



To: Madison Board of Park Commissioners  
From: Otto Gebhardt  
RE: Additional Concerts at Breese Stevens Field in 2023  
Date: February 20, 2023

Dear Park Commissioners,

I am writing to you today in support of Big Top Events request for additional concerts at Breese Stevens Field for 2023. The overall impact of the concerts at Breese has been overwhelmingly positive and Big Top has been a responsive neighbor if and when there have been any issues.

I feel that the overall quality of life in the neighborhood is increased by having world class entertainment at Breese and I know that both Big Top Events, as well as surrounding businesses, have been negatively impacted by the reduced number of national concerts at Breese over the last three years.

Thanks for your time in review of my letter and I am available if you have any questions in the future.

Regards,

Otto Gebhardt  
Gebhardt Development

A handwritten signature in black ink, appearing to read 'Otto Gebhardt'. The signature is fluid and cursive, with a large initial 'O' and 'G'.

To: Madison Board of Park Commissioners  
From: Brian Stenzel  
RE: Additional Concerts at Breese Stevens Field in 2023  
Date: 2/20/23

Dear Park Commissioners,

I am writing to you today in support of Big Top Events request for additional concerts at Breese Stevens Field for 2023. The overall impact of the concerts at Breese has been overwhelmingly positive and Big Top has been a responsive neighbor if and when there has been any issues.

I feel that the overall quality of life in the neighborhood is increased by having world class entertainment at Breese and I know that both Big Top Events, as well as surrounding businesses, have been negatively impacted by the reduced number of national concerts at Breese over the last three years.

As a downtown Madison grocer, we feel it is imperative to have quality programming, including concerts at Breese Stevens Field to keep the area as viable as possible.

Thanks for your time in review of my letter and I am available if you have any questions in the future.

Regards,

*Brian Stenzel*

Brian Stenzel  
Community Involvement Senior Director  
Festival Foods



**Patrick DePula**

In support of Big Top Events

To: Vern@bigtopbaseball.com

Inbox - v...sbaseball.com

February 27, 2023 at 2:55 PM

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Dear Park Commissioners,

I am writing to you today in support of Big Top Events request for additional concerts at Breese Stevens Field for 2023. The economic impact concerts at Breese Stevens Field imparts on small business in the Capitol East Business Corridor is quite significant. It is definitely important to our business as we continue to try and recover from the pandemic.

Big Top Events have always been a responsive and conscientious community partner and neighbor. They contribute immeasurably to the quality of life and vibe of the neighborhood, and help make it the special place that it is.

Thanks for reviewing my letter and I am happy to answer any questions you may have.

sincerely,

Patrick M DePula  
CEO/chef  
Salvatore's Tomato Pies  
10 N Livingston St  
Madison, WI 53703

Sent from my iPhone

To: Madison Board of Park Commissioners  
From: Tosha Kowalski  
RE: Additional Concerts at Breese Stevens Field in 2023  
Date: 2/28/23

Dear Park Commissioners,

When I bought my house over 11 years ago, it was kitty corner to the old Madison Dairy building and abandoned warehouses dotted Mifflin. Across the street, Breese Stevens was mostly used for Madison East High School football games and a few other sporting events. The neighborhood was quiet, most noise coming from Tenney Lapham Elementary. As the years went by, new replaced the old and I watched as the city slowly crept to me. Sure, the Lyric building blocks my morning sun, the tenants stole all my street parking, and we gained some active night owls for neighbors, but I can also now walk to a grocery store whenever I need anything. I welcome the growth and realize this is more than just how it impacts ME and my household. I am writing to you today in support of Big Top Events request for additional concerts at Breese Stevens Field for 2023. The overall impact of the concerts at Breese has been overwhelmingly positive and Big Top has been a responsive neighbor to any neighbor-reported complaints. As someone who is maybe more directly impacted by every show for much longer than the rest of the neighborhood (i.e. I ask the very responsive folks to move a barricade every time I come and go on concert days; I work from home and can hear the acts performing their sound check all day; I hear the hum of the tour bus generators purring in my windows; the cleanup crew and setup working day and night, etc.), I personally love the energy it brings to my day and welcome chatting with the folks working the streets or catching a glimpse of whoever walks out of the tour bus parked directly across the street from my home. I feel that the overall quality of life in the neighborhood is increased by having world class entertainment at Breese and I know that both Big Top Events, as well as surrounding businesses, have been negatively impacted by the reduced number of national concerts at Breese over the last three years. We live in a beautiful, bustling, growing city. And the concerts at Breese Stevens have become such a wonderful heartbeat.

Thanks for your time in review of my letter and I am available if you have any questions in the future.

