

## **MILLER PARK**

***April 2018***

### ***KEY INDICATORS OF SUCCESS:***

- As certified by an independent construction accounting firm, the final construction cost of Miller Park 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 for Miller Park 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 Miller Park 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 Miller Park 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 Miller Park, approximately **24% were attributed to "new hires"** – people who got a job specifically to work on Miller Park. Nearly 26% of the new hires were minority workers and 7.3 % of the new hires were females.
- Since the opening of Miller Park, 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 Miller Park early, the Miller Park District has taken action on four separate occasions (2005, 2008, 2015, and 2016) to establish escrow accounts that defease future debt payments. As a result, a total of \$142.1 million has been placed in escrow to eliminate \$222 million in future debt payments. The District has also

established escrow accounts to provide for its future contractual obligations and continues to look for ways to further reduce interest rate risk and eliminate future debt payments. **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.**

- In its first seventeen years of operations, Miller Park has hosted more than 1,700 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 Miller Park.**
- 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 by *The Sporting News* in the winter of 2014 and on *ESPN.com* in 2012 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.”
- Miller Park has attracted 43.5 million baseball fans in its first seventeen years of existence, **averaging nearly 2.6 million fans per year.** Prior to the construction of Miller Park, never in the history of baseball in Milwaukee have as many fans attended baseball games in a single year as Miller Park 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 seventeen years of fan attendance at Milwaukee County Stadium to the first seventeen years of fan attendance at Miller Park, **the Brewers annual average attendance has increased by over 950,000 fans per year at Miller Park.**
- 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 Miller Park 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 Miller Park 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.**