the 4th of July helps to deter illegal pyrotechnic displays in the neighborhood surrounding Warner Park, per the Madison Fire Department.

Last year, there was a total of 71 minutes of fireworks, 31 of them were over the 4th of July weekend.

Decibel (dB) Levels

A typical Mallards game does not exceed 85 dB at any point inside the stadium and is under 75 dB outside the stadium.

85 dB is similar to the decibel level in heavy traffic when you are in a car or a noisy restaurant.

The low decibel level show hosted on 7-26 had a decibel level under 85 dB inside the stadium.

Costs

Low dB shows cost 66% more than typical fireworks displays.

Drone shows cost 10x more than typical fireworks displays.