Regards,

Tosha Kowalski  
[tmkowalski@gmail.com](mailto:tmkowalski@gmail.com)  
102 N Brearly St

To: Madison Board of Park Commissioners  
From: Taj Janssen  
RE: Additional Concerts @ Breese Stevens Field in 2023  
Date: 3/1/23

Dear Park Commissioners,

I am writing to you today in support of Big Top Events request for additional concerts @ Breese Stevens Field for 2023. The overall impact of the concerts at Breese has been overwhelmingly positive and Big Top has been a responsive neighbor of & when there has been any issues.

I feel that the overall quality of life in the neighborhood has increased by having world class entertainment @ Breese & I know that both Big Top Events, as well as surrounding businesses, have been negatively impacted by the reduced number of National concerts @ Breese over the last 3 years.

Thanks for your time in review of my letter & I am available if you have any questions in the future.

Regards,  
Taj Janssen  
[tajjanssen@yahoo.com](mailto:tajjanssen@yahoo.com)  
926 E. Mifflin St.

From: c k <cmknorr@yahoo.com>  
Sent: Wednesday, March 1, 2023 2:39 PM  
To: Park Commission <pacommission@cityofmadison.com>  
Subject: Re: Opposition to more events at Breese Stevens

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

I would like to add a bit to my email. I would also like to see the amount of money that goes to the neighborhood (either the neighborhood businesses, association, or the schools) to get a bit more financially from a private company profiting from a public park space.

Thanks  
Christine

Sent from my iPhone

> -----Original Message-----

> From: c k <[cmknorr@yahoo.com](mailto:cmknorr@yahoo.com)>  
> Sent: Wednesday, March 1, 2023 9:22 AM  
> To: Park Commission <[pacommission@cityofmadison.com](mailto:pacommission@cityofmadison.com)>  
> Subject: Opposition to more events at Breese Stevens

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

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> Dear parks, commission,  
> I would like to state my strong opposition to the idea of increasing the number of Breese Stevens events.

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> As a neighbor that lives only two blocks away, I feel that this is a big burden to actual residents of the adjacent neighborhood. The parking is nonexistent and troublesome. Constantly monitoring so no one parks over our small, shared driveway opening is very frustrating. After the shows People loudly walk back to their cars leaving trash everywhere. Even if the events end at 10pm people are still walking through the neighborhood at 11 o'clock or later talking loudly or screaming. many nights we can't even enjoy leaving our windows open for fresh air because it is impossible to sleep.

>

> The way the sound travels through the neighborhood is very unpredictable. All of the recent large construction has added to the amplification of the sound further away than it is realized. Depending on the wind and the conditions it feels as if you're right next to the concert even if you are two or three blocks away. From the neighborhood blogs, I see is continual complaints about the decibel level being higher than what is allowed. The rules are always stretched or broken with a feigned apology after the fact.

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> Constantly having to battle the noise, the parking and the trash makes summer a real bummer if you actually live in the neighborhood and are constantly expected to host a party you can't afford to even attend.

>

> I think Breese /Big Top has made plenty of \$\$\$ from our neighborhood. After all, I believe this was supposed to be a public space. But now it has become a private money, making event at the expense of the residential neighborhood.

>

> Christine

> 1152 East Mifflin Street



**MADISON PARKS**  
FOUNDATION

March 2, 2023

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Catie McDonald

Claire Oleksiak

Pierce Sullivan

  

Stephanie Franklin  
*Executive Director*

City of Madison Board of Park Commissioners  
330 E. Lakeside Street  
Madison, WI 53715

Dear Park Commissioners:

Please accept this letter of support for Big Top Events' request for additional concerts at Breese Stevens Park.

Big Top Events has been a leader in the community with its partnership and support of the Madison Parks Foundation. The Madison Parks Foundation has been the recipient of generous grants from Big Top over the years and since the inception of the concerts held at Breese Stevens, a portion of the proceeds is donated to the Madison Parks Foundation. Their support makes a direct impact on MPF's pursuit of protecting and improving our city parks and open spaces for all people.

In addition to Big Top Events' support of the Madison Parks Foundation and our Madison Parks, the addition of more world-class entertainment in Madison's music corridor will bring a large economic boost to our local businesses.

The Big Top Events organization has a proven track record of bringing the community together for events, big and small, with overwhelmingly positive feedback. We appreciate your consideration of this request.

