

**GREEN BAY/BROWN COUNTY
PROFESSIONAL FOOTBALL STADIUM DISTRICT
AGENDA
TUESDAY SEPTEMBER 1, 2026
12:00 P.M.**

Zoom Meeting Information:

Online Meeting link: <https://us02web.zoom.us/j/82335724153>

By phone: (929) 205-6099; Meeting ID 823 3572 4153

1. Call the Meeting to Order
2. Roll Call
3. Pledge of Allegiance
4. Approve/Modify Agenda
5. Communications:
 - a. Late Communications (if any)
6. Consideration of a motion to convene in closed session pursuant to Section 19.85 (1)(e) of the Wisconsin Statutes for purposes of deliberating or negotiating the purchase of public properties, the investing public funds, or conducting other specified public business whenever competitive or bargaining reason require a closed session, to-wit; Lambeau Field Lease negotiations.

Return to Open Session
7. Consideration of Action, If Any, Regarding Closed Session Discussion
8. Special Event and Economic Development Fund
 - a. Consider Request for 2027 Special Event Ticket Tax rebate
9. Other Matters Authorized by Law
10. Motion to Adjourn

GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT

1229 Lombardi Avenue, Green Bay, WI 54304

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www.gbbcstadiumdistrict.com

Background for Special Board meeting – 9/1/2026

The Stadium District Board meeting on September 1, 2026 was called to consider a request from the Green Bay Packers for a ticket tax rebate on a possible 2027 special event at Lambeau Field. The District has in the past approved a ticket tax rebate on concert events as an incentive to the promoter to secure major events at Lambeau Field. The 2027 event this request falls under is not a concert event.

Included with the agenda being distributed today are the following background materials to provide context for how rebates have been approved for previous concert events:

- Memorandum of Understanding for 2019 concert event (Paul McCartney)
- Minutes from December 10, 2018 meeting where updated Special Event Benchmarks were approved, which included authorizing the Executive Director to negotiate a ticket tax rebate of up to 5%. The relevant section of the minutes is 8C starting on page 5.
- Current version of the Special Event Benchmarks and Capital Project Guidelines. This document has been in place since 2018, but as discussed during the June board meeting is undergoing review and an updated version has not been finalized or approved to-date.

Final document included is a draft of a Memorandum of Understanding for the potential 2027 event should the Board elect to take action on this item during tomorrow's meeting.

**MEMORANDUM OF UNDERSTANDING
2019 CONCERT TICKET TAX REBATE**

Worldwide

THIS MEMORANDUM OF UNDERSTANDING is made and entered into between the GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT (the "District"), the GREEN BAY PACKERS, INC. a Wisconsin corporation (hereinafter referred to as the "Team") and Live Nation ~~Entertainment~~, Inc., a Delaware corporation (hereinafter referred to as the "Promoter") effective as of November 12, 2018.

At its regular meeting of October 8, 2018 the District Board authorized funding parameters for the Executive Director to negotiate the level of support to be provided through a ticket tax rebate for concerts. At a Special Meeting held on November 6, 2018 the District Board discussed ongoing negotiations and set new parameters for the Executive Director to negotiate a ticket tax rebate for a 2019 concert (the "Event").

NOW, THEREFORE, the District, Team and Promoter agree to the following:

1. The Event:

- o As of the date of this Agreement, a concert has been confirmed for Lambeau Field to be held on June 8, 2019.

2. Ticket Tax:

- o As an incentive for holding the Event, the District shall provide financial support consisting of a rebate to the Team equal to a 5% Ticket Tax.
- o The Team agrees that the District's Ticket Tax rebate shall pass through the Team to the Promoter.

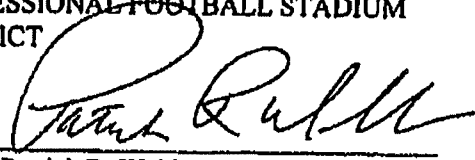
3. Other:

- o The District shall have no liability whatsoever to Team, Promoter or any third party for any loss, liability, damage, cost or deficiency caused by or arising from the Event. In consideration hereof, the Team and Promoter shall further indemnify, defend and hold harmless the District, its officials, employees and agents from and against any and all claims, suits, demands, damages, liability costs and expenses of any kind, including legal fees, related to the Event or the funding provided hereunder.

IN WITNESS WHEREOF, the parties hereto, by their authorized representatives, have signed this Agreement as of the dates hereof.

DATED: 11/7/18

GREEN BAY/BROWN COUNTY
PROFESSIONAL FOOTBALL STADIUM
DISTRICT

By: 

Patrick R. Webb
Executive Director

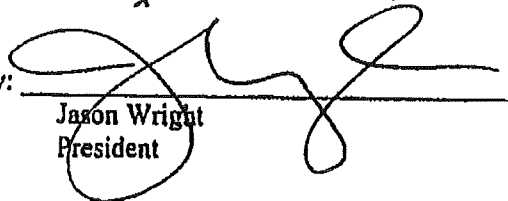
DATED: 12/10/18

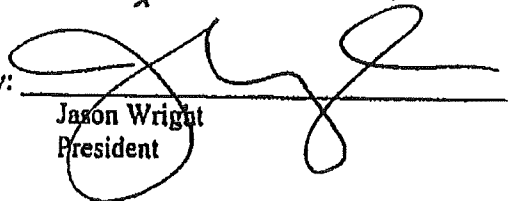
GREEN BAY PACKERS, INC.

By: 

Ed Policy
Chief Operating Officer and General Counsel

DATED: 11/28/18


LIVE NATION ^{WORLDWIDE} ENTERTAINMENT, INC.

By: 

Jason Wright
President

GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT

Pursuant to Section 19.84, Wis. Stats., a meeting of the Green Bay/Brown County Professional Football Stadium District Board was held on **Monday, December 10, 2018** at 3:30 p.m. at Lambeau Field Atrium, Green Bay, Wisconsin.

PRESENT: Chuck Lamine, Leah Weycker, Kristen Johnson, Margaret Jensen, Ken Golomski and Bill Galvin.

EXCUSED: Sen. Cowles

ALSO PRESENT: Pat Webb, Greg Kuehl, Bill Vande Castle, Joel Everts, Beth Ulatowski, Aaron Popkey, and media.

1. CALL MEETING TO ORDER

The meeting was called to order by Chair Lamine at approximately 3:30 p.m.

2. ROLL CALL

Roll call was taken. All Board members were present except Sen Cowles who was excused.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

A MOTION WAS MADE BY BILL GALVIN AND SECONDED BY KEN GOLOMSKI TO APPROVE THE AGENDA. Vote taken. MOTION CARRIED UNANIMOUSLY.

5. REQUEST FOR APPROVAL OF THE MINUTES – NOVEMBER 6, 2018

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY KRISTEN JOHNSON TO APPROVE THE MINUTES. Vote taken. MOTION CARRIED UNANIMOUSLY.

6. COMMUNICATIONS

A. Green Bay Press Gazette December 2, 2018, Article "Paul McCartney Coming to Lambeau Field Next Year"

Mr. Webb reported that the concert announcement took place and the tickets are selling better than the Billy Joel tickets did. This is great news and it is nice to know the Packers are making bowl events a priority.

B. Late Communications (if any)

There were no late communications.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY KEN GOLOMSKI TO RECEIVE THE COMMUNICATIONS AND PLACE ON FILE. Vote taken. MOTION CARRIED UNANIMOUSLY.

7. CONSIDERATION OF RESOLUTION 109 AUTHORIZING APPROVAL AND ADOPTION OF 2019 BUDGET

Mr. Webb handed out budget highlights. He went over them with the Board. He said if they preferred to go over the budget by line item later they could. He said some things have changed from last June regarding the District Operating Fund. The fund reflects a number of changes as a result of the District entering a contract with The Sigma Group, Inc. for maintenance monitoring and management services. For 2019, Sigma retains the Executive Director and Program Consultant in their current roles but at a reduced number of hours. Funding has also been included for other Sigma personnel to increase their involvement—including participation at District Board meetings. Board meetings will be attended by either or both the Executive Director and Program Consultant in addition to other Sigma personnel. Sigma's total cost for 2019 is budgeted as \$137,500.00 (which includes \$2,500.00 charged to other funds). This is less than the \$170,000.00 not-to-exceed contract amount. Budget includes the following:

- Maintenance Monitoring - \$17,000.00 (based on contract including reimbursable expenses),
- Executive Director - \$43,000.00 (based on 400 hours),
- Program Consultant - \$45,000.00 (based on 500 hours),
- Management Fee - \$7,500.00 (based on contract),
- Other Staffing - \$25,000.00 (as required for other Sigma personnel), and
- Less \$1,000.00 charged to brick and tile program and \$1,500.00 to special events.

Ms. Jensen asked about if they would cut back on the number of meetings. Mr. Webb said they will still meet 6 times in 2019.

He further reported that no sales tax will be received for District operations but an escrow has been established, consistent with statutes, for District administrative expenses to ensure funding of \$100,000.00 annually until 2031.

Consistent with a memo of understanding with the Team, a transfer of \$28,000.00 from the Operations and Maintenance Fund has been budgeted to pay for the District's general liability (\$12,000.00) and professional liability (\$16,000.00) insurance.

Budget includes a transfer of \$86,129.74 from the Special Event and Economic Development Fund to support District operations. This has been reduced for 2019 mostly as a result of staffing changes.

Salaries include a 2% increase for the Administrative Specialist. Budget provides that the District and employee each pay 6.55% of salary as their share of the contribution to the retirement system. This is a decrease from 6.7% in 2018.

Mr. Webb presented the budget highlights for the Capital Projects Fund (District User Fee Account):

User Fees are budgeted at \$300,000.00 but could vary based on the amount of season tickets exchanged.

The fund balance is approximately \$14,500,000.00 and a draw of \$9,000,000.00 has been budgeted for 2019 mostly for the new stadium field lights and security improvements. The District and Team have agreed to work together on a draw schedule that works for both parties.

Interest on the fund is budgeted at \$100,000.00 which is a decrease from 2018. Although the interest rate environment has improved, the budgeted draw will reduce the fund balance.

Regarding the Special Revenue Fund (8257 Fund), he reported that an escrow has been established, consistent with statutes, to meet annual 8257 Fund obligations which are based on an indexed amount less alternative revenues.

Public Charges for Services include: \$500,000.00 Ticket Tax (required by the Lease) in addition to the following based on historical trends: \$400,000.00 License Plate Fees, and \$50,000.00 Brick and Tile Fees.

Interest earnings are budgeted as \$1,500,000.00 based on escrowed funds plus interest earnings on the first \$500,000.00 of Ticket Tax; License Plate Fees; and Brick and Tile Fees.

He discussed the Special Revenue Fund (Operations and Maintenance Fund). Ticket Tax revenue is budgeted as \$7,805,000.00 based upon the 2018 projected actual. Budgeted Miscellaneous Revenue includes a transfer from the 8257 Fund in the amount of \$4,823,850.84 based on inflationary adjustments from the prior year as allowed by State Statutes and Lease provisions.

Budgeted expense for Maintenance and Repairs is \$12,619,750.84 based on anticipated funds available (Ticket Tax, Transfer from 8257 Fund and Interest) less agreed upon draws for: Independent Monitor, NWTC Program, Qualified Bank Fees, District insurance premiums and contracted services from the Team for administration of the District User Fee. Qualified Bank Fees include expenses of \$35,000.00 for bank fees and credit card charges related to the District User Fee. This is the same as last year.

MBE/WBE Independent Monitor Expenses are budgeted at \$5,500.00 based upon agreement with Cross Management Services plus \$1,500.00 for costs resulting from unanticipated projects.

He reported on the Special Revenue Fund (Special Event and Economic Development Fund). Special Events revenue is budgeted as \$225,000.00 from parking and ticket tax revenue flowing to the District from a 2019 concert. Economic Development Grants and Incentives are budgeted as \$191,000.00 including \$151,000.00 for previously approved grants and \$40,000.00 for 2019 requests if funds become available. Transfer to District Operating Fund equals \$86,129.74 to balance the District's operating budget. An annual transfer is required to support District operations since statutes limit the amount of sales tax that can be used for District administrative expenses to \$100,000.00 annually. Transfer is a reduction from the 2018 budgeted amount of \$103,807.16 mainly due to staffing changes associated with implementation of the agreement with Sigma.

Mr. Webb opened the floor to questions.

Mr. Galvin asked about the security improvements and said in his personal experiences the police holding rooms presented some problems for the police force. He asked if they are adding on another holding room. Mr. Webb said they are adding on a whole building for security office people. Mr. Popkey added that he doesn't have the exact detail. Mr. Galvin asked if the Team was working with

the police department. Mr. Webb agreed they are and with the Team's security. Mr. Webb said he could get the information for the Board.

Chair Lamine asked about the mention of the reduction and control of vehicle/pedestrian conflicts. He wondered if that was specific to the safety building or is it broader for the facility in general. Mr. Webb said it was mostly dealing with the loading dock area. On game day, people go down the ramp to get in through security there are also cars and trucks going through at the same time. Therefore, they are moving the pedestrian entrance to eliminate some of those conflicts.

Vice-Chair Weycker asked about the insurance line item listed twice. Mr. Webb explained the O&M fund is actually reimbursing the Operating Fund for the insurance. The O&M fund is something that can only be used for operations and maintenance of the stadium but the District was able to negotiate with the Team long ago that because the lease requires the District to have \$10 million worth of liability insurance, the District would be held harmless and the Team agreed to pay the premium. It shows as a revenue in one place and an expense in another.

There were no additional questions about the budget.

A MOTION WAS MADE BY BILL GALVIN AND SECONDED BY MARGARET JENSEN TO APPROVE RESOLUTION 109 AUTHORIZING AND APPROVING THE 2019 BUDGET. A ROLL CALL VOTE WAS TAKEN. MOTION PASSED WITH 6 AYES – 0 NAYS.

Chair Lamine wanted to thank the staff for staying with the District for another year. It has been quite a bit of a transition this year and he and the Board appreciate them being available and it will be very helpful to the organization. Mr. Webb admitted it will be a challenge to figure out how to work only the 400 hours because he's used to coming to the office every day. He will need to get used to this transition. He added that if the District would start renegotiating leases or anything else comes up with legislative changes, etc. these hours won't be enough so this assumes nothing major will occur in 2019.

8. SPECIAL EVENTS & ECONOMIC DEVELOPMENT FUND UPDATE AND/OR ACTION:

A. Detail of Special Events and Economic Development Fund

Mr. Webb stated the fund shows a balance of about \$214,000 available. He said it will be drained a bit to finish out 2018. He said there are projecting to take about \$86,000 out of it next year instead of over \$100,000. He mentioned they are projecting the concert to take place assuming nothing happens to prevent it, they are expecting some infusion of revenue. Things are obviously looking much brighter now for the District than before.

B. Funding Request – WIAA State Tournament(s)

Mr. Webb recommends the District approve only the 2019 funding of \$15,000 and continue their participation in the tournament. They should wait to find out about 2020 and beyond until they get more comfortable with the fund balance. He would like to approve the 2019 funding of \$15,000 for the WIAA tournament.

Chair Lamine added that the District has had a long track record with WIAA and it has been very successful.

A MOTION WAS MADE BY BILL GALVIN AND SECONDED BY KRISTEN JOHNSON TO APPROVE THE \$15,000 GRANT FUNDING FOR THE 2019 WIAA TOURNAMENT. There wasn't additional discussion. A VOTE WAS TAKEN. MOTION CARRIED UNANIMOUSLY.

Ms. Jensen asked about the Shipyard project funding request. Mr. Webb said the City has until 2019 to meet the conditions of the grant. He had planned to speak to the Board about it later in the agenda.

He added that the City of Green Bay contacted him about the potential to discuss a new version of the Shipyard. He said the City hasn't told him yet that they can't meet the requirements of the existing grant, he told them the District didn't have any funds for capital projects at this time. He's communicated to them so many times that in order to take a look at a new grant, the City needs them to tell him they can't meet the requirements of the existing grant. He hasn't heard back from them since. He doesn't know where it stands with the City at time point in time.

Ms. Jensen asked what would happen if they don't respond. Mr. Webb said they will have until June 2019 to meet all the requirements of the grant, one which specifically calls for the Bullfrogs to be in the new stadium. He would rather work with them and have them tell him they can't meet the requirements of the grant and go forward, but they haven't come to the conclusion they cannot meet the requirements.

