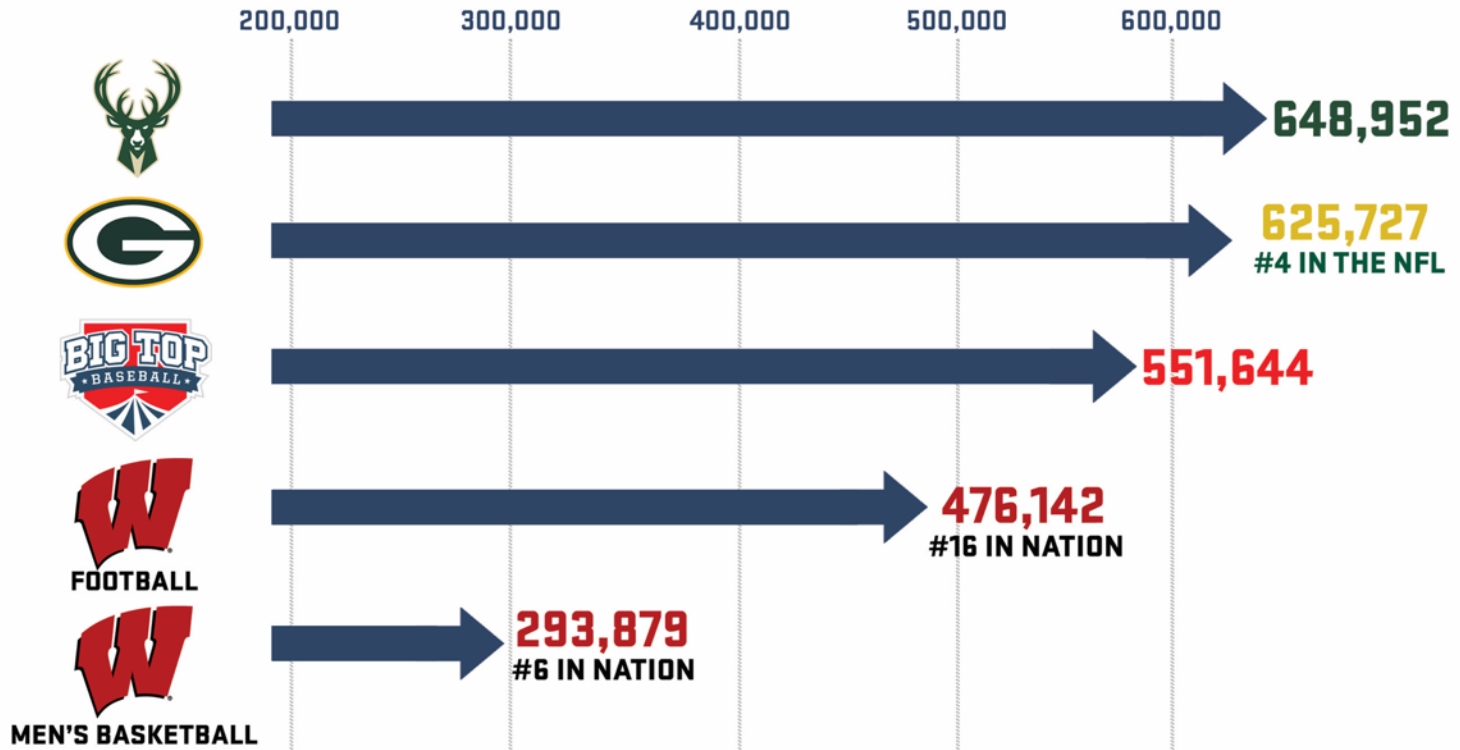




A WISCONSIN BRAND

TOTAL ATTENDANCE



HOW WE GOT THERE



214,485
#23 among all 303
MiLB Teams



84,000
Includes 6
national touring
concerts



70,000
in third year
of event



86,291
116% ballpark
capacity



49,157
Smallest NWL market,
8th in attendance



47,711
Increased per game
average attendance

2017 FAN RECAP



Average 6,300 fans per night
#23 among all 303 MiLB Teams



Sold out of 33 of 36 games.
Average 2,500 fans per night in a
stadium that seats 2,144



Smallest market in 20
team NWL. Consistently
in top half in the NWL in
attendance



Under Big Top's
ownership, went
from 0 to 17
sellouts in two
seasons



Multi-purpose venue
that hosts football,
soccer, and concerts.
Big Top programmed
186 field uses in 2017.