Sincerely,

Stephanie Franklin  
Executive Director  
sfranklin@supportmpf.org  
(608) 333-3369





To: Madison Board of Park Commissioners  
From: John Kavanaugh, IV  
RE: Additional Concerts at Breese Stevens Field in 2023  
Date: 3/2/23

Dear Park Commissioners,

I am writing to you today in support of Big Top Events request for additional concerts at Breese Stevens Field for 2023. The overall impact of the concerts at Breese has been overwhelmingly positive and Big Top has been a responsive neighbor if and when there has been any issues. I feel that the overall quality of life in the neighborhood is increased by having world class entertainment at Breese and I know that both Big Top Events, as well as surrounding businesses, have been negatively impacted by the reduced number of national concerts at Breese over the last three years.

Thanks for your time in review of my letter and I am available if you have any questions in the future.

Regards,

John Kavanaugh, IV  
Owner  
(608) 220-8444

8 North Paterson Street  
Madison, Wisconsin 53703  
(608) 286-1951

**From:** Grace Van Berkel <grace.vanberkel@gmail.com>  
**Sent:** Thursday, March 2, 2023 12:59 PM  
**To:** Park Commission <pacommission@cityofmadison.com>  
**Subject:** Additional concerts at Breese Stevens Field

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

Park Commissioners,

I am writing to you today in support of Big Top Events request for additional concerts at Breese Stevens Field for 2023. None of the concerts are scheduled on school nights. The overall impact of the concerts at Breese has been overwhelmingly positive and Big Top has been a responsive neighbor if and when there has been any issues. I feel that the overall quality of life in the neighborhood is increased by having world class entertainment at Breese. Furthermore, over the last three years, Big Top Events and surrounding businesses were negatively impacted by the reduced number of national concerts at Breese.

Thanks for your consideration and I am available if you have any questions in the future.

Regards,

Grace Van Berkel  
[grace.vanberkel@gmail.com](mailto:grace.vanberkel@gmail.com)

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**From:** Ryan Schmudlach <rschmud@gmail.com>  
**Sent:** Thursday, March 2, 2023 10:16 PM  
**To:** Park Commission <pacommission@cityofmadison.com>  
**Subject:** Comment on more concerts at Breese Stevens

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

I live in the Tenney Lapham neighborhood and strongly support Big Top's request to host 10 concerts a year, up from 7. I think the value of the entertainment provided by Big Top and the increased use of Breese Stevens is well worth the, what I personally consider, minor annoyance in noise and traffic levels. My family (including a 3, 4, and 6 year old) actively chose to live in this neighborhood for its walkable proximity to events just like these.

Thank you,

Ryan & Amy Schmudlach  
329 N Baldwin St, Madison, WI 53703

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3/7/23

Dear Madison Board of Park Commissioners,

I'm writing in opposition of the proposal to increase the number of 2023 concerts at Breese Stevens field to ten. I strongly oppose this idea.

As a resident of the Tenney-Lapham neighborhood, I very much enjoy the events that occur at Breese Stevens Field, including Forward Madison and Madison Radicals games, Madison East High School sports, and other community events. I've enjoyed and will continue to enjoy concerts at Breese. To state it bluntly—I am not opposed to a vibrant attraction such as Breese in our neighborhood; it is indeed an amenity, and I absolutely support many of the events that occur there.

In front of us, however, with Big Top's request for increasing the number of concerts, is a question of scale—how many major events should the neighborhood be expected to put up with? While there are amenities from attractions at Breese, there are also a number of issues—most related to negative impacts on the neighborhood—that the Big Top management group has not adequately dealt with. Negative impacts from Breese events that are regularly absorbed by the neighborhood include: traffic and parking issues, noise from concerts and late-night revelers, light pollution, litter, and safety, to name a few.

These issues should be evaluated as the request for increased concerts is before the Commission, and the request should be considered against the totality of events occurring at Breese. In order to proceed with any increase in concerts, Big Top should first demonstrate improvement in several notable areas.

#### Minimizing Parking & Traffic Impacts

Big Top's 2023 *Breese Stevens Annual Neighborhood Impact Plan* addresses "Pedestrian Safety," focusing on primarily on pedestrian traffic in and out of the stadium. The plan fails to mention anything about pedestrian safety navigating the broader Tenney-Lapham neighborhood beyond the immediate Breese vicinity on concert nights. Bike parking is a nice option for residents, but the reality is that many concert-goers are coming in from out of town, and driving vehicles. They drive the Tenney-Lapham neighborhood at unsafe speeds, in search of elusive parking spots. The parade of cars down residential streets, driving more frantically as concert start time nears while they search for a parking spot, is a reality that we neighborhood residents regularly deal with as we and our children navigate the neighborhood.

Neighborhood residents also regularly deal with similar issues related to street parking. Any resident in proximity to Breese on concert nights has many experiences with concert-goers irresponsibly parking cars on the street in such a way that their cars extends over driveways, sometimes making usage of driveways impossible. It's important to note that while this can occur during other events at Breese as well, typical attendees at Forward Madison or Radicals games are city residents, who come to games regularly, and are familiar with and mostly respectful of the neighborhood.