C. Revised Special Event and Economic Development Fund Event Benchmarks and Capital Project Guidelines (Approved 11-6-18) – Section III. Special Events (held in the seating bowl)

Mr. Webb said they changed the ticket tax rebate amount from 2.5% to 5.0% because it appears that's what he will need to do to get concerts in Lambeau. It would make it easier and faster to let promoters and the Team the District is on board with the 5.0% rebate and they want all the concerts they can get.

Vice-Chair Weycker asked if they did any research on what other stadiums are doing. Mr. Webb said it is very difficult because it's a total package. Most stadiums do not have a 10% ticket tax and a 5.5% sales tax. Some have 9.0% sales tax, etc. He said the Packers also get a facility fee. They are toward the top with fees and he's not saying they could never get 7.5% but if they want to tell people they are open for concerts and their main goal is to have concerts, they need to go on record setting a precedent with the 5.0% and they are comfortable with that. They'd rather make 5.0% than not have a concert and let people know they are all on board with this.

Ms. Jensen agrees they need concerts in the stadium and several events, not just one. She doesn't think it's fair to give it up because they already have given up parking fees at times. Mr. Webb said that if they want promoters to know they want concerts this is what is needed.

Vice-Chair Weycker asked if it wasn't bigger than that. She said there are people negotiating at the table and this is just a little piece and this doesn't tell them anything. Mr. Webb said the Packers could still put a road block in because they don't negotiate but at least the District won't be looked at as the hindrance. If the Board didn't want to do this it would be fine too – he got the

feeling from the last meeting that this was what they wanted. He also feels the District will never get a concert with less than a 5% rebate anymore because they've set a precedent.

Vice-Chair Weycker mentioned that Mr. Popkey mentioned righting the ship at the last meeting and that 10.0% was perhaps too high to start out with. She asked if that was based on what other facilities are doing. Mr. Popkey said that 10.0% is more than what they should have tried to establish. Economics have been established after having a few concerts and the 5.0% seems to be what the other parties landed on.

Mr. Webb wanted to remind the Board that the District negotiated with the Packers to turn over the 10.0% for special events to the District as an amendment to the lease. It originally would have been put into the O&M Fund and not available to the District at all. Therefore, they've gotten the full amount for the LSU game and Badger hockey game.

Mr. Galvin asked if they are just looking at the 5.0% for concerts or all events. Mr. Webb said it would be for concerts. It wasn't defined in the guidelines but he agreed to change that. He thought that it did already mention that. Mr. Galvin asked Mr. Popkey if the Packers ask for a set fee for concerts and different fees for other events or do they go into all the negotiations with wide open possibilities and work from there. Mr. Popkey said it was different for football versus a concert. They now have a relationship with the promoter and feel comfortable moving forward. The artists have different setups to and that also matters. They feel pretty comfortable with this venue and the numbers of tickets and the different artists that would be coming in. They feel confident the 5.0% is the number.

Mr. Galvin asked that going forward if a concert promoter were to come in and try to whittle down the amounts, would that affect the District's number. He said the District is out of the picture until the final deal and then it's up to the District to finalize it. He doesn't want to see them asking the District to take less because of that and that is his main concern.

Mr. Popkey couldn't guarantee anything but this is something they are very confident in the way the numbers line up and the economics of it. He added that if there would be a sweeping change in the industry and if numbers were very different he couldn't speak to that. Mr. Webb added that the ticket tax will always be 10.0%. They just rebate a portion to cover expenses. The expenses for concert setup with the floor and other things was always considered to be more expensive here which is why the District rebates the 5.0% to cover some of those additional costs. He suggested the Board approve these guidelines with the idea they will add language "for concerts" to the 5.0% rebates so it's clear.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY KEN GOLOMSKI TO AMEND THE PROPOSED LANGUAGE OF THE BENCHMARKS TO READ "FOR CONCERTS ONLY" AS AN INCENTIVE TO BRING MAJOR EVENTS - CHANGE TO "AS AN INCENTIVE TO BRING MAJOR CONCERTS" A vote was taken. CARRIED UNANIMOUSLY.

A MOTION WAS MADE BY LEAH WEYCKER AND SECONDED BY BILL GALVIN TO APPROVE THE REVISED EVENT BENCHMARKS AND CAPITAL PROJECT GUIDELINES WITH THE SUGGESTED LANGUAGE ON PAGE 3. A vote was taken. MOTION CARRIED UNANIMOUSLY.

D. Future Special Events

Mr. Webb said there was no update at this time. They have the Forest Lakes event in January and they will look into funding the event in 2020 and beyond. It is a nice event where the District helps with transportation and they take over the downtown hotels for 4,500 attendees. The event is perfect for the first week in January in Green Bay. Ms. Jensen asked if they could tell the new members on the Board about the event.

Ms. Ulatowski said the Forest Lakes Evangelical Lutheran Church of America holds a youth conference and they are always here the weekend following New Years. They've been coming here since 2003. This group is being pursued by other areas and the group is greatly appreciated.

Mr. Kuehl mentioned that the group even gave some money back one year that they didn't use and agreed it is a good group to come to the area. Mr. Webb said they contribute \$6,000 a year to have them come and fill hotel rooms and fill downtown restaurants.

Mr. Webb suggested the CVB update the Board at the next meeting regarding all the events the District funds to give them a flavor for the type of conventions and tournaments they bring in. Ms. Ulatowski agreed to do so.

9. SEPTEMBER AND OCTOBER 2018 FINANCIAL REPORTS

Mr. Webb reported they are monitoring the amount they will be drawing from the Economic Development Fund for operations because of the changes made with Sigma.

A MOTION WAS MADE BY MARAGARET JENSEN AND SECONDED BY KEN GOLOMSKI TO APPROVE THE SEPTEMBER AND OCTOBER 2018 FINANCIAL REPORTS. Vote taken. MOTION CARRIED UNANIMOUSLY.

10. DIRECTOR'S REPORT

Mr. Webb reported on the Special Revenue Fund. He said nothing has really changed. There is \$61 million escrowed at this time to transfer to the Team. He said the budgeted transfer for 2019 is going to be around \$4.8 million which will come from this fund. The amount of escrow will be offset by the other revenues (license plate, ticket tax, brick/tile sales). The Packers get about \$12 million out of the Operations and Maintenance Fund so between the \$7.8 million of ticket tax and the almost \$5 million that gets transferred from the 8257 Fund and the O&M fund – that's where the \$12 million transfer takes place. He mentioned the Special Events and Economic Development Fund has about \$2 million of which only \$200,000 is not accounted for. He asked if there were any questions. There were none.

He reported on the District User Fee Fund which is at \$14.5 million. The Team will be drawing at least \$8.2 million for the two projects. There will still be a cushion in the account in case there's any emergency type capital improvements that the District thinks should occur.

Mr. Webb asked Mr. Kuehl to walk the Board through the MBE/WBE update. He went over the quarterly report from NWTC. The Small Business Initiative and Entrepreneur Center Client Activity reported that the school conducted workshops and the director is very interested in women's issues and she is also a tribal member so she's interested in minority issues as well. She served 7 women at one

workshop and 8 at another one. She has also done individual coaching and consulting with 16 females, (1 black, 17 white). She also had a speaking engagement with 15 visiting Hispanic students.

Mr. Kuehl presented the Independent Monitor's Report and noted that it is a statutory requirement that the District monitors MBE/WBE. Mr. Webb asked if he could explain what the Packers' role is with the coordinator and the District's role with the monitor. Mr. Kuehl explained the statutes require that in order to get the work on the participation they need a targeted business coordinator and the Packers' contract with AFF to perform the outreach, data collection, and the tracking. The statutes also require there be an independent monitor to verify that work and confirm there was a good faith effort made to reach the goals. In the District's case, there has been a good faith effort because they're meeting the goals. As part of that, the monitor is to do an annual report. The executive summary of that report was presented to the Board. It shows that the District is exceeding both the business participation and workforce diversity goals. He stated that the workforce diversity is at over 57% because a lot of the Delaware North jobs consist of heavily female dominated professions. The report is a good report that shows the District is meeting its goals easily.

The legislation also provides for the LAB to report annually on this to the Joint Finance Committee which they haven't done for a number of years. He reported that the last time he spoke with them they told him to keep collecting the data in case something comes up.

Overall, Mr. Kuehl feels it's a good program and the Packers are doing extra things through their Mentor Protégé Program to help businesses as well.

Mr. Webb said the expenses of the monitoring are paid for out of the O&M Fund through an agreement with the Team so it wouldn't have to come out of the District's \$100,000 allotted for operations (which basically just covers staffing the operations). Chair Lamine says this is another program that goes back to the District's foundation on the state statutes.

Mr. Kuehl and Sigma representatives performed a game review on October 15 at the Monday night game against San Francisco. Mr. Webb said that in the past they've been very successful getting changes made through these game reviews and the District's suggestions. He feels that there has been focus on handicapped parking and various other aspects this year due to the comments shared with the Team in the reviews. They are really trying to accommodate that population this year to make it much easier for them to access the stadium.

Mr. Kuehl highlighted the review which was different because he normally does them with Mr. Webb or alone. This time he did it with Sigma representatives. At this review he tried to give them a historical perspective and went back and explained how things used to be and reported on all the improvements that have been made. There was a lot to explain and alert them to the things that are ongoing issues. Some are the handicapped parking which has improved substantially. He noted there was an agreement with Uber at the Bellin Clinic parking lot. Sigma people noted that the crosswalk at Titledown District was dark and should be better illuminated. He said he knows the Packers are looking at the connectivity between the stadium and Titledown and that's something that could probably be addressed at that time.

Other things that have been discussed previously are the vehicle pedestrian conflict at the players' parking lot. He knows the Packers have made many changes over the years to try to address that. He said they looked at gate utilization as well. Especially after the American Family Insurance gate opened to try to alleviate some of the load from the Oneida Nation Gate which continues to be the busiest. The Team made efforts to do that with tweets, signage, and staff directing people to other gates. One of the

things Sigma suggested was to use signage with waiting times at the gates might be helpful. The Miller Lite gate usage is down about 7% from 2014 and American Family Insurance gate is up about 7% and the Oneida Nation gate, which accounts for almost one-third of the entries, is down slightly – about 3%.

Mr. Kuehl mentioned they also looked at the landscaping, grounds and exterior which has been looking great. They noticed that there were some mineral deposits on some brick panels and also trash at the security perimeter which hasn't been noted for a while but this time as they entered the stadium later and the trash probably gets put down on the rush to a gate. They think maybe they could locate the trash receptacles closer to the gates.

The concourses were reviewed. They have standing room tickets and they were not sold out. He said the sound in the concourse has been improved with added speakers. He reported that the restroom queues on the fourth floor were checked again and the line ran down the middle of the corridor and he suggested directing staff to keep the line up against the wall for better flow.

He reported that a new thing this year was the grab and go concessions. It is being piloted and it may be a good thing because of some problems noted with concessions such as running out of items and slow service. He knows there have been problems getting sufficient staff, so maybe the grab and go concessions will alleviate the issue. Mr. Webb reported the stand he went to at a game was out of brats a half-hour before the game. Chair Lamine said the grab and go concessions seem to be very efficient and people can use debit cards which worked great in his opinion.

Mr. Kuehl added that the premium seating area was reviewed and they found a monitor that wasn't working. The seating bowl and field looked great with the new lighting and the grass that was replaced looked great too.

Mr. Golonski asked about the new grass product and asked what the differences between the two products were. Mr. Popkey said the two products are very similar and they are very pleased with the new grass and noted that World Cup venues use the same grass.

Mr. Webb asked that if the board members have any issues about game day that they share them so they can address them at the next review. Mr. Kuehl said they always share these reports with the Team and they've been great to work with for the data collection and recommendations.

Chair Lamine said this is his favorite report every year – a kind of secret shopper approach. The effort has been great to improve the game day experience and make it better. He mentioned that they used to place garbage containers at the entrance but at that point of entry some people weren't going to get out of line to throw things away so they would throw things toward the containers. He also mentioned that the flow problem on the fourth floor area might be corrected by changing the pattern of the carpet in that area to make people recognize they should be forming a line at the wall. He added that they have seen changes as a result of these reports and feels the Packers have been very receptive to the comments shared with them. Mr. Webb agreed and the game reviews combined with the annual maintenance audit provides great results.

Mr. Webb reported on brick and tile sales for October and November with a total for the year at \$43,000. He said they will probably hit the budgeted number of \$60,000 with December sales. Vice-Chair Weycker asked about the \$500.00 budgeted for promotion for the sale. Mr. Webb said that amount is used to give away bricks to the shareholder meeting, they work with the Team to provide half price

bricks to their employees, and various other things. Vice-Chair Weycker mentioned she really hadn't noticed them but saw somebody with a brochure at the game and they thought it would make a great Christmas present. Mr. Webb added that the Team advertises the sale on their website and have sent email blasts as well promoting them. Mr. Kuehl added that Ms. Roskom staffs a table at the shareholders meeting and is there to answer questions, take orders and promote the items. They always get some orders and people register to win a brick.

Mr. Webb reported on the future meeting dates. There were no other matters for the Director's Report.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY KEN GOLOMSKI TO APPROVE THE DIRECTORS REPORT. Vote taken. MOTION CARRIED UNANIMOUSLY.

11. RESOLUTIONS OF RECOGNITION

Mr. Webb noted they always recognize past board members with a resolution of recognition. Therefore he asked for approval of the resolutions for three past members.

A MOTION WAS MADE BY KEN GOLOMSKI AND SECONDED BY MARGARET JENSEN TO APPROVE THE RESOLUTIONS OF RECOGNITION. Vote taken. MOTION CARRIED.

12. OTHER MATTERS AUTHORIZED BY LAW

Chair Lamine thanked the staff for another tremendous year and wished everybody a happy holiday.

Mr. Webb reminded the new board members that they could contact him if there's anything they need to make their learning curve easier.

There were no other matters.

13. MOTION TO ADJOURN

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY KEN GOLOMSKI TO ADJOURN THE MEETING. A vote was taken. MOTION CARRIED UNANIMOUSLY.

The meeting adjourned at approximately 4:40 P.M.

Respectfully submitted,



Diane Roskom
Administrative Specialist

**GREEN BAY/ BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT
SPECIAL EVENT AND ECONOMIC DEVELOPMENT FUND**

EVENT BENCHMARKS AND CAPITAL PROJECT GUIDELINES (APPROVED 12-10-18)

BACKGROUND:

The District has created a Special Event and Economic Development Fund to be used to support District operations and promote economic development, tourism and recreation within Brown County by granting funds for events and/or capital projects. The following strategic objectives have been established for the Fund:

- Hold at least one major Special Event at Lambeau Field annually in the seating bowl.
- Hold at least one City/District Special Event annually in a common area (e.g. parking lot, observation deck etc.) of Lambeau Field.
- Ensure sufficient funds are available annually for District operations
- Promote economic development and tourism in Brown County by providing bid fees and/or incentives for trade shows, conventions and/or sporting events.
- Promote economic development and tourism in Brown County by providing sponsorship for entertainment and/or exhibits at local tourism destinations (e.g. Meyer Theatre, Weidner Center, Railroad Museum, Neville Public Museum etc.).
- Promote economic development and tourism in Brown County by providing funds for selected capital projects.

Historically, the District has provided grants primarily for various special events (entertainment, sporting, conventions and trade shows). Regarding capital project requests, the District recently granted support for a hotel market study and also considered a request for support of a capital project from the Meyer Theatre. The Board appeared generally supportive of using some funds to support capital projects but was not comfortable awarding funds for the Meyer Theatre project in the absence of specific guidelines for capital projects. Subsequently, special event benchmarks and capital project guidelines were developed.

Previous Board discussions indicated a commitment to long-term sustainability of the Special Event and Economic Development Fund. Availability of these funds for grants shall be determined annually as part of District's budget process. The format for this determination is shown as Attachment 1 and shall consider the following factors:

- fund balance (balance less grants approved but not paid).
- planning horizon (should be at least 10 years)
- inflows (based on confirmed and projected events).
- outflows including amount required for District operations and available for grants.
- grant allocation split (percentage allocation to determine amounts available special event and capital project grants).

Annual review will allow the Board to establish the total available for grants based on current financial information and reasonable assumptions regarding future grant awards, special events and projects.

