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For Immediate Release

Public Information Meeting for Frame Park Baseball Field Enhancement Public/Private partnership and Whiterock Redevelopment Area proposal scheduled for January 22

Waukesha – The public is invited to a public informational meeting on the proposed Frame Park Field Enhancement Public/Private Partnership and the Whiterock Redevelopment Area proposal at 7 p.m. on Monday, January 22 at Waukesha City Hall Council Chambers, 201 Delafield Street. City staff and representatives from Big Top Baseball will present information on the proposed enhancements to the Frame Park Baseball facility and possible redevelopments along Whiterock Avenue.

The proposal is being advanced to provide enhancements to the Frame Park baseball stadium where Carroll University, Waukesha South and Waukesha North currently play along with several other entities. The unique partnership will provide a long-term enhancement to the park, while also serving as a catalyst to continue downtown Waukesha redevelopment efforts. The Northwoods League games provide affordable, family friendly entertainment and attract visitors that will support businesses in our downtown area. Key provisions of the proposal include the development of a parking plan and the preservation of existing uses at the field. It is important to note that the improvements will be enhancement to the existing field, and will be contained in the current approximate boundary of the baseball field. All other uses of the park will be preserved including the trails, formal gardens and playground areas.

Those attending will be provided with an opportunity to ask questions and/or provide input on the proposal. Following the public informational session, the proposal will be reviewed by the City of Waukesha Finance Committee, Parks, Recreation and Forestry Board and the City Council. There will also be one additional Public Information Meeting. The dates of those meetings are currently scheduled as follows:

Finance Committee: Tuesday, January 30, 6:30 p.m.



Public Information Meeting: Monday, February 5, 6:30 p.m.
Parks Recreation and Forestry Board: Monday, February 19, 6 p.m.
Common Council: Thursday, February 22, 6:30 p.m.

Please note these dates may change if additional information is needed or additional amendments to the proposed use agreement are desired.

Please see below for facts regarding the proposal:

Whiterock Redevelopment Area and Baseball League Facts:

- Big Top Baseball and the City of Waukesha are negotiating a 20-year Use Agreement to improve Frame Park and host Northwoods League Baseball and minor league soccer games.

- Conceptual plans call for the following to bring Frame Park up to the standards of the Northwoods League:
 - o 2,500 fixed seats
 - o Hospitality space
 - o Videoboard/Scoreboard
 - o Indoor Restrooms
 - o Concession space
 - o Small Retail/Office space
 - o Full turf playing surface
 - o Grass Berm Seating
 - o Dugouts, Fencing and Press Box

- Big Top Baseball would commit \$500,000 in capital upfront. The City would fund the remainder of the project. The project is estimated to cost approximately \$4.5 million.

- Big Top Baseball would provide a lease payment of \$150,000 per year to the City and \$25,000 annual contribution to Frame Park improvements outside the stadium.

- Carroll University, Waukesha North High School and Waukesha South High School would all continue to play at the facility. Current City events including Fiesta Waukesha and National Night Out would continue to be hosted at the facility.

- Big Top Baseball would employ up to 9 full time and 250 seasonal employees at the Waukesha location.
- The City is pursuing redevelopment opportunities along the entire Whiterock Avenue Corridor. We are currently in discussions with two different development groups about potential redevelopment projects. Additionally, the City has supported Habitat for Humanity's plan to purchase, demolish existing homes and rebuild new homes within this area.
- The Northwoods League and Big Top Baseball are two separate entities. Big Top Baseball Waukesha currently owns 5 teams – the Kenosha Kingfish, Madison Mallards, Wisconsin Rapids Rafters, Lakeshore Chinooks and Green Bay Bullfrogs. They also operate Breese Stevens Field in Madison in a use agreement with the City of Madison. The Northwoods League is the business entity that runs the league that the teams Big Top owns play in. They are run by a board of directors and have executive staff that operate the league.
- According to the City Attorney's office, there are no deed restrictions on the use of the baseball field for this purpose. The field will continue to be used by the public and events benefiting the entire community will continue to be held at the site. No current users of the baseball field will be displaced.
- If approved, the first Northwoods League game is tentatively scheduled for June 2019.

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