Non State Grant Application

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Introduction

Non-State Grant Program Overview:

Welcome to the Grants for Local Projects program, a transformative initiative dedicated to supporting non-state organizations in their pursuit of construction projects with a statewide public purpose. We are excited to collaborate with you to create a positive impact in communities across Wisconsin.

Program Details:

The program was established by 2023 Wisconsin Act 19, which provides:

Purpose: The program offers funding to non-state organizations for construction projects that benefit the broader public.

Match Requirement: To be eligible for a grant, non-state organizations must secure funding from non-state revenue sources covering at least half of the total project cost.

Accountability: If a grant-funded project deviates from its public purpose, the state will retain ownership interest in the space equivalent to the grant amount.

Logistics: The Department of Administration will review and approve construction project plans before a grant is awarded by the Building Commission. Upon award and a fully executed grant agreement, the Department of Administration will disburse the grant funds as a proportional share of actual costs (i.e., reimbursements) for design and construction expenses.

Requirements and Next Steps:

To be considered for a grant, applicants must meet the following conditions when submitting their applications:

1. Proof of Not-For-Profit Status Documentation.
2. Proof of grantee match of at least 50 percent of the total project cost.
3. Proof of Plans and Specifications by an Architecture/Engineering Firm of Record.

Once an application is submitted, it will proceed to an initial pass/fail review stage based on the above conditions.

Well-qualified grants will address the following in their applications:

Public Purpose - Your organization's mission and goals should resonate with the broader public purpose of our grant program. We encourage you to articulate how your project aligns with the public purpose categories.

Project Need - Clearly illustrate the specific and significant need your project addresses within your community. Providing relevant data and real-life examples can strengthen your case.

Impact - Describe how your project will create a meaningful impact on the lives of the people it serves. Explain the positive changes your project aims to achieve and the long-term benefits it will bring to the community.

Viability - Outline your plans for sustaining the project beyond the grant period. Detail your strategies for financial sustainability, community engagement, and ongoing management to ensure the project's long-term success.

Capacity - Showcase your organization's capability to successfully execute the proposed project. Highlight your team's expertise, facilities, and past experiences that demonstrate your ability to carry out the initiative effectively.

Local Support - Demonstrate the backing and endorsement your project has garnered from the local community. Share evidence of community involvement, and support from local government and leaders, businesses, or community organizations, indicating that your project is welcomed and embraced by the community.

Applications with supporting documentation are due January 31st, 2024.

Public Purpose Categories and Definitions:

As mentioned, this program offers funding opportunities to non-state organizations for construction projects that benefit the broader public. To assist you in the application process, we have provided categories and their corresponding definitions as a reference. When completing your application, you will be required to choose at least one category from the list below, and it is perfectly acceptable to select multiple categories to accurately represent your project.

Category	Definition
Cultural	Grants supporting initiatives that enhance the arts, history, and humanities in Wisconsin. These may encompass projects aimed at constructing or revitalizing museums, theaters, libraries, and various cultural establishments.
Economic Development and Tourism	These grants are intended for projects that stimulate job growth and economic prosperity in Wisconsin. This encompasses initiatives to attract new businesses, expand existing ones, invest in tourism-related endeavors, or provide workforce training and education.
Education	These grants support projects and initiatives that enhance educational opportunities and access for Wisconsin residents. This includes programs aimed at improving early childhood education, K-12 education, college and career

