

# MMAC

## THE MILWAUKEE BREWERS: A PUBLIC-PRIVATE PARTNERSHIP SUCCESS STORY

THE ECONOMIC IMPACT OF THE MILWAUKEE BREWERS AND THEIR BALLPARK OVER THE PAST 20 YEARS

### OVERVIEW

Miller Park has been an enormously **successful public-private partnership** that has preserved Major League Baseball in Wisconsin and has enabled the Milwaukee Brewers to generate consistently high attendance levels despite operating in the smallest market in MLB.

An independent study by Conventions, Sports & Leisure International – a leading advisory firm specializing in the sports and entertainment industries – shows that the Ballpark construction and ongoing Brewers operations have generated **\$2.5 billion in total economic output** for the state of Wisconsin.

The economic output is even higher in the city of Milwaukee and Milwaukee County due to the spending by Miller Park visitors who reside in Wisconsin but outside the Milwaukee area. In addition, Miller Park and the Brewers have generated **thousands of jobs, billions in direct spending and personal earnings, and hundreds of millions in tax revenue so far** in the state of Wisconsin, city of Milwaukee and Milwaukee County from 1999 to 2019.

As we take stock of the public-private partnership that made the Ballpark possible, this independent study makes clear that the Ballpark is more than just one of the finest venues in MLB – it is a **valuable economic asset** that has generated billions of dollars of “cumulative net new impact” benefits to the state of Wisconsin, city of Milwaukee and Milwaukee County that would not be realized without the existence of the Brewers and the Ballpark.



## ECONOMIC IMPACT

“Cumulative net new impacts” are types of economic growth that occurred within the state of Wisconsin and would not have occurred without the Milwaukee Brewers and the Ballpark – from initial Ballpark construction to team operations over the past 19 years. For the state of Wisconsin, this includes **\$2.5 billion** in total economic output, **\$1.6 billion** in direct spending, **1,835** total annual jobs, and **\$1.2 billion** in personal earnings.

There has been an even greater impact in total economic output and net new impact for the city of Milwaukee and Milwaukee County. For example, a visitor coming from Des Moines to a Brewers game would result in a net new impact to the state of Wisconsin, city of Milwaukee and Milwaukee County. However, a resident of Eau Claire traveling to a Brewers game would result in a net new impact to the city of Milwaukee and Milwaukee County, but not to the state (as this visitor already resides in the state). This has meant billions of dollars in additional total economic output for the city of Milwaukee and Milwaukee County, plus billions in direct spending, thousands of jobs, and billions in personal earnings for those employed – as well as hundreds of millions of dollars in state and local tax revenue so far – as a result of all this economic activity from 1999 to 2019.



The cumulative impacts are an explosive return on investment for the roughly \$600 million taxpayers contributed to the construction, maintenance, and renovations of the Ballpark over the past 21 years.



Brewers games draw fans from across Wisconsin and the country. Based on surveys conducted by CSL, 95% of out-of-town visitors to the Ballpark said a Brewers game was their primary reason for visiting Milwaukee and 57% of fan spending in the region would not have happened without the **Brewers and the Ballpark**. CSL has calculated that the Brewers and the Ballpark generated about \$37.7 million in media exposure for the state in 2019.



The Brewers and its charitable arm – Brewers Community Foundation – have made significant financial and community contributions to the state, including **thousands of volunteer hours, scholarships, and over 2,000 foundation grants totaling more than \$19 million since 2010.**

## GROWING FAN BASE



Since it opened in 2001, the Ballpark has drawn an average of **2.7 million** persons for Brewers games and other events per year. That number has increased to an average of **3.1 million** in 2018 and 2019.



Brewers game attendance **ranked 8th highest in MLB in 2019** despite Milwaukee's small market size. The Brewers outdrew both of the World Series participating teams in attendance in 2019 (the Houston Astros ranked 9th and the Washington Nationals ranked 16th).



This robust attendance directly contributes to the success of the Brewers on the field, enabling ownership to reinvest ticket revenue and other sums to fund the team's player roster and major improvements to the Ballpark and to employ a highly skilled staff to oversee the team's baseball and business operations.

## BOTTOM LINE

It is no secret that other ballparks have fallen into disrepair or are obsolete, forcing MLB clubs and communities to scramble to fund expensive new stadiums or make major renovations to existing facilities. By contrast, the Brewers continue to invest millions in Miller Park to ensure that the Ballpark remains an affordable, safe, innovative, and first-class destination for the best fans in baseball. As the CSL report clearly reveals, the Ballpark and the Brewers have wielded a massive economic impact for the state that fully justifies the vision of elected officials, team executives, and the public in funding the construction of one of the crown jewels of MLB ballparks and electing Major League Baseball in Wisconsin.