



TO: Senate Committee on Lambeau Field, Senator Russ Decker, Chair

FROM: Ed Lump CEO, Wisconsin Restaurant Association
Bruce Wolf Rock Garden Supper Club and Comfort Suites, owner
1951 Bond St., Green Bay, WI 54303

DATE: February 17, 2000

RE: **Wisconsin Restaurant Association support for SB-384, Lambeau Field
Expansion plan**

On Tuesday, February 8, 2000 the Board of Directors of the 7,000 member Wisconsin Restaurant Association voted enthusiastically to support SB-384. We urge the Wisconsin Legislature to act favorably on this legislation as soon as possible.

The WRA Board discussed the proposal at length before reaching the conclusion that the proposal should be supported. They liked the balance of public/private financing. They liked the fact that the residents of Brown County would get the final say through the referendum process. They liked that the character of Lambeau Field would be maintained and the tradition would live on. They really liked the plan to make Lambeau Field and the Green Bay Packers into a year-round attraction that would help Brown County businesses 365 days a year. They particularly like the fact that this plan provides the revenue stream necessary to keep the winning tradition alive for future generations.

During the Board debate every Board member spoke their mind. Here are some of the comments:

"On game days I have many fans stop at my gas station and restaurant as they go to and from the games. We need to keep the team healthy for my business and for everyone else's." Earl Macha - Round Roof Supper Club, Suring

"The Packers are my team. They are the entire state's team. You can't put a price tag on the visibility they bring to Wisconsin across the whole nation. The Packers generate the enthusiasm for the common individual - for all of us. This proposal has to be supported for our sense of well-being and for our children."

Gerald Jaques - Superior Belknap Corp, Superior

"Every Packer home game is great for business especially the Gold Package. It is astounding how many everyday tourists ask directions to Lambeau Field. It's a great draw."

Paul Cunningham – Schreiner's Restaurant, Fond du Lac

"I don't mind paying the .05% tax. The Packers attract so much business and create so many jobs that the residents and businesses will get it all back anyway."

Dick Kroening – Biz-Mark, Inc., Green Bay

We think these comments say it all. When the emotions settle down and all is said and done, the Green Bay Packers are a treasure beyond measure and the proposal embodied in SB-384 is well thought out and deserves everyone's support.

Thank you for your consideration.

SPORTS STADIUM WORLD COMMUNITY



DESIGN/BUILD JOINT VENTURE PARTNERS, LLP, INTERNATIONAL

TOM DOBESH, DEVELOPMENT/ CONSTRUCTION, PRESIDENT

D. THOMAS KINCAID, ARCHITECT A.I.A., N.C.A.R.B., PRINCIPAL

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December 2, 1999

Mr. Robert E. Harlan
President and Chief Executive Officer
Green Bay Packers
1265 Lombardi Avenue
Green Bay, Wisconsin 54307-0628

RE: GREEN BAY PACKERS
SPORTS STADIUM
WORLD COMMUNITY

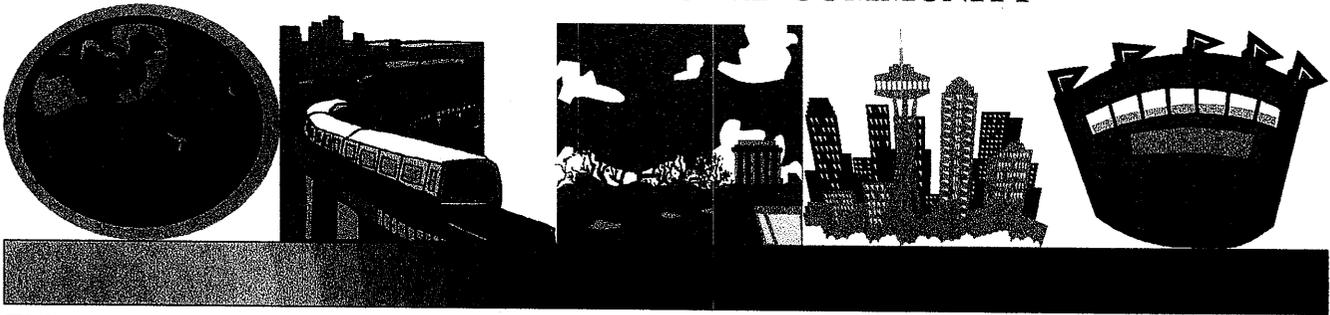
Dear Mr. Harlan:

Design Build Joint Venture Partners, LLP (DBJVP) are providing the financial, funding and feasibility program for The Green Bay Packers Sports Stadium World Community. The scope of the project provides for 70,000 seat Stadium, 1,500,000 sq. ft. multi-use space, 10,000 to 12,000 parking spaces and inter active Community would function 365 days a year. Our proposal would be financially profitable, sustainable and non-tax dependent, i.e (Sales, Municipal, Room, State and or Lottery). This plan would put the Green Bay Packer Corporation in the number one position for net income in the National Football League of 32 teams. The Packers could at the same time reduce seating prices, parking cost, other venues and be the most economical consumer friendly stadium in the league. Included will be Theme Parks, Convention Area, Parking, Performance Entertainment Venues, Hotels and Retail.

The cost for the stadium part would be 225 Million and the Theme Parks, Hotels, Parking, Retail, Residential, Performance Entertainment Venues would be 225 million, for a total of 450 million.

The estimated annual gross revenue would be \$300 million. We believe these estimates can be proven with a study and a feasibility report.

SPORTS STADIUM WORLD COMMUNITY



This project can be feasible, profitable and self sufficient. It will be our goal to reduce or eliminate the need for room, sales, city or state taxes.

When our project and concepts have met with your approval, we would now like to enter into a more formal understanding.

We would ask the Green Bay Packers to retain Design Build Joint Venture Partners to proceed with the project as presented. Below is a brief outline of our first steps that we suggest to implement and proceed with the project:

1. We will prepare a comprehensive financial study and feasibility survey to determine the methods of financing the project. We have envisioned combining numerous financial techniques to create a financing instrument as unique as the Sports Stadium World Community Design.

The goal, however, is always to keep in mind market acceptance, SEC and NASD regulations to any financial designs implemented.

2. We will work closely and communicate regularly with the City to bring together a consensus on the proposed financing and project feasibility. This ensures an accurate portrayal of the City of Green Bay and Sports Stadium World Community to the investment community.

3. We will work with a recognized attorney to prepare and provide the documents necessary for any and all matter relating to the project funding.

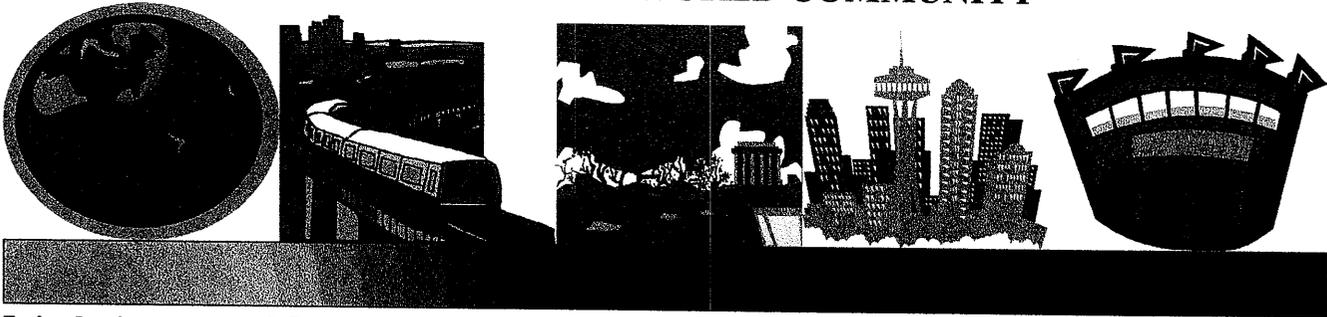
4. With the completion the above, we will make a formal presentation of our findings and our recommendations to the City Of Green Bay and Green Bay Packers for their approval.

Design Build Joint Venture Partners would, upon approval, receive a retainer in the amount of \$300,000.00 in good faith to perform the above financial design.

With the completion and approval of the financing design, Design Build Joint Venture Partners will then proceed with the actual design and building of Sports Stadium World Community. A supplemental agreement outlining the design build program and schedule will then be presented.

The city shall have the right to cancel this agreement at any time during the financial report and recommendation stages outlined above and Design Build Joint Venture Partners will keep the retainer paid.

SPORTS STADIUM WORLD COMMUNITