



2024 Breese Stevens Field Fan Access Plan

2023 was another successful year of events at Breese Stevens Field, following the return to normalcy we experienced in 2022. Attendance numbers were close to back to pre-pandemic numbers and we received a lot of feedback from fans, attendees, user groups, neighbors, and partners alike. We at Breese Stevens Field are beyond excited about what potential 2024 will bring to the facility, neighborhood, and City of Madison. As always, we look forward to continuing to work closely with our neighbors and attendees to manage potential issues and achieve a successful balance for all those impacted by events at Breese Stevens Field.

Since the beginning of our ongoing management at Historic Breese Stevens Field, Big Top Events (BTE) has understood that there is limited parking in the area and that it is imperative for fans to understand options for safe and accessible travel to (and from) our events. Here is a listing of what the City of Madison, in partnership with Big Top Events, provide fans every year:

1. Vehicle parking in the surrounding area:
 - a. For all Concerts in 2024, at the expense of BTE, BTE will hire Special Duty Traffic Enforcement officers designated specifically to respond to related traffic and parking enforcement issues in quick order.
 - b. For 2024, BTE, with the support of Alder Rummel, is working with the City of Madison to add and improve upon permanent directional parking signage indicating "Breese Stevens Field Parking" and pushing traffic towards E Main St. The initial request and meetings have already been enacted.
 - c. BTE is contractually obligated to secure use of 200 motorized vehicle parking spaces for each 1,000 anticipated attendees for each event.
 - d. BTE will provide a plan, outlining specific spots, to the City of Madison prior to each event season.
 - e. Available parking spots are a culmination of public & privately owned spaces, some free, while others are paid parking spots. The 675 spot South Livingston St Parking Garage on Livingston, along with a newly constructed public lot on 12 S. Brearly St with nearly 500 additional spots helped make parking for events at the facility better than ever in 2023.
2. Specific parking directions, suggestions, and map(s) will be shared via email to attendees of all ticketed events in advance of each event and will always be available at www.breesestevensfield.com, forwardmadisonfc.com, and on the Forward Madison FC app.
3. For all FMFC and major concert events & any other event of over 4,000 attendees, BTE will request that City Traffic Engineering manipulate the timing of the East Washington pedestrian crosswalks to allow for longer crossing times pre & post-event.
4. East Washington Ave is a major route for Madison Metro, having multiple stops within three (3) blocks of Breese, on East Washington Ave and East Johnson St. Metro stops will be highlighted on the BSF parking map & encouraged as an alternate way to access the facility. BSF will maintain a web page listing available metro routes for events at the facility.
5. The best way to get to Breese Stevens Field is on a bicycle. BTE will provide free bicycle parking for a minimum of 35 bike parking spaces per 1,000 attendees, located immediately inside the stadium, with permanent bike racks as part of the newly expanded, indoor Trek Bike Valet being offered at every major event at the facility. BTE also hosts multiple BCycle stations on the 10 block of N. Paterson St and additional off-street bicycle parking by Gate 1. These bike parking locations will be indicated on the parking map(s) referenced above.
 - a. Previous modifications that will remain in place for 2024:



- i. Breese Stevens provides permanent bike parking for 206 (103 spots x 2 bikes each) bikes outside the gates. There are additional permanent bike parking spots in Reynolds Park, adjacent from Breese.
 - ii. Breese Stevens will offer a complimentary bike valet service for events with anticipated attendance over 2,000. BSF renovated the existing valet, in a partnership with Trek, in 2022. The bike valet was extended to double the original size in 2023. The newly-expanded Trek bike valet features: vertical bike parking (courtesy of Saris), e-bike charging stations, a self-serve bike repair station, valet attendant(s), and free swag at FMFC matches. If indoor valet space isn't available or isn't large enough, Breese will create an attended outdoor coral for bike parking in future years.
 - b. Breese Stevens will evaluate anticipated bike parking needed on an event-by-event basis. No event will have bike parking for less than 3.5% of anticipated attendance, and some events may have up to 10%, pending the anticipated bike ridership of the crowd for the event, as determined by BSF. Bike valet use at FMFC matches averaged over 140 bikes per event & peaked at nearly 250 bikes at one match.
 - c. In 2020 Trek installed 2 B-Cycle hubs at Breese. These will continue to be in operation in 2024.
6. Forward Madison FC, in conjunction with BTE, launched a "Bike to Breese" campaign to encourage people to bike to games with a focus on developing the most bike friendly environment for any soccer club in the world.
 7. Located adjacent to Breese Stevens Field is the East Mifflin Bike Boulevard, making travel more convenient between Pinckney and Blair St (outer loop project.). This Bike Boulevard will be kept open for all events at BSF. During any road closures,, a 6ft. path will be maintained on both sides of any static barriers, at all times. Barriers will be staffed and moved as required.