

A. PUBLIC EDUCATION AND OUTREACH  
3/31/2023 Biennial Report

**1. Promote detection and elimination of illicit discharges and water quality impacts associated with discharges of pollution into its municipal separate storm sewer system.**

Target audience: Users of the parking lots at American Family Field

Delivery mechanism: Catch basin stenciling

Results: There were approximately 1.83 million users of the parking lots at American Family Field during 2021 and 2.42 million during 2022 that had the opportunity to view the stenciled catch basins. This does not include the people that came for other visits to the ballpark on non-game days. Stenciled catch basins were reapplied on 200 inlets in 2021 and 56 in 2022. Below is a picture of the stenciled signage.



**2. Inform and educate the public to facilitate the proper management of materials that may cause storm water pollution from sources.**

Target audience: Ballgame attendees

Delivery mechanism: Scoreboard announcement

Results: During 2021, 1,824,282 of patrons attended baseball games and 2,422,420 patrons attended games in 2022. There were two scoreboard announcements displayed each game (one featuring Brent Suter encouraging recycling and property disposal of materials at the ballpark and one discussing the partnership with SC Johnson to recycle plastic cups from the ballpark). Over the last two years, a total of 4,246,702 patrons had an opportunity to hear these messages.

**3. Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.**

Target audience: Users of the parking lots and ballpark

Delivery mechanism: Permanent signs

Results: The District has installed two signs in a high foot traffic area near Helfaer Field that will educate fans on ways they can manage their lawns and gardens in a more environmentally friendly manner. The permanent signs were installed in December 2022. Going forward, the ballpark patrons and staff using the parking lots for games, Helfaer field events, the restaurant, X-golf, and other activities will have an opportunity to see the message. An image of the sign is included below.



**4. Manage materials and behaviors, including toxic materials, landscape care, and waste, in a way that may reduce storm water pollution.**

Target audience: Users of Lot 13

Delivery mechanism: Training on proper storage and disposal of a variety of materials

Results: The District and the Brewers have developed a training program for a variety of employees and contractors who work at the ballpark and utilize Lot 13. The training is provided to employees and contractors annually and includes information on the proper handling, storage and disposal of various materials, including grease, solid waste and recycling, and yard waste.

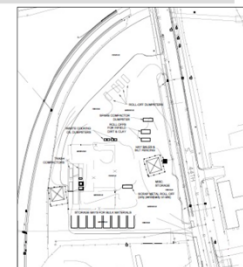
In 2022, quarterly wet weather and monthly good housekeeping inspections of Lot 13 were conducted. These inspections were reviewed and discussed by District and Brewers personnel during their monthly meetings. Training of applicable employees and contractors was completed in 2022 and 2023 prior to the season. The training outline is shown below.

**STORMWATER POLLUTION PREVENTION TRAINING**  
SEWPBPD & MBBC – LOT 13



**TRAINING OUTLINE**

- Background, Regulations, Permit, and Storm Water Pollution Prevention Plan (SWPPP)
- Potential Sources of Storm Water Contamination at Lot 13
- Best Management Practices for Lot 13



**5. Promote the management of stream banks and shorelines to minimize erosion and restore and enhance the ecological value of waterways.**

Target audience: Users of the Hank Aaron State Trail

Delivery mechanism: Permanent signs

Results: In December 2022, the District installed four (4) permanent signs along the parking lots / Hank Aaron State Trail adjacent to the Menomonee River that reminds people that their activities in the parking lots can have a direct impact on the water quality of the river. Below is an image of the educational sign.



**6. Target businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences such as lawn care companies, tour bus companies, winter and waste management services, and food vendors on methods of storm water pollution prevention.**

Target audience: Bus and Recreational Vehicle drivers utilizing the parking lots at the ballpark

Delivery mechanism: Notice handed to each bus or recreational vehicle entering the parking lots

Results: The Brewers developed and handed out the notice below to all bus and recreational vehicle drivers utilizing the ballpark parking lots. During 2022 there was approximately 2,000 notices distributed and 1 violation was reported.



In addition, the Milwaukee Brewers' website (<https://www.mlb.com/brewers/ballpark/tailgating>) includes information regarding illicit discharge (below).

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## Tailgating at American Family Field



Fans are welcome to tailgate prior to games at American Family Field in accordance with the following policies for fan safety and guest experience:

- Tailgating is permitted in all lots (except employee parking lots and rideshare lot) with all

vehicles occupying a purchased space.

- No trespassing; only ticketholders are permitted in parking lots. The Milwaukee Brewers may prohibit vehicle entry as deemed necessary.
- One vehicle per space. Additional parking cannot be purchased for use as a tailgating space. Custom tailgate grids are available through the Brewers Group Sales Department at (414) 902-GRPS (4777).
- Fans who wish to park next to friends must arrive early and at the same time. Parking spaces cannot be reserved or saved for fans arriving at a later time.
- Tailgating activities must not interfere with parking operations or other fans' enjoyment.
- Tailgating activities must end 30 minutes after the game starts. All fans must enter American Family Field at this time or they will be required to vacate the premises.
- Early entry into the parking lots for tailgating is not permitted. Parking lots open three hours in advance of the game (subject to change). For games starting at 6:40pm, parking lots will open at 4:10pm.
- There is no in/out parking. If a patron leaves the lot, there is a full charge for re-entry (if space is available).
- Parking is allowed in marked spaces only. Vehicles parked unlawfully will be towed immediately.
- Only state-approved gas/propane units with fuel-valve turn-offs and self-contained-charcoal units are permitted. No open flames or wood fires are permitted by order of the fire marshal.
- All charcoal must be dumped in the coal bins provided. Coal bins are located at the base of

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parking lot lights.

- Parking lots close one hour after the game/event concludes. All vehicles must be removed at this time. Violators will be ticketed/towed at the owner's expense.
- No selling or soliciting is allowed on Milwaukee Brewers property.
- Unlicensed motorized vehicles are prohibited, including hover boards.
- Vehicles with advertising or signage deemed to be abnormally large by Milwaukee Brewers management in its sole discretion are prohibited.
- The Milwaukee Brewers reserve the right to refuse any vehicle entry into Brewers parking lots, if necessary.
- All tailgate activities must be conducted in strict accordance with the law. Underage drinking is prohibited.
- The Milwaukee Brewers reserve the right to end tailgate activities and to revoke game tickets, if necessary.
- Guests are not permitted to transport their own portable restrooms on to American Family Field grounds.
- Illicit discharge into storm sewer drains is illegal; only rainwater runoff is allowed to go into the storm sewer drains in the surrounding parking lots of American Family Field. All water that passes through the storm sewer drains flows directly into the Menomonee River. If you witness unlawful dumping, please notify Brewers parking lot staff immediately or call the Wisconsin DNR tip-line at 1-800-TIP-WDNR. Please help us preserve our natural resources in Wisconsin.

## B. PUBLIC INVOLVEMENT AND PARTICIPATION

The following summarize the ways in which the District is encouraging public involvement and participation.

- The District's website contains its WPDES Permit (WI-S049921-04), the last two biennial reports, its Storm Water Pollution Prevention Plan, Storm Water Management Program, as well as DNR and EPA information on non-point source pollution and discharge from municipal sources. There is a link to provide comments on any of these documents at all times.
- The District's meetings are open to the public. The public has an opportunity to provide input on the development, implementation and modifications to the Storm Water Management Program through mail, email, during public meetings, or through the website. The District reviewed the contents of the Storm Water Management Program and WPDES permit during its public meeting on 6/7/2022.

**BOARD OF DIRECTORS**

**FINANCE COMMITTEE**

**OPERATIONS COMMITTEE**

**PROJECT PARTICIPATION COMMITTEE**

**TENTATIVE MEETING SCHEDULE**

**CONTACT**

**LINKS OF INTEREST**

**REQUESTS FOR PROPOSALS**

Southeast Wisconsin Professional Baseball Park District

1 Brewers Way  
Milwaukee, WI, 53214  
(414) 902-4040

Send us a message!

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### Summary Of The Stadium District

The Southeast Wisconsin Professional Baseball Park District (the District) is a special district that is a local unit of government, a body corporate and politic that is separate, distinct and independent from the state. The District is comprised of Milwaukee, Ozaukee, Racine, Washington and Waukesha Counties. The District has been charged with the oversight and monitoring of planning, financing, designing, constructing, commissioning, operating and maintaining American Family Field. The District is managed by an appointed Board of Directors comprised of thirteen individuals representing the five county area.

#### News

[2023 Budget](#)

The Board of Directors passed Resolution 2022-04 and a new Storm Water Management Program(SWMP).

#### Contact Us

[Click here to contact the District.](#)

#### Map

[Click here for a map of American Family Field and location of the District Offices.](#)

#### Financial Statements

[2021 Financial Statements](#)

#### Storm Water Permit

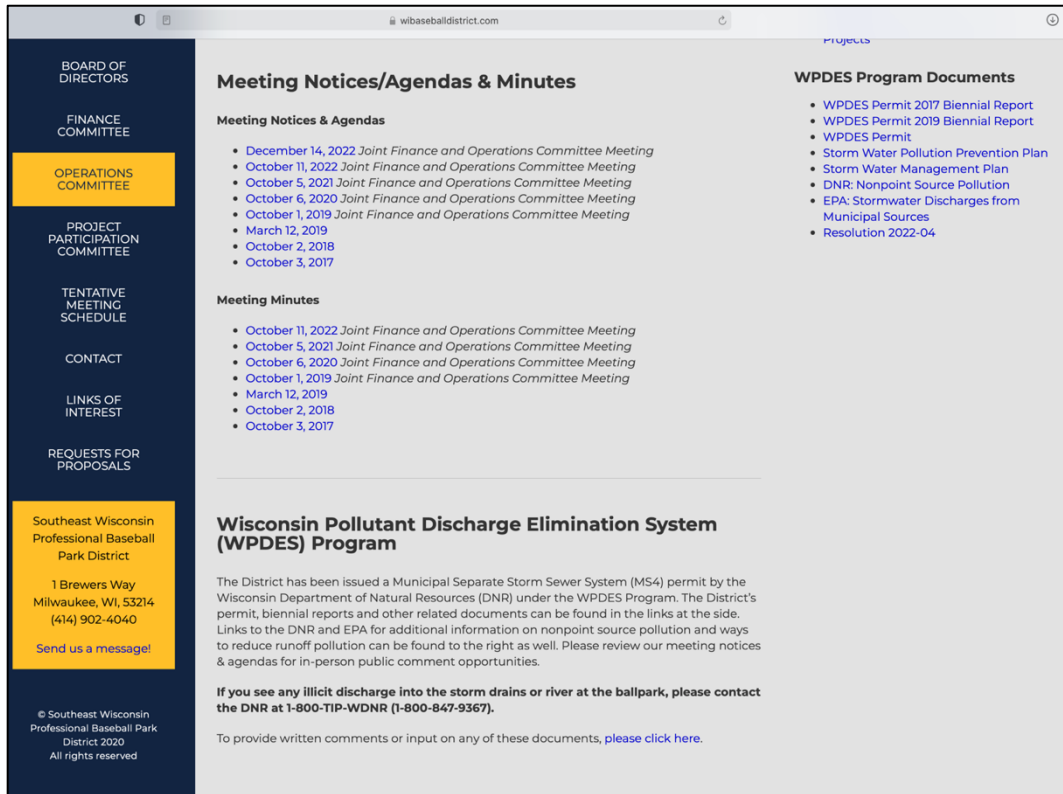
The District's WPDES MS4 Storm Water Permit and related documents can be found [here](#).

To provide written comments please click [here](#).

For in-person public comment opportunities please review our meeting notices and agendas.

#### Scholarship Information

Visit the [Brewers Community Foundation, Inc.](#) to learn more about scholarship opportunities.



- Scoreboard announcements and various signage throughout the ballpark is present to promote behaviors to reduce pollutants and properly dispose of materials. Please refer to Public Education and Outreach section for additional information.
- The Milwaukee Brewers' website (<https://www.mlb.com/brewers/ballpark/green>) contains information on proper disposal of materials as well as various initiatives of their "Brewing a Greener Game" (below). This is also available to season ticket holders.



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## Brewing a Greener Game





The Milwaukee Brewers and American Family Field have undertaken numerous projects to reduce the Club's and Ballpark's environmental footprint.

## Cup Recycling Program

- The Brewers and SC Johnson have partnered on a unique recycling program at American Family Field. Since the program's inception during the 2021 season, specially-branded cups at American Family Field have been collected in designated recycling receptacles and upcycled into SC Johnson Scrubbing Bubbles™ bottles.



## LED Field Lights

- Prior to the 2019 season, all existing metal halide field lighting was replaced with Musco LED sport field lights.
- The number of lighting fixtures was reduced by almost 50%, resulting in 30% less energy consumption.
- LED lighting is currently being installed throughout other ballpark areas.



## Ballpark Operations

- The Brewers work with Johnson Controls to maximize ballpark efficiency through state-of-the-art building management systems.
- 200+ recycling bins – each made from recycled milk jugs – are in place throughout American Family Field, making it easy for fans to recycle and for WM to maximize collection of recyclable material.
- Ballpark staff “double-picks” the seating bowl following each game, picking up and recycling plastic cups and bottles before collecting and disposing of waste materials.
- More than 40 bars, restaurants, and hotels from around the city participate in a Brewers shuttle program to games and events, reducing passenger vehicle use.
- The Brewers partner with ballpark concessionaire Delaware North on a food-donation program and source locally grown and produced food and beverage products.
- Delaware North recycles all used fryer oil into biofuel.



## Awareness Events

- On May 3, 2022, more than 350 students and faculty took part in a “Waste Free Crew” event at American Family Field, where 4th-6th graders took part in interactive sessions using environmentally friendly curriculum provided by Earth Echo International and focused on sustainability and recycling.



- Throughout the 2022 season, the Brewers and SC Johnson partnered on a “Save Our Oceans” initiative. For each save recorded by a Brewers pitcher, SC Johnson and the Brewers donated \$1,000 to combat pollution and preserve our ocean waters. In total, more than \$52,000 was raised!

## Sustainability Council

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- In 2022, the Brewers launched the Brewers Sustainability Council, an effort led by founding partner SC Johnson to create an advisory board to review, discuss and implement best sustainability practices at American Family Field.
- The powerhouse group is joined in support by several Brewers partners and outside organizations that bring various perspectives and knowledge on sustainability.

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## Green Sports Alliance

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- The Milwaukee Brewers are proud members of the Green Sports Alliance, a groundbreaking coalition of professional sports teams and sporting venues committed to promoting greening initiatives in sports. The nonprofit organization was launched in 2011 with founding members from six major leagues (MLB, NFL, MLS, WNBA, NHL, NBA), their home arenas, the Environmental Protection Agency, and Natural Resources Defense Council.
- It is the first time teams from the six major professional sports have collaborated on a common environmental agenda, with 120 teams, 135 venues, and 10 leagues participating.

