

AMERICAN FAMILY FIELD

January 2021

KEY INDICATORS OF SUCCESS:

- As certified by an independent construction accounting firm, the final construction cost of the ballpark was \$392 million. This final cost of construction includes ballpark costs, leased equipment, infrastructure costs and management and administration costs. The final construction costs are nearly **\$2 million under the original construction budget** adopted in the fall of 1996, prior to the project's groundbreaking.
- Of the more than 600 prime contracts and first tier subcontracts awarded during construction, almost **88% were awarded to firms from the state of Wisconsin**.
- Also, of all the contract dollars committed to construction, **nearly 76% were awarded to firms from the state of Wisconsin**. Furthermore, nearly 67% of construction dollars were provided to firms located within the Southeast Wisconsin Professional Baseball Park District (Milwaukee, Ozaukee, Racine, Washington and Waukesha Counties). Both of these figures are conservative in that they reflect contract values, but do not include other significant local expenditures such as equipment rental, materials, supplies, utilities, fuel, and local labor investments by out-of-area firms.
- Of the 4,457 total "badges" issued to personnel for construction (a "badge" was issued when an individual completed safety training and successfully passed the drug testing), **over 82% were issued to residents of the State of Wisconsin**. Over 70% of the "badges" were issued to residents of the five county District.
- Over 200 targeted firms (minority-owned, woman-owned, disadvantaged and/or small businesses) were involved in the ballpark construction project. **More than 80% of the targeted firms involved were from the state of Wisconsin**, and over 75% of the targeted firms were located within the five county District.
- Of all the funds expended on construction contracts, **over 32.1% were provided to minority-owned businesses and over 7.2% were provided to women-owned businesses**. **Total payments to minority-owned businesses and/or women owned businesses were nearly \$105 million**.
- Of all the worker hours on the ballpark, approximately **24% were attributed to "new hires"** – people who got a job specifically to work on the project. Nearly 26% of the new hires were minority workers and 7.3 % of the new hires were females.
- Since the ballpark opened in 2001 (originally "*Miller Park*" and now "*American Family Field*"), the District has fulfilled its operations, management and administration obligations **at or below its annual adopted budgets**.
- In its efforts to be financially responsible and retire the debt used to finance the ballpark early, the Southeast Wisconsin Professional Baseball Park District took action on five separate occasions (2005, 2008, 2015, 2016, and 2019) to establish escrow accounts that defease future debt

payments. As a result, a total of \$178.8 million has been placed in escrow to eliminate \$260.7 million in future debt payments. The District has also established escrow accounts to provide for its future contractual obligations through the initial lease (2030) and possible lease extensions (through 2040). **The effective fiscal management of the District by its Board of Directors directly contributed to the investment funds that were utilized by the District to implement these financial strategies.**

- On March 10, 2020, the District’s Board of Directors unanimously voted to approve a resolution to certify the end of the 0.1% ballpark sales tax, having established escrow accounts to retire all remaining bond payments and provide adequate provision of its contractual obligations.
- In its first twenty years of operations, the ballpark has hosted thousands of events including Major League Baseball games, college baseball games, high school baseball games, professional bowling, youth soccer tournaments, concerts, religious group gatherings, corporate meetings and conferences, international soccer matches, on-field weddings, and numerous other events. Thanks to the moveable roof, there has **never been a weather-related postponement or cancellation of any event at American Family Field.**
- In 2005, *Sports Illustrated* magazine conducted a Fan Value Index survey of all thirty Major League Baseball ballparks. The survey considered ballpark amenities, atmosphere, accessibility, prices and other measures. **Miller Park was rated as the No. 1 ballpark** in fan experience of all the ballparks in Major League Baseball. In annual subsequent surveys, **Miller Park has consistently been rated as one of the top five ballparks** in fan experience. Fan votes on *ESPN.com* in 2012 and by *The Sporting News* in the winter of 2014 rated Miller Park as “Major League Baseball’s Best Ballpark.” In 2015, the Weather Channel named Miller Park as one of their “Three Great Ballparks to Visit.”
- American Family Field has attracted nearly 50 million baseball fans in its first twenty years of existence, **averaging nearly 2.5 million fans per year.** Prior to the construction of American Family Field, never in Milwaukee baseball history have as many fans attended baseball games in a single year as American Family Field has been averaging. That includes banner years in 1957 and 1983, when approximately 2.4 million fans attended games in the years adjacent to the World Series appearances of the Milwaukee Braves and Milwaukee Brewers.
- When comparing the last twenty years of fan attendance at Milwaukee County Stadium to the first twenty years of fan attendance at the ballpark, **the Brewers annual average attendance has increased by 850,000 fans per year at American Family Field.**
- In recent years, the Milwaukee Brewers Baseball Club has tracked the postal zip codes associated with ticket sales. Recognizing some minor imprecision due to group sales and so forth, the Brewers reported that **in 2011 over 45% of the Brewer tickets sold were purchased by fans outside of the five-county District.** Given that the five-county District is comprised of Milwaukee County and the four contiguous counties, this indicates that Brewer fans are willing to travel a significant distance to attend a Brewers game. These visitors rely on the predictability of the moveable roof, and, as visitors to the southeast Wisconsin area, provide a significant economic impact to the five-county District.

- **Did you Know?** In addition to the Brewers team and employee payroll, when opposing teams come to Milwaukee to play a Major League Baseball game against the Milwaukee Brewers, the opposing team's players must pay State of Wisconsin income taxes on the proportionate share of their income earned in Wisconsin. **This results in Wisconsin income taxes being collected on more than \$100 million of income each year.**