

Madison Mallards Parks Commission requests for February 10, 2010 meeting.

1. The Mallards would like to implement the numerous improvements to the ballpark at Warner Park at their own expense prior to the start of the 2010 season, all improvements executed by the Mallards become property of the city upon completion. Here is a list of the proposed improvements:
 - a. Dramatic improvement to the worst seats in the stadium (sections O-R, located down the LF line) by elevating the seating area & adding 225 original wooden Wrigley Field seats that are currently being restored in three new rows right behind a new brick stamped concrete field-perimeter fence (shown in attached rendering).
 - b. A new open air concessions area located near the main entrance to the stadium by the playground (shown in attached rendering).
 - c. Re-landscaping work in existing Family Area.
 - d. In combination these improvements will make the entire area immediately inside the entrance to the Duck Pond brand new & dramatically more fan friendly.
 - e. Installation of state of the art sound system to improve the fan experience & minimize impact on the neighborhood.
2. The Mallards would like to host four fireworks shows and one laser light show in 2010 on the following dates:
 - a. Fireworks - June 5, June 19, July 24 & July 31.
 - b. Laser Light show on June 12.
3. The Mallards plan on hosting various promotional events in 2010. A preliminary list of concepts that we anticipate implementing this summer is attached & labeled "Attachment A - 2010 Promotion concepts."
4. The Mallards would like to host our annual Alumni Game on one of the following dates:
 - a. August 13, 14, 27, or 28.

ATTACHMENT A - 2010 Promotional Concepts

Mallards Promo Ideas	
Turn Back The Clock Night	
Celebrate 2001	(free admission to anyone born in June of 2001)
Stadium Replica's	(first 1,000, fans)
Bucky Books	(first 1,000, fans)
Magnet Schedules	all fans
7-part bobblehead series	June 11, July 8, 11, 15, 22, 30, Aug 5
Star Wars Night	with TBD guest
Summertime St. Patty's	(Saturday night, t-shirt giveaway too)
Stop Plumbers Butt Night	(long-tail T's and plungers)
Mr. Potato Head Night	(first 1,000, fans)
Johnny Cash Night	(Tennessee 3 appearance)
Muskies Night	
St. Mary's Warm Up Walk	(golden care members = free admission)
Diamond Dig	(first 1,000 ladies)
2 T-Shirt Giveaways	(first 1,000 each time)
Frank Lloyd Wright	(coloring cards, information, etc)
Bike Helemet Night	(250 kids, same with DOT & Habush)
Susan G. Komen Night	(potential for bats or hats at gate)
Tin Lunch Box Night	(first 1,000 fans)
Mini-Bat Night	(first 1,000 kids)
Play More Catch night	(baseballs to first 1,000 families)
Baseball Card Night	(first 1,000 fans)
Apple-A-Day	1,000 + apples to fans on entrance
What Could Have Been Night	Madison Moo's, etc
4 Fireworks Night	June 5, June 19, July 3 (R&B), July 24, Aug 7
2 Laser Light Shows	June 12, July 31
Negro League Night	
League of their own Night	
10-Year Anniversary Night	
Mini-KISS Night	
Sgt. Slaughter	
Whiplash Cowboy Monkey	
Star Trek Night	
A-Team Night	
Karate Kid Night	

Avoid if possible
Hat Night
Multiple T-Shirt Nights
Fishing Poles
Shower Radio
Stress Ducks
Wolverine appearance
Grocery bags
Thrift baseballs
Mock Uniforms
uniform pillows
can coolers
frozen food bags
collectors cups
lunch bags
cereal bowls
stress taxis

Bobblehead Ideas
Paint Your Own
Glow-In-The Dark
Muskies (bobble tail)
Steve Schmitt
Millie In Pink
Maynard Catching
Robin Yount (Alum game)
St. Patty's Day Theme
Bob Lindmeier
Chris Farley
Gov Candidates
Maynard in Space
Rubber Duck
Double-Bobble
Super Mario Bros