ABOUT THE OWNERSHIP GROUP



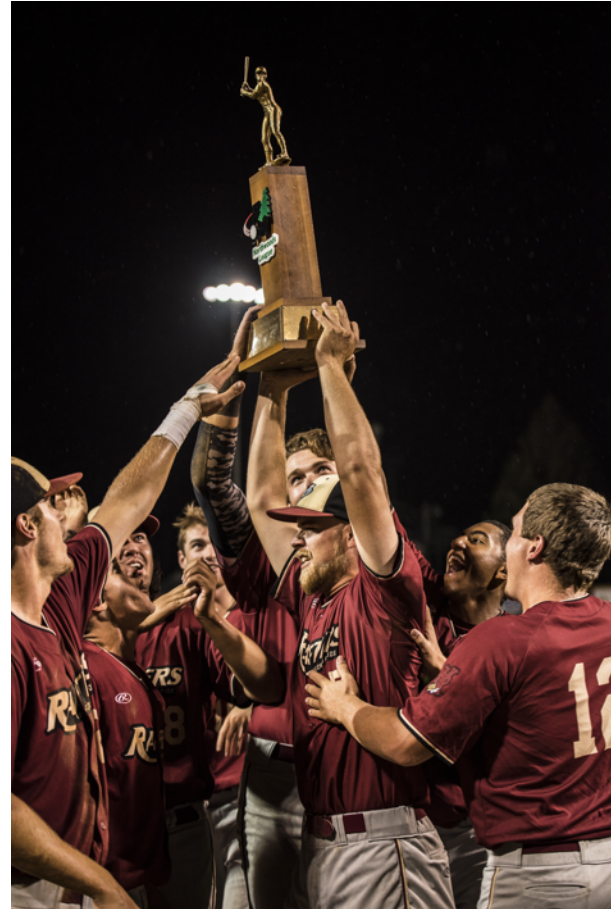
Ownership Group:

- Jim Kacmarcik
- Vern Stenman
- Conor Caloia
- Steve Schmitt

- Members of the group own and operate five of 20 Northwoods League franchises.

- Franchises have won four of the last five NWL Championships.

- Nearly 60 years of combined experience owning and operating teams in the League.



ABOUT THE NORTHWOODS LEAGUE



About the Northwoods League:

- 2018 will be the 25th year of the Northwoods League.
 - Largest summer collegiate league in the country with 20 teams spanning from the Dakotas to Canada to Michigan.
 - Waukesha would be the 11th NWL team in the state of Wisconsin.
 - 7 of the top 10 teams in the League in attendance are located in Wisconsin.
 - 181 NWL alumni have made it to the Major Leagues.
 - Waukesha franchise would feature the top local collegiate players.
 - All players live in the community with host families.
-

WHY WAUKESHA?



- Largest market in the NWL footprint without a franchise.
 - Have an opportunity to be Waukesha's team.
 - If not Waukesha, an NWL franchise will likely locate west of Milwaukee in the near future.
 - Frame Park offers an ideal location for customers in Waukesha and beyond.
-

BIG TOP WAUKESHA



Myth: There are other parks in the City of Waukesha that are feasible to host Northwoods League baseball.

Fact: There is not another park in the City of Waukesha that would be suitable for Northwoods League baseball. The Frame Park baseball field has the dimensions and infrastructure, but lacks seating, concessions and restrooms. Building a stadium from scratch would cost more than two and half times the proposed renovation budget. This is not financially feasible for either party. Furthermore, other sites do not have the economic development opportunities that exist in the Whiterock Avenue corridor.

BIG TOP WAUKESHA



Myth: The project will be funded by taxpayer dollars.

Fact: The initial funding for this project will come from tax increment financing and not from taxpayer dollars or have any impact on the tax levy. Between Big Top's financial contributions (\$3.5 million) and economic development in the surrounding area, a positive cash flow is projected over the term of the agreement.

BIG TOP WAUKESHA



Myth: The previous proposal for Northwoods League baseball at Frame Park was not approved.

Fact: The proposal in 2008 was approved by the Common Council by a 10-4 vote.