Some recommendations for improvement in this area are as follows:

- 1) Per the *Impact Plan*, Big Top apparently bears the cost of additional Madison Police in the neighborhood on concert nights to address parking issues (which I have never seen, personally). Whatever the existing additional police presence supported by Big Top on concert nights is, it should be increased. To assess the extent of the parking problem, the City should “audit” street parking on concert nights in the neighborhood surrounding Breese, extending at least five blocks west, north, and east of the stadium (the industrial area south of East Washington does not share these residential concerns). Once assessed, the City should allocate Madison Police parking resources accordingly on concert nights, an expense which Big Top should bear.
- 2) To minimize the problem of driveways being blocked in, neighborhood residents should be annually offered the option of having the curb adjacent to their driveways spray-painted yellow, extending four feet from the driveway, per city ordinance. Big Top should bear this expense.
- 3) Similar to other sporting venues in dense residential areas, *all* transportation options should be promoted. The *Impact Plan* references nearby parking garages, bike parking, and the like. In spite of this, parking is still a problem in the neighborhood. Given the abundance of out-of-town attendees at Breese concerts, a park-and-ride lot system should be created, publicized, and paid for by Big Top. While not on similar scales, Wrigley Field in Chicago does this well; Big Top has ambitions for more concerts this year, and likely more in the future. Given how well and creatively they promote other Breese events, Big Top should bear the expense of creating, administering, and promoting a park-and-ride lot that is a viable alternative to residential street parking, and is used by concert-goers.

#### Improving Communication with the Neighborhood, and Creating Explicit Benefits

Big Top has stated at community meetings that they are committed to the neighborhood. However, their communication with neighborhood residents could be greatly improved. My family lives close to Breese and we are interested in issues related to it; my wife is a board member of the Tenney-Lapham Neighborhood Association (TLNA). And while Big Top selectively solicited some neighborhood residents for letters in support of this proposed concert increase, other neighborhood residents have not been similarly engaged. Engagement of the neighborhood should not be an afterthought, or piecemeal.

Some recommendations for improvement in this area are as follows:

1. Per Section 2(c)(13) of Big Top’s contract, by March 1 of each year, a copy of the annual neighborhood impact plan is to be submitted to the neighborhood association. Big Top should put the same level of effort into its *Impact Plan* that it puts into stadium promotions. Engaging the neighborhood in developing the plan, and identifying shared goals, timelines, and actions would be a good and necessary step. If it wants to truly wants to demonstrate its commitment to the Tenney-Lapham neighborhood, Big Top should proactively solicit the neighborhood’s input in creating a regular and ongoing dialog.
2. In order to create a regular an ongoing dialog, Big Top should not only engage the neighborhood association as its contract stipulates, but should also ensure open lines of communication with the immediate neighborhood via a listserv or forum where neighbors can be apprised of weekly events at Breese, and Big Top can be apprised of any issues in the neighborhood that require its attention.

3. Big Top should also provide an annual contribution to neighborhood entities—such as the Tenney-Lapham Neighborhood Association or the Lapham School Parent-Teacher Group—that would be used toward offsetting impacts from Breese events, and fostering neighborhood beautification and safety. “Trickle-down” benefits to local businesses in the neighborhood only go so far.

This will likely not be the last time Big Top requests more events or infrastructure at Breese; this request for increased concerts should be evaluated with this in mind, and with an eye toward proactively establishing a relationship between an increasingly active venue in Breese that operates to the benefit of the broader community, and sometimes at the expense of the immediate residential neighborhood that surrounds it.

Thank you for the opportunity to provide comment.

Sincerely,  
Matt Krueger  
816 E. Dayton St.

**From:** Joe Lusson <joelusson@gmail.com>

**Sent:** Wednesday, March 8, 2023 4:35 PM

**To:** Park Commission <pacommission@cityofmadison.com>

**Cc:** Tyler Lark <tylerlark@gmail.com>; Heck, Patrick <district2@cityofmadison.com>; Benford, Brian <district6@cityofmadison.com>

**Subject:** Concerts at Breese Stevens: stick with 7 per year

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

For March 8 Parks Commission meeting,

While I personally enjoy concerts at Breese Stevens Field, I recognize the venue is in a residential neighborhood. The impact of traffic, concert noise and post-concert pedestrian noise on the area is significant. Before increasing the number of concerts per year to 10, I believe Big Top should first prove themselves capable of managing 7 concerts per year. By their own records they've only held 5 concerts in the past 3 years. That's not a track record large enough to merit an increase.

thank you,

Joe Lusson  
640 E. Gorham Street