The District recognizes that the annual budget determination is a planning tool intended to ensure that decisions appropriately consider long-term sustainability. However, the District also understands that adjustments may be required to accommodate specific special event or capital project requests. The Board reserves the right to exceed the annual allocation for special events or capital projects in any year(s) and may employ the following methods to fund a grant request while still ensuring long-term sustainability:

- reallocation of funds between special events and capital projects (generally 70% for special events and 30% for capital projects),
- reallocation of funds from one year to another,
- applying fund balance.

To assist the Board in deliberations regarding special events and capital project requests, the following special event application (score sheet) and benchmarks and capital project guidelines and grant application have been developed for consideration.

SPECIAL EVENT BENCHMARKS

I. EVENT CRITERIA:

The Board has an established application form for special events (Attachment 2) and has evaluated event requests based on the following criteria:

- Name, date(s) and type of event or project - - events eligible for funding include conventions, trade shows and sporting events and projects eligible for funding include those that promote economic development and/or tourism.
- Length of event - - multi-day events will be given preference.
- Number of attendees/participants - - total number of local and out-of-county people to attend/participate in the event or project. Priority will be given to events/projects expected to attract significant out-of-county visitation.
- Event budget including: Special Event and Economic Development Fund balance, matching funds, risk sharing and potential District revenue to enable replenishment of the Fund.
- Relationship to stadium-related events, plans and projects and anticipated development in the Tiletown District.
- Lodging impact - - estimated number of hotel nights generated in Brown County (additional room nights may require a firm commitment).
- Availability of venues and possible conflicts with other events.
- Other economic activity - - estimated visitor spending (shopping, restaurants, local restaurants etc.).
- Earned media - - coverage of event that would promote Brown County and increase public awareness of the community as a venue for events.

- Anticipated bid fee and/or incentive required.
- Other factors unique to the project or event.

Although special event evaluations have considered all of the above event criteria, several factors have emerged as primary considerations - - event budget, lodging impact (room nights), other economic activity (estimated economic impact) and fund balance.

As shown in Attachment 3, the Board has also considered a number of quantified indicators to facilitate comparison of special event requests - - grant dollars per night (grant amount divided by room nights) and economic impact per dollar (economic impact divided by grant amount). These are relatively straightforward measures of the anticipated return on the District's investment in an event. This comparison can help direct support to those events that maximize the District's return on investment.

II: SPECIAL EVENT BENCHMARKS (excluding events held in the seating bowl):

Although the Board has used the above criteria and indicators to evaluate special event requests, specific benchmarks have not previously been developed. The following general considerations have guided development of benchmarks: event budget, lodging impact, economic impact and fund balance:

- Events held outside of the seating bowl differ in terms of anticipated impact, and the District's return on its investment has varied greatly from one event to another. For some events the impact is not necessarily associated with the event itself but rather with future business generated as a result of the event. These types of events can best be viewed as an investment in marketing the area as a destination rather than an investment producing immediate results. This makes measuring return on investment much more speculative. An additional complication is that some events may produce current impact as well as provide opportunity for additional future impact (e.g. event may return or lead to other similar events). Nonetheless, the distinction is useful. The following benchmarks make a distinction based on whether an event's impact is primarily current or future:

Event Budget (Grant Size and Matching Requirements): The District intends to foster economic development, tourism and recreation in Brown County by using available funds to match and leverage additional private investment, donations and public and/or private grant funds. The following benchmarks shall apply to event budgets:

- Events funded for current impact:
 - Maximum grant size shall be \$50,000.00.
 - District funding shall not exceed 50% of total event expenses.
- Events funded for future impact:
 - Maximum grant size shall be \$75,000.00.
 - District funding shall not exceed 50% of total event expenses.

Lodging Impact: Grant dollars per hotel room night indicates the relative efficiency of grant funds in generating hotel stays. Clearly, the desire is to maximize the District's return on its investment by

generating the most room nights at the lowest possible cost. The following benchmarks are established for lodging:

- Events funded to produce current impact:
 - Event shall produce a minimum of 1,000 projected room nights.
 - District funding shall not exceed \$7.50 per projected room night.
- Events funded to produce future return on investment:
 - Event shall produce a minimum of 250 room nights.
 - District funding shall not exceed \$75.00 per projected room night.

Economic Impact: An estimate of economic impact for an event is required to be submitted including assumptions used for the impact calculation. Since the underlying assumptions can alter the estimated impact, it is important that the Board consider these during deliberations. As with room nights, the desire is to maximize the District's return on its investment by generating the most economic impact at the lowest cost possible. Therefore the following benchmarks for economic impact are established:

- Events funded to produce current impact:
 - Event shall produce a minimum economic impact of \$500,000.00.
 - Event shall produce a minimum of \$50.00 impact per grant dollar.
- Events funded to produce future return on investment:
 - Event shall produce a minimum current economic impact of \$250,000.00.
 - Event shall produce a minimum current economic impact of \$25.00 impact per grant dollar.

Fund Balance: In order to ensure sufficient resources for District operations and ensure long-term sustainability of the grant program the following shall apply to all event requests.

- No request shall be approved that results in a year-end balance below \$1,000,000.00.

III. SPECIAL EVENTS (held in the seating bowl):

Events held in the seating bowl of the stadium are unique and benchmarks will not be established. These events generate ticket tax funds for deposit into the Special Event and Economic Development Fund as well as a major economic impact for the community. Consequently, these events will be evaluated on a case-by-case basis.

- **Ticket Tax Rebates:** Under the provisions of Section 8.3 of the Lease Agreement the District has imposed a Ticket Tax at a rate equal to 10% of the face value (excluding the Ticket Tax and sales tax components thereof) of all paid admissions tickets to facilities (other than for tours or to view memorabilia). For concerts only, as an incentive to bring major events to the stadium, the District may provide Ticket Tax rebates. To expedite the negotiation process for Ticket Tax rebates, the Executive Director is authorized to offer Ticket Tax rebates up to 5.0% of the face value (as defined above). Ticket Tax rebates in excess of 5.0% must be approved by the District Board.