FRAME PARK IMPROVEMENTS



FRAME PARK IMPROVEMENTS

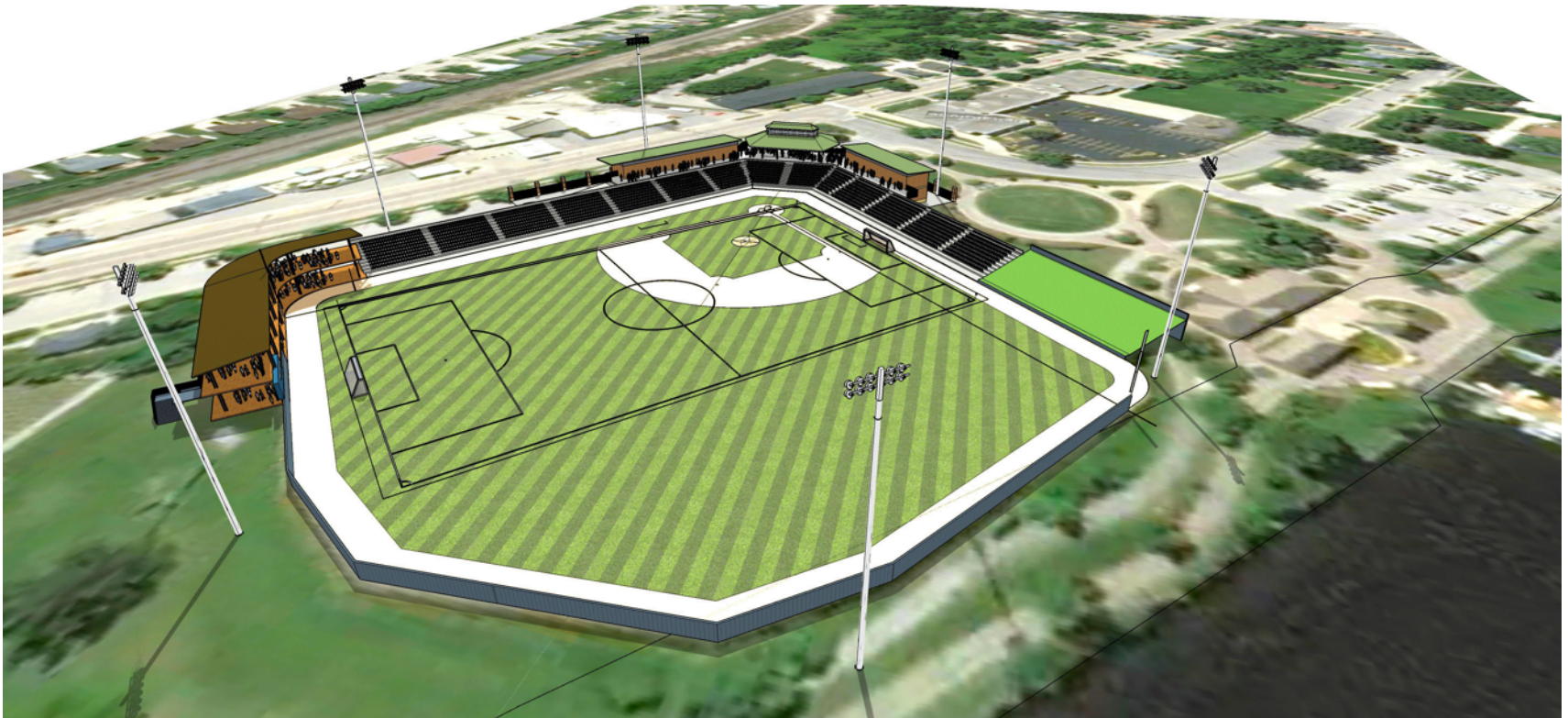


PROPOSED DESIGN



- Design takes into account feedback from previous proposals.
 - Stadium is 2 stories at its highest point.
 - Seating is low and close to the playing field to preserve the view of the Fox River and Frame Park.
 - Proposed façade ties into surrounding structures.
 - Riverwalk path will not be disturbed or modified in any way. The perimeter of the field would be approximately 237 feet from the edge of the formal gardens.
 - There is no proposal for a towering video board that would be out of place in the park.
 - Advertising on the outfield wall would be completely digital, allowing for the advertising not to be visible when the stadium is not in use.
 - Roof structures are a tribute to the Spring House shape and design to tie to the history of Waukesha.
-

FRAME PARK IMPROVEMENTS



FIELD USAGE



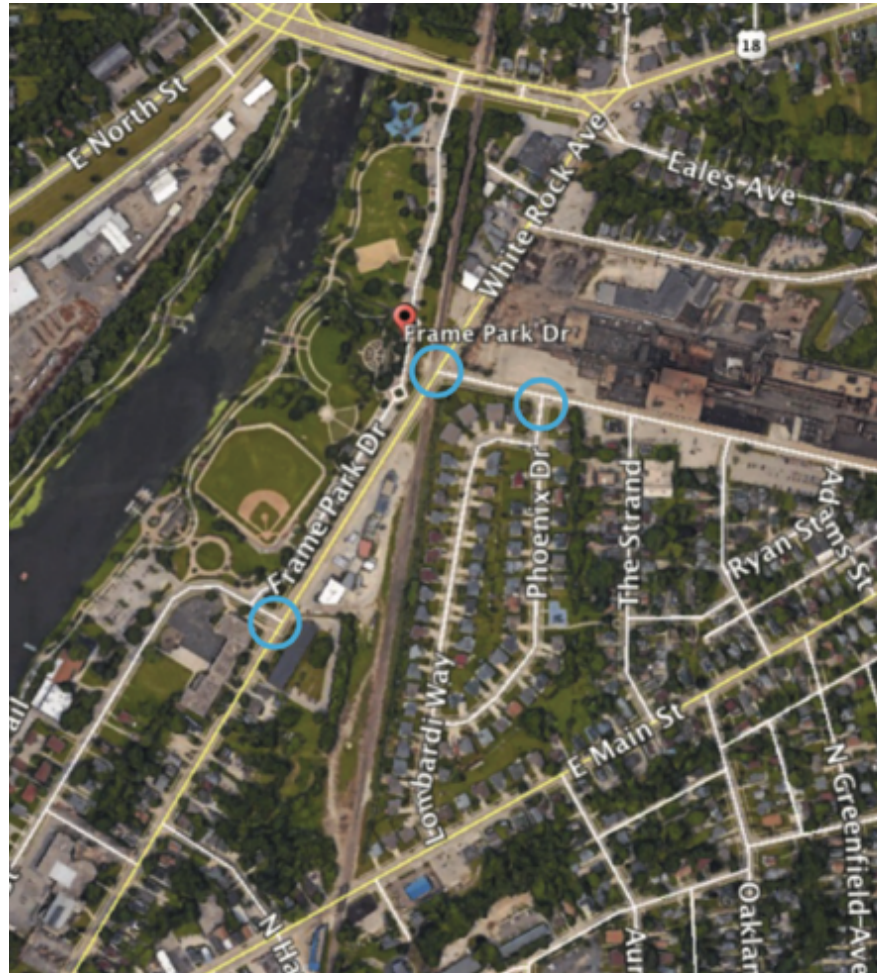
- Carroll University, Waukesha North and Waukesha South will all continue to use the facility and will co-exist with Big Top Waukesha.
 - In addition to Northwoods League baseball, Big Top Waukesha plans to bring a summer collegiate soccer franchise to Frame Park.
 - Artificial surface will allow for multi-use including community and charitable events.
 - There will be eight (8) community use days per year.
-

TRAFFIC PLAN

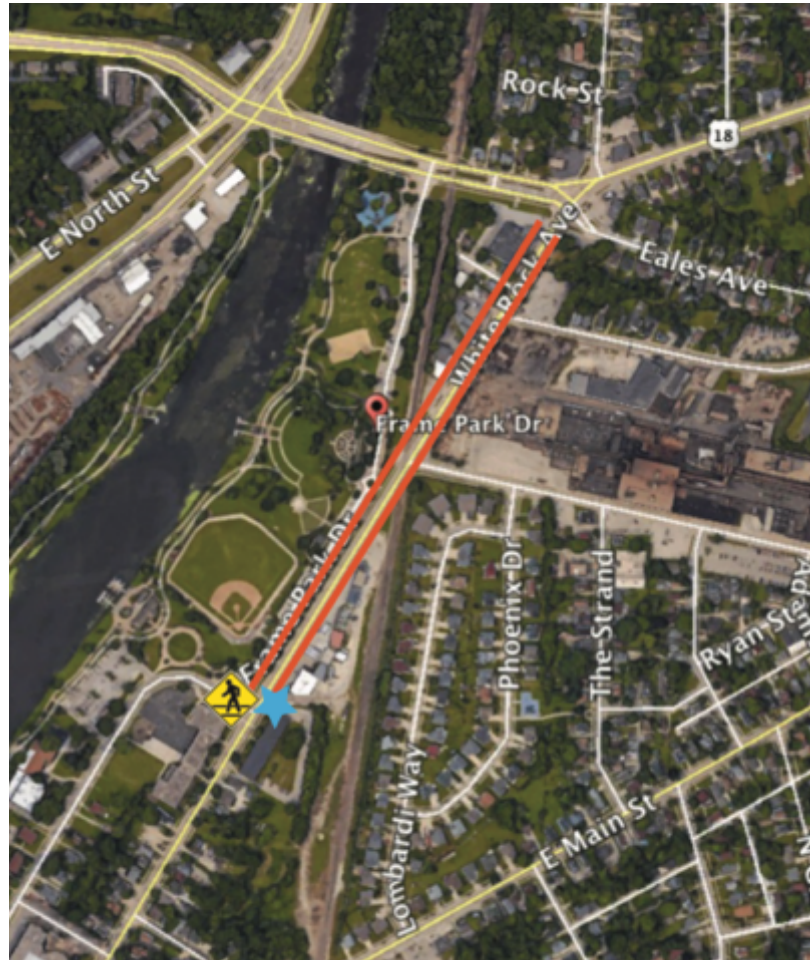


- Pedestrian crossing at Baxter only.
 - Community service officer directing traffic at Baxter and Whiterock post-event (Big Top Waukesha's expense).
 - Splitting traffic near the stadium on both directions on Baxter.
 - No event parking in Phoenix Heights.
 - There will be shuttles from local establishments on Thursday's, Friday's and Saturday's transporting fans to and from the game.
 - On-site there will be 80 bike parking spots.
-

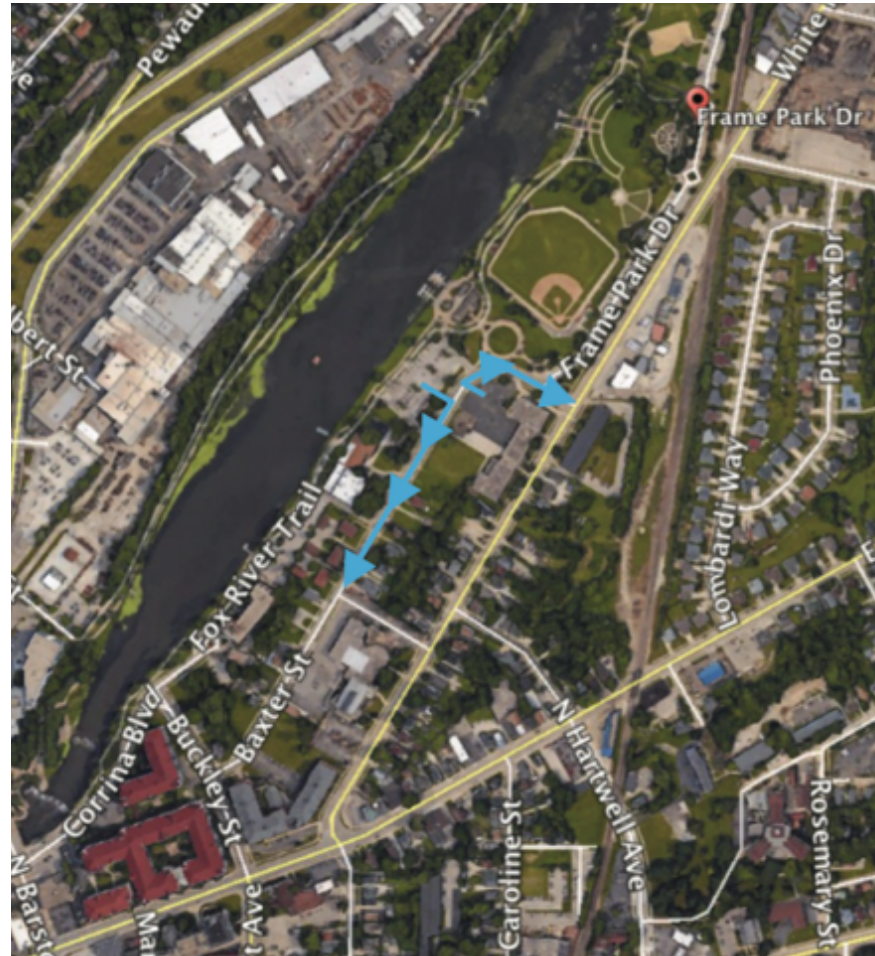
TRAFFIC PLAN



TRAFFIC PLAN



TRAFFIC PLAN



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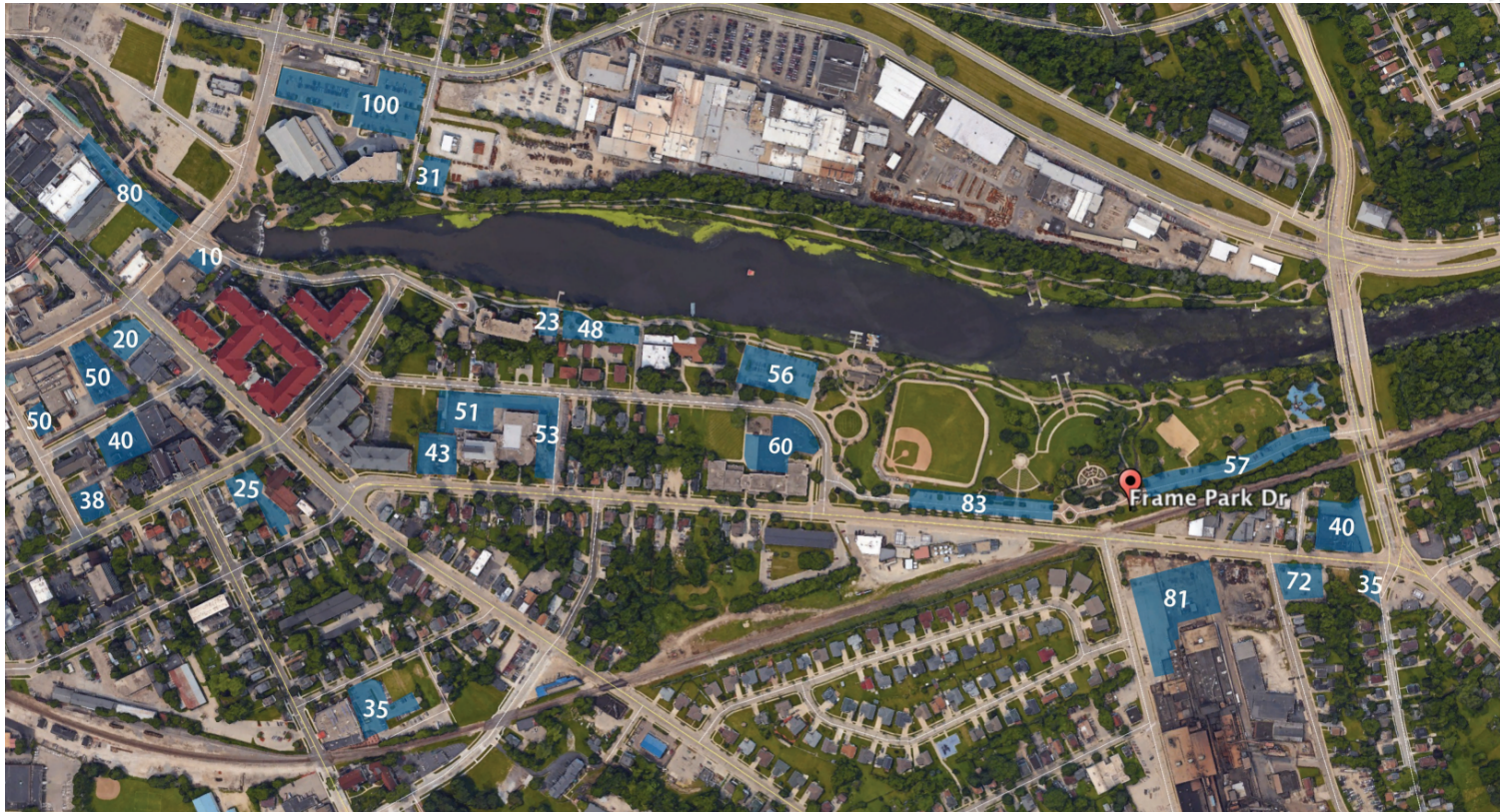


PARKING - ZOOMED OUT



- KEY**
-  PARKING
 -  ATTENDANT
 -  SIGNAGE

PARKING



TOTAL - 1181

CONTACT INFORMATION



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-



THANK YOU