	training, and various educational resources. The objective is to foster educational growth, support skill development, and empower individuals to pursue academic and career achievements, ultimately contributing to the well-being of the community and the state.
Health Care - Education	These grants support projects that aim to enhance healthcare education and training in Wisconsin. This category includes initiatives that improve facilities, resources, and training programs for healthcare professionals. The goal is to ensure a well-prepared healthcare workforce, facilitate technological advancements, and promote access to quality healthcare education and services, with a focus on meeting the needs of underserved populations within the state.
Health Care - Mental Health	These grants support projects that aim to enhance access to mental health services for Wisconsin residents. This includes initiatives to offer timely inpatient mental health treatment and provide other essential behavioral health services. The goal is to ensure broader access to mental health care, facilitate the effective allocation of public resources for mental health services, and address the statewide responsibility of enhancing mental health treatment and care. Expanding services may also extend to previously underserved counties to meet the mental health needs of a wider population.
Health Care - Research	These grants are designated for research projects aimed at enhancing the health and well-being of Wisconsin residents. This encompasses research in areas such as cancer, heart disease, Alzheimer's disease, and other chronic illnesses. The objective is to support scientific investigations that contribute to improved healthcare outcomes and the development of innovative solutions to address pressing health concerns within the state.
Health Care - Underserved	These grants support programs that aim to enhance access to healthcare services for underserved populations in Wisconsin. This includes initiatives focused on addressing the healthcare needs of low-income individuals, people with disabilities, and residents in rural areas. The goal is to promote equity in healthcare access and ensure that vulnerable and marginalized communities receive the necessary medical care and support to improve their health and well-being.
Public Safety	These grants support projects and initiatives that enhance public safety in Wisconsin. This category includes programs aimed at preventing and investigating crime, as well as initiatives focused on improving emergency response and forensic services. The goal is to contribute to safer communities, expedite investigations, and decrease the resources required for public safety efforts. Additionally, these grants may support the establishment of regional training centers to provide hands-on experience for individuals pursuing careers in public safety and forensic sciences. Ultimately, the objective is to enhance the overall effectiveness and responsiveness of public safety services in the state.
Other	Grants for projects that do not fit into any of the other categories. This category may be used for projects that are innovative or cross-cutting, or that address

	emerging needs.

We look forward to receiving your applications and partnering with you to make a positive impact on Wisconsin communities.

Non-State Grant Application

If you have a question about the application, please contact the DOA Non State Grant program. If you are experiencing any technical issues, please scroll to the bottom of the page and select "Go to web support."

Organization Information

Organization Name: City of Madison

Contact Name: CJ Ryan

Contact E-Mail: cryan@cityofmadison.com

Contact Phone Number: (608) 266-4714

Is The Organization a Not-For-Profit: Yes

Not-For-Profit Documentation: City of Madison W-9.pdf

Project Information

Project Name: Breese Stevens Field Improvements

Project Location

Address Line 1: 917 E Mifflin Street

Address Line 2:

City: Madison

State: Wisconsin

Zip: 53703

Project Description: The Breese Stevens Field Improvement project will restore and expand the uses for the historic Breese Stevens Field in Madison, Wisconsin. Breese Stevens Field was designated as a City of Madison Landmark on October 16, 1995, and is listed on the State and the National Registers of Historic Places. Owned by the City of Madison and managed under a use agreement with Big Top Events, LLC (“Big Top”), it is currently used as an athletic and events facility. The stadium is home to Forward Madison FC, a professional soccer team in the third division of the USL League One. It is also used for soccer and sporting events by Edgewood High School and Madison Metropolitan School District, the Madison Radicals Ultimate Frisbee League, and for a number of community events, such as farmer’s markets, local lacrosse teams, concerts and festivals. Already a location that has boosted the economy by hosting sporting events, concerts, and community events, the improvements will facilitate the continued growth of events and entertainment for the region. The Breese Stevens Field Improvement Project will update and

expand the facility to support greater diversity of use opportunities going forward, including the potential to attract higher level professional sports, such as professional women's soccer. The key elements of the improvement project include replacing the artificial turf, the expansion of the locker rooms and seating areas to facilitate the use of the stadium by higher level professional sports leagues, and the construction of spectator suites to enhance the experience for spectators at the stadium's wide range of activities. Currently, the stadium has a capacity of 5,000 for athletic events with a total capacity of 10,000 for events that utilize the playing field for seating. Improvements will also include the restoration and reconstruction of the historic facades of the building, and repair work to address water damage and leaking, and other historic renovations, to ensure the facility is able to serve its purpose for years to come.