IV. POST-EVENT REPORTING:

Grant recipients shall be required to provide a post-event report to the District including information on: event attendance, room-nights generated and economic impact.

CAPITAL PROJECT GUIDELINES AND GRANT APPLICATION

I. INTRODUCTION:

The District has limited funds available to support capital projects. To leverage its funds to support economic development, tourism, and recreation in Brown County and to encourage additional investment, the District shall focus its capital project grant support on projects that:

- include significant financial participation by other public and/or private organizations,
- increase capacity of the community to accommodate visitors,
- improve the quality of the experience at public destinations, and/or
- support community development/redevelopment.

I. CAPITAL PROJECT DEFINITION:

For purposes of the District's grant program, a capital project is defined as any of the following:

- New construction, renovation, expansion or replacement of a building with a useful life of at least 10 years and total project cost of at least \$1,000,000.00 including any associated professional services (e.g. planning, design, and engineering).
- Purchase of equipment (new or replacement) with a cost of at least \$500,000.00 and estimated useful life of 10 years or more.
- Feasibility, marketing or planning study related to an economic development project with a projected cost of at least \$10,000,000.00.

II. CAPITAL PROJECT GUIDELINES:

Location, Ownership and Purpose: To be eligible for funding a project must meet all of the following criteria:

- be located in Brown County,
- be for a publicly owned and operated facility, a publicly owned facility operated through a service contract/lease or a facility owned by not-for-profit organization that is tax exempt, IRS 501(c)(3).
- be for one of the following destinations that supports economic development, tourism and/or recreation:
 - theater, auditorium or other performing arts venue,
 - amusement park,
 - museum,
 - zoo/nature center
 - convention center or exhibition hall,

- arena, stadium, ballpark or other sports venue **or** be related to development/redevelopment of the following areas:
- Stadium District (Lombardi Avenue corridor from Highway 41 to Ashland Avenue),
- Downtown Green Bay, or
- Military Avenue Corridor.

Ineligible Costs: The following costs are not eligible for capital project grant funding:

- annual operating expenditures,
- debt retirement, or
- endowments.

Grant Size and Matching Requirements: Capital project grant requests must meet the following requirements:

- shall not exceed \$100,000.00.

Fund Balance: In order to ensure sufficient resources for District operations and ensure long-term sustainability of the grant program the following shall apply to all event requests.

- No request shall be approved that results in a year-end balance below \$1,000,000.00.

III. APPLICATION PROCESS:

The District has not established a grant cycle and applications will be processed as received. Upon receipt, District staff will review the application for completeness and follow up with the applicant regarding and questions. Upon completion of review by staff, completed applications will be scheduled for consideration at a District Board meeting and applicants will be required to have a representative in attendance to make a presentation and answer any questions. Application materials and any questions should be addressed to:

Mr. Patrick R. Webb
 Executive Director
 Green Bay/Brown County Professional Football Stadium District
 1229 Lombardi Avenue
 Green Bay, WI 54303
 Phone: 920 965-6995 Email: pwebb@gbbcstadiumdistrict.com

IV: POST-PROJECT REPORTING:

Grant recipients will be required to provide a post-project report certifying project completion and final sources and uses of funds.

MEMORANDUM OF UNDERSTANDING 2027 SPECIAL EVENT TICKET TAX REBATE

THIS MEMORANDUM OF UNDERSTANDING is made and entered into between the GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT (the “District”), the GREEN BAY PACKERS, INC. a Wisconsin corporation (the “Team”), and _____, (the “Promoter”) effective as of September XX, 2026.

At a special meeting on September 1, 2026, the District Board authorized funding parameters for the Executive Director to negotiate the level of support to be provided through a ticket tax rebate for a potential special event in 2027 (the “Event”). Specifically, the Executive Director is authorized to enter into an agreement for a ticket tax rebate of up to 5.0% for a potential 2027 non-concert event only.

NOW, THEREFORE, the District, the Team and Promoter agree to the following:

1. The Event:

- As of the date of this Agreement, a special event is being considered for Lambeau Field in 2027.

2. Ticket Tax:

- As an incentive for holding the Event, the District shall provide financial support consisting of a rebate to the Team equal to a 5% Ticket Tax.
- The Team agrees that the District’s Ticket Tax rebate shall pass through the Team to the Promoter.
- The District considers financial support for events on a case-by-case basis and the parties agree that this rebate shall not be considered as precedent setting for any future events.

3. Other:

- The District shall have no liability whatsoever to Team, Promoter, or any third party for any loss, liability, damage, cost or deficiency caused by or arising from the Event. In consideration hereof, the Team shall further indemnify, defend and hold harmless the District, its officials, employees and agents from and against any and all claims, suits, demands, damages, liability costs and expenses of any kind, including legal fees, related to the Event of the funding provided hereunder.

IN WITNESS WHEREOF, the parties hereto, by the authorized representative have signed this Agreement as of the dates hereof.

DATED: _____

GREEN BAY/BROWN COUNTY
PROFESSIONAL FOOTBALL STADIUM
DISTRICT

By:

Brian Dworak
Executive Director
The Green Bay/Brown County Professional
Football Stadium District

DATED: _____

GREEN BAY PACKERS, INC.

By:

Megan Roberson
Manager of Booking & Event Operations
Green Bay Packers Inc.

DATED: _____

PROMOTER

By:
