



Milwaukee County Parks
9480 Watertown Plank Rd.
Wauwatosa, WI 53226
(414) 257-PARK

July 20, 2018

To Whom It May Concern:

RE: Letter of Interest - Development Proposal

Milwaukee County Parks is seeking ideas, information, and proposal(s) for partnerships with local baseball programs, school athletic departments, and non-profit organizations related to the use and improvement of Henry Aaron Field in Lincoln Park. Aaron Field has been the home of UW-Milwaukee Division 1 baseball for a number of years and we are excited to see that program grow and be able to relocate their 2019 home games to the Ballpark Commons development in Franklin, WI¹. UW-Milwaukee remains a committed partner at Aaron Field and will continue to maintain the field and use the field for their practices.

Concurrent to the relocation of UW-Milwaukee home games, the Wisconsin Interscholastic Athletic Association (WIAA) has discontinued the State Summer Baseball Tournament Series for high school programs². This will have the effect of condensing the baseball schedule for all area high schools into a constricted timeframe in the Spring. Given unpredictable spring weather, the school requirements of players, and travel needed to get players to Aaron Field, Milwaukee County Parks is anticipating challenges with accommodating all baseball game and practice schedules at Aaron Field in 2019 and going forward.

The scheduling challenge would be improved through the installation of field lighting which would enable evening games and practices. Aaron Field currently does not have lighting and presently Milwaukee County does not have funds allocated to purchase and install the improvements. The estimated cost of installing field lighting is \$350,000. Other needed improvements include the parking lot (\$500,000), new dugouts (\$50,000), bathroom renovations (\$300,000), fence repair (\$25,000), and relocation of the scorer's booth (\$50,000). Milwaukee County is seeking proposals for partnerships in order to help fund and construct and maintain these improvements. In exchange for assistance with funding these improvements, Milwaukee County may consider offering preferred field reservation times to baseball

¹ "UWM baseball signs lease to play at Ballpark Commons stadium", May 1, 2018, Milwaukee Business Journal, <https://www.bizjournals.com/milwaukee/news/2018/05/01/uwm-baseball-signs-lease-to-play-at-ballpark.html>

² "Board Votes to Discontinue Summer Baseball After 2018", March 5, 2018, <https://www.wiaawi.org/News/NewsReleases/tabid/113/articleType/ArticleView/articleId/12949/Board-Votes-to-Discontinue-Summer-Baseball-After-2018.aspx>

programs, allow sponsorship revenue generation, and other benefits that are commensurate with the support offered to the County.

You are invited to submit a Letter of Interest to include the following:

1. Description of your baseball program,
2. Specifications of Development Proposal including the infrastructure and amount of funding provided,
3. Requested conditions for field and park usage including preferred reservation times and sponsorship opportunities,
4. Any other information that may be relevant to this request.

Milwaukee County reserves the right, but is not required to, enter into negotiations with one or multiple organizations submitting Letters of Interest as defined above, which may result in one or multiple partnership agreements. Any resulting agreement(s) will be presented to the Milwaukee County Board of Supervisors and Milwaukee County Executive for approval, as required.

Please send all letters of interest before **July 31, 2018** at **4 PM CST** to:

Milwaukee County Parks

Attn: James Tarantino

9480 W. Watertown Plank Rd.

Wauwatosa, WI, 53226

Or via E-Mail to:

James.tarantino@milwaukeecountywi.gov



MilwaukeeCountyParks

countyparks.com