Statewide Public Purpose Justification: The construction project to improve Breese Stevens Field's statewide public purpose is to expand and attract the new business of women's professional soccer or other professional athletic teams, to continue to provide an athletic stadium with multiple purposes, to expand the existing entertainment business by providing a facility that can accommodate diverse types of concerts and entertainment events, and to expand the types of community building events and festivals that can occur at the location. The Breese Stevens Field Improvement Project will also contribute to the historic preservation of the facility. This activity falls under the Economic Development and Tourism category of the statewide public purpose.

Public Purpose Category:

- [ ] Cultural
- [X] Economic Development and Tourism
- [ ] Education
- [ ] Healthcare - Education
- [ ] Healthcare - Mental Health
- [ ] Healthcare - Research
- [ ] Healthcare - Underserved
- [ ] Public Safety
- [ ] Other

Public Purpose - Your organization's mission and goals should resonate with the broader public purpose of our grant program. We encourage you to articulate how your project aligns with the public purpose categories. : The vision of the City of Madison's Park Division is to provide the ideal system of parks, natural resources and recreational opportunities which will enhance the quality of life for everyone. The Mission Statement of the City of Madison Park Division is: "Our Mission is to provide an exceptional system of safe, accessible, well-planned and maintained parks, facilities, public cemetery, natural areas and public shorelines. Our Mission is to provide affordable opportunities for recreational and educational experiences. Our Mission is to preserve and expand our urban forest resources through a well-planned and systematic approach to tree maintenance, planting and natural area management. Our Mission is to preserve and promote parks' historic legacy. Our Mission is to provide opportunities for cultural interaction by facilitating community and ethnic festivals and through the display of public art." Three elements of the Parks Division mission align with this project and the public purpose of the grant program: providing affordable opportunities for recreational and educational experiences,

preserve and promote parks' historic legacy, and provide opportunities for cultural interaction by facilitating community and ethnic festivals. First, the replacement of the athletic field turf at Breese Stevens Field will allow current recreational opportunities to continue for the public, which aligns with economic development. Currently, high school and college level athletic teams utilize Breese Stevens Field for soccer games and tournaments. The public is also encouraged to recreate at Breese Stevens Field by watching the professional level sports, including the men's Madison Forward FC soccer (USL League One, Division III) and Madison Radicals Ultimate Frisbee (American Ultimate Disc League). The current athletic field turf is a synthetic turf that was installed in 2014 and is at the end of its useful life, needing to be replaced. The City of Madison is currently working with Big Top to bring a top-level women's professional soccer team to Breese Stevens Field. The facilities need to be upgraded to attract the team, which would have a statewide focus and be the only professional women's sports team in Wisconsin. Women's sports are taking off throughout the country, with unprecedented fan support for these teams. Wisconsin has had great success at the amateur level, and a professional team would provide inspiration for girls across the state to aspire to play at the highest level. The team would implement statewide training for young female players and clearly outline the path from youth to amateur to professional. The team would compete in USL Super League, which is sanctioned as a first division women's professional soccer league by the US Soccer Federation. In addition to the Parks Mission of providing recreational opportunities, this aligns with the statewide purpose of economic development and tourism. As the only women's professional soccer team in the state, there will be statewide interest and tourism to see the best professional soccer players in the country. Furthermore, the stadium improvements will attract larger entertainment acts. Big Top has attracted and booked large concerts such as Willy Nelson and Brandi Carlyle to perform at Breese Stevens Field, and the improvements will encourage other large acts to follow suit. The stadium currently seats 3,740 spectators in the grandstand, with up to 5,593 spectators in the field. By upgrading the stage infrastructure, a wider variety of acts will be interested in booking shows at the historic stadium. Second, it is the mission of the Parks Division to preserve and promote parks' historic legacy, which encourages heritage travelers and supports economic development. This City Landmark is named in honor of Breese J. Stevens (1834-1903), a mayor of Madison and a University of Wisconsin-Madison regent, on the wishes of his widow, who sold the land to the city. Breese Stevens Field was built by the City of Madison in 1925 to 1926 and dedicated on May 5, 1926, It was accepted for inclusion on the National Register of Historic Places (1995) and the Wisconsin State Register of Historic Places (2014). The stone wall surrounding the stadium was built using quarry rock from Madison's Hoyt Park in 1934, the same year the concrete bleachers were built. The stadium is home to the oldest extant masonry grandstand in the state of Wisconsin. Breese Stevens served as a baseball stadium in the early 20th century and held special exhibition games with major league teams in addition to games against Negro league teams. High school football games were also held starting in the early 20th century and continued to be held there into the 21st century. In the 1980s, the venue was established as a soccer field, and since then has undergone various upgrades and repairs so it could continue to be used as an athletic field. This project aligns with both the Parks Division mission to preserve and promote parks' historic legacy, as this building has a significant amount of local history. According to the National Trust for Historic Preservation, rehabilitation of older buildings produces higher-paying jobs than new construction and the money tends to stay in the local economy. According to the National Park Service, historic preservation enhances real estate values and fosters local businesses, and heritage tourism contributes to the economy. Third, it is the mission of the Parks Division to provide opportunities for cultural interaction by facilitating community and ethnic festivals. Breese Stevens Field is home to "The Bodega," a monthly stand-up market that hosts vendors,

