

Whiterock Avenue
Redevelopment/Frame Park
Baseball Facility

February 5, 2018

Project Goals

- Redevelop areas of White Rock Avenue/East Main Street to increase tax base
- Create a community asset that will contribute to the city's economic success, particularly downtown
- Create non-tax revenue for the long-term benefit of the City
- Preserve/enhance Frame Park assets and attributes
- Continue to provide access to existing users of the facility and to provide opportunities for additional community events/activities

History of Frame Park

- Baseball is the longest standing recreational use at the park
- Andrew Frame was a founding member of the Waukesha Diamonds, a baseball team that was formed in 1868 or 1869 and played against other local teams
- In the 1930's Frame Park was considered one of the nicest ballparks in the State of Wisconsin, and included grandstand and bleachers which could seat 2,500 fans

History of Frame Park

- During World War II, the Milwaukee Brewers held their spring training camp at Frame Park for 3 years and played exhibition games at the facility
- The St. Louis Cardinals held tryouts in Frame Park in the 1950's

Sunday, April 9, 1944

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Everybody knows it's a homer as the ball soars from Jim Pruett's bat toward the Fox river at Waukesha Saturday. The Brewer catcher pounded two balls into the river for round trips as Milwaukee opened its spring exhibition schedule with a 14-4 vic-

tory over the University of Wisconsin. The picture shows him hitting the second homer in the seventh inning. Wisconsin's catcher, Al Gassman, and Umpire Hack watch the ball as intently as Pruett as it rides high and far.

—Journal Staff



Frame Park Today

- In November 1990 Fox River Corridor Plan approved
 - Constructed Riverwalk, and made improvements to Frame and Bethesda Parks
 - The Plan envisioned Frame Park as becoming the center for community events and festivals

Frame Park Today

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- 34.5 acres (9 different properties were purchased or donated which make up the area known as Frame Park today)
 - Three permanent buildings
 - Private vendor – rents kayaks, paddleboards and paddleboats
 - Active uses include baseball, volleyball, bicycling, playgrounds, and kayaking/boating
 - Passive uses include fishing, walking trails, formal gardens, visiting Hobo Springs, and other uses

Why Frame Park?

- Proximity to Downtown to support existing businesses
- Catalyst for redevelopment of Whiterock Avenue
- Existing infrastructure makes project financial viable
- Opportunity to enhance existing park infrastructure over the long term

Where are we Today?

- Frame Park proposal basics:

- 20-year use agreement
- 2,500 fixed seats
- Hospitality space
- Digital outfield fence
- Indoor Restrooms
- Concession Space
- Small Retail/Office Space
- Full Turf Playing Field
- Grass Berm, Dugouts, Fencing and Press Box

Where are we Today?

- Frame Park proposal basics:

 - Big Top Baseball would host up to 40 Baseball Games per year
 - Host soccer games (minor league, collegiate, or similar level of professional or amateur soccer)
 - Include responsible Alcohol serving plan
 - Includes scheduling meetings with User Groups
 - Includes a requirement for a comprehensive Parking Plan

Where are we Today?

- Frame Park proposal basics:

 - Carroll University, Waukesha North High School and Waukesha South High School would continue to play at the facility
 - Current City events would be preserved such as National Night Out and Fiesta Waukesha

Where are we Today?

- Frame Park proposal basics:

 - Big Top Baseball - \$500,000 upfront, \$150,000 per year base lease amount
 - Annual Contribution to Frame Park of \$25,000 per year for improvements outside the boundaries of the baseball stadium
 - Additional \$2,000 per event above base amount of events
 - City would fund approximately \$3.8 - \$4.2 million upfront
 - Lease payments plus redevelopment would cover debt cost

Where are we Today?

- Frame Park proposal basics:

 - No General Fund Tax Dollars are going into the stadium enhancement project
 - Create non-tax dollars for the continued maintenance and improvement of Frame Park

Where are we Today?

- Financial Information

- Conservative Estimated Cost Avoidance (Baseball Field Only):

- \$398,000 in Operations and Maintenance Cost (Avg. \$19,910 per year)
- \$300,000 in Capital Costs
- Total Cost Avoidance: \$698,000 (Avg. \$34,900 per year)

- Capital projects projected only through 2024

Financing Plan

Total Debt and Interest Cost	\$5.3 million over 15 years
Total Big Top Contribution	\$3.5 million over 20 years
Total gap is	\$1.8 million

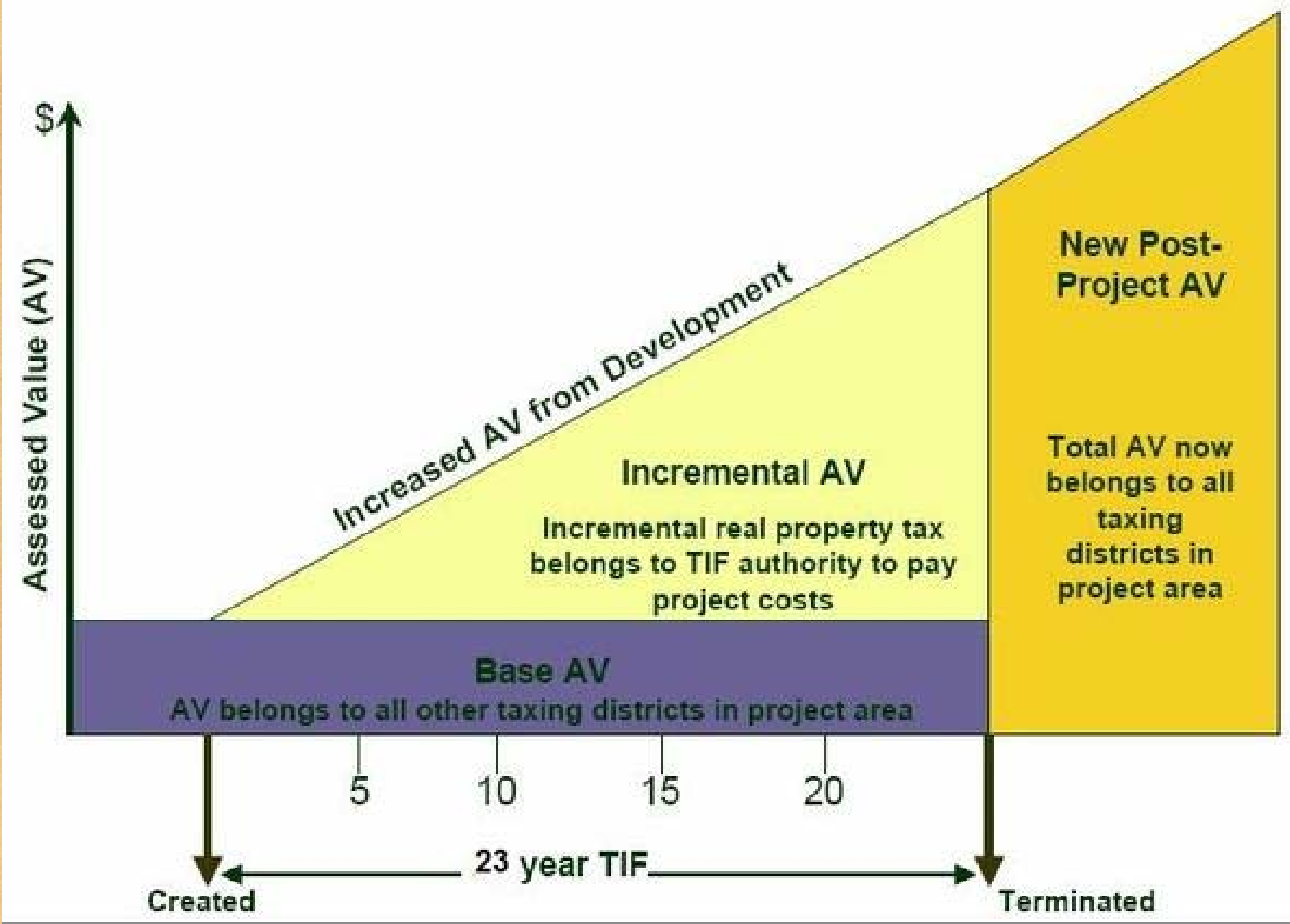
Financing Plan

\$1.8 Million Gap = Avg: \$90,000/year

Avg. Cost Avoidance: \$34,900/year

\$55,100/year

TIF Assessed Value (AV) Over Project Life





Whiterock Tax Incremental District Existing Uses and Conditions

- 1-3 Family Residential
- Multi-Family Residential
- Educational
- Park
- Retail
- Industrial
- Vacant
- Whiterock TID Boundary



Whiterock Tax Incremental District Future Uses and Conditions

- Potential Residential Redevelopment
- Potential Mixed Use Redevelopment
- Public Improvements
- Whiterock TID Boundary




Financing Plan

It takes \$4.3 Million in New Increment to account for the \$90,000/year gap between the Lease Payment and the Debt Cost

Financing Plan

- \$25,000 per year contributed to Frame Park
= \$500,000 in Capital Improvements to Frame Park over 20 years

The Project Will be Successful If:

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1. Financially Viable
 2. Creates a long term asset to Frame Park
 3. Spurs economic activity
 4. Preserves the Frame Park experience for the entire community