food cards, interactive children's area, beer and wine sales, live music, and yard games. The Bodega is designed to support small local businesses and provide the community a space to shop, relax, and connect with friends and family. Other festivals that have been hosted at Breese Stevens Field include Distill America, Curd Fest, Seltzer & Cider Fest, Oktoberfest, and Uncork Me Wisconsin. These festivals and cultural events are fundamental to the mission of the Parks Division and align with the economic and tourism goals of the grant program by providing opportunities for businesses to thrive.

Project Need - Clearly illustrate the specific and significant need your project addresses within your community. Providing relevant data and real-life examples can strengthen your case. : The residents of Wisconsin and the Madison region will benefit from the Breese Stevens Field Improvements by maintaining and expanding an important cultural and recreational resource. The need to make improvements to Breese Stevens Field is illustrated by the current conditions of the field and stadium. The synthetic turf that was installed in 2014 is now at its 10th year and is at the end of its useful life. The turf was manufactured by FieldTurf, and the life expectancy of this product is published at 8-10 years. In 2023, the turf was refreshed with additional materials to ensure the safety of users, but that process will need to be done again annually and is an indication that the turf needs to be replaced. In the fall of 2016, the Parks Division asked Isthmus Architecture to prepare a Facility Plan for Breese Stevens Field to evaluate the condition of the facility, building, field, and infrastructure. Overall, the Facility Plan identified areas that needed immediate repair as well as elements that would need to be changed if any increase in capacity was expected. For example, the current entrance and public toilet rooms are sufficient to accommodate the current accessible seating, however additional points of handicapped access and accessible toilet facilities will be required to accommodate any increase in capacity of the facility. Numerous elements of repairs needed were identified, including the 1925/1934 Field Wall and Dugouts, Lighting and Lighting Controls System, and the grandstand and site walls. The City of Madison has taken on many of the repairs identified in the Facility Plan, such as the construction of a new concession and restroom addition, installation of a new sanitary lateral serving the facility, and restoration of the historic façade along N. Paterson Street, and installation of a gutter system on a stadium roof. However, due to the age of Breese Stevens Field, ongoing maintenance and repairs will be necessary to address the movement of stone walls and subsequent cracking, the inability of moisture to properly drain in many places, and the absorption of moisture after rainfall that contributes to the deterioration of the concrete.

Impact - Describe how your project will create a meaningful impact on the lives of the people it serves. Explain the positive changes your project aims to achieve and the long-term benefits it will bring to the community. : The impact this project will have on people's lives is to their health and to their economic situation. The improvements to this location will encourage the current users of the facility to stay and continue to provide the recreational and cultural activities currently being provided. It will also encourage higher level professional sports to consider moving to Madison, creating statewide economic and tourism benefits. The provision of entertainment through concerts, professional sports, cultural events and festivals, and community use of the space will directly contribute to the vitality of the local economy, as it motivates sales output, employment opportunities, and spending on nearby lodging and food and beverages. Secondary economic considerations include the fact that having historic, unique, exciting recreational facilities contribute to the quality of life in Wisconsin. Economic development literature repeatedly stresses the attraction of local quality of life in the decision to move a firm to a new area. Parks and community leisure services are primary considerations and measures in such a move. According to the Wisconsin Economic Development Corporation, quality of life is an

element that is promoted to attract business investment in Wisconsin (https://wedc.org/business-development/attracting-business/). Since Forward Madison FC was established at Breese Stevens Field, the team has had a significant impact with youth soccer and the queer community. Forward's supporters' groups include one for the Latinx community (La Barra 608), women (Mingo Ladies), folks with disabilities (AccessiMingos), and Black supporters (Featherstone Flamingos). The Flock independent supporter group has established the Flock Soccer Foundation, which has provided grants and scholarships for local soccer teams and players, including the Millennium Soccer Club and Capital East Soccer Club, both local soccer clubs that provide opportunities to under-served communities. The Flock Foundation partners with Wisconsin Warriors, a nationally-ranked power soccer team that gives power wheelchair athletes an opportunity to play. They've also fostered relationships in the international football community and hosted international friendly matches, bringing revenue to the area. Professional sports teams' impact on the community is both economic and cultural, and the current professional sports team has demonstrated that quality. With the expansion of the stadium, the intent is to expand this impact in the community as well. By constructing and improving the facility to maintain and expand recreational opportunities – both participating and spectating types of recreation – the Parks Division will be providing opportunities for people to improve their mental and physical health. Physical recreation and fitness contribute to a full and meaningful life. Positive recreation opportunities for youth provide positive lifestyle choices and alternatives to self-destructive behavior, and leisure activities provide leadership opportunities that build strong communities. Community recreation reduces alienation, loneliness, and anti-social behaviors. Community recreation promotes ethnic and cultural harmony, as demonstrated by the diverse crowds that visit the events at Breese Stevens Field. Leisure opportunities, facilities, and the quality of the local environment are the foundations of community pride.

Viability - Outline your plans for sustaining the project beyond the grant period. Detail your strategies for financial sustainability, community engagement, and ongoing management to ensure the project's long-term success. : The City of Madison has owned and maintained Breese Stevens Field since 1925. Through a long history of its different types of uses, the recent history of Breese Stevens Field demonstrates is value to the community as an activated, highly utilized multi-use space. Since 2007, the City of Madison has invested millions of dollars into the facility to repair, restore, and improve the site. The City of Madison Parks Division has committed $100,000 per year in its 5-year Capital Improvement Plan for the ongoing repairs and maintenance of the decking. The Parks Division is committed to continuing to provide high quality recreational and cultural opportunities at this location, as is evidenced by its long-term partnership with Big Top. The two entities have an agreement for Big Top to use and operate the facility through 2033. Big Top is responsible for scheduling of the stadium by all users, including professional athletics, amateur and youth athletics, community events, concerts, and other events. As part of the contractual agreement, Big Top is required to develop an annual community and neighborhood impact plan that includes the requirement to meet with and work with the Neighborhood Association. Big Top is also required to submit an annual Multi-Modal Fan Access Plan to the Board of Park Commissioners with Big Top's plan to provide sufficient parking at or near the Stadium, and address customer access to the Stadium by bus, bicycle, and foot. These mechanisms have proven to be effective in keeping the community engaged on the programs, services, and events at the stadium.

Capacity - Showcase your organization's capability to successfully execute the proposed project. Highlight your team's expertise, facilities, and past experiences that demonstrate your ability to carry out the initiative effectively. : The City of Madison has demonstrable

capability and expertise to successfully execute the proposed project. The team that will oversee this project includes the City of Madison Engineering Division Facilities Section and the City of Madison Parks Division. The Facilities Section of the Engineering Division consists of a multi-disciplinary team of professionals who strive to deliver high quality, sustainable, creative, and cost-effective design, management, maintenance, and building operations solutions for city residents and city agencies. The team consists of architects, construction managers, custodians, electricians, engineers, historic preservation professionals, HVAC technicians, interior designers, maintenance technicians and trainees, plumbers, project managers, and sustainability professionals. The Facilities Section has proven its ability to successfully execute the proposed project through its design and construction oversight of large, technically complicated City facilities including projects like Fire Station 14, Pinney Library, Madison Municipal Building, Midtown Police Station, and the award-winning Fleet Services Maintenance Building. City agencies and community professionals have found that the services of the Facilities Section are beneficial and lead to successful outcomes (https://www.cityofmadison.com/engineering/facilities/work-with-us-partners/success-stories). This project will be subject to a competitive procurement process, and the City of Madison will maintain project management oversight over the selected contractors.

Local Support - Demonstrate the backing and endorsement your project has garnered from the local community. Share evidence of community involvement, support from local government, businesses, or community organizations, indicating that your project is welcomed and embraced by the community. : This project is supported by the Mayor of Madison, the City of Madison Parks Division, and Big Top, LLC. The aforementioned organizations support the improvement and enhancement of the stadium as it is an economic and recreational opportunity that will provide benefits to the community for years to come. Enhancing the stadium to attract professional women's soccer is supported in the community by various people, including April Kigeya, one of the members of Forward Madison's Independent Supporters Association, The Flock. In May of 2023, the United Soccer League announced its plans to launch a women's professional soccer league, and Madison has put in a bid to be part of the league. Kigeya stated at the announcement, "I just think it's going to set a great example for girls in our community. The younger generations are coming up, seeing that they can play professional soccer, that it's not just for men." At the press conference announcing the professional women's soccer team, Mayor Rhodes-Conway stated, "It's an opportunity for young women all across the state of Wisconsin, to not only see themselves playing sports, but to see themselves playing professional sports." (https://www.wpr.org/sports/madison-be-home-wisconsins-first-professional-womens-soccer-team)

Local Support - In this portion you can upload letters of support for the project.: Letters of Support DOA Grant.pdf

Budget Information

Application Request Amount: $4000000

Required Grantee Match Amount: $4000000

Proof of Grantee Match Documentation: DOA Grant Resolution.pdf
Given the constraints of the available funding, the State may opt to issue partial grants. Please elaborate on the potential ramifications of receiving a partial grant and outline your proposed strategy for addressing any funding gaps that may arise. : If the project only receives partial grants, the ramification is that the improvements will need to be delayed until

further funding is identified. This will delay the timeline at which additional professional level sports teams and larger performances could be attracted to play at Breese Stevens Field. This is a significant opportunity cost, as United Soccer League has indicated its interest in hosting a professional level women's soccer team in Madison. If the project receives a partial grant, the Parks Division will first scale back the scope and timeline of the project. The scope of the project can be narrowed to focus on elements that will maintain the current level of capacity and programming services. Second, the Parks Division will seek out funding from additional sources, including, but not limited to state and federal grant funding, private funding, and philanthropic funding to support the elements of the project that expand the stadium's capacity.

Plans and Timeline

Name of Architecture/Engineering Firm: JLG Architects

Required Plans/Specifications: 230901_PROGRESS SET_23049.01_Breese Stevens Field_A.pdf

Construction Start Date: 10-01-2024

Construction Completion Date: 12-31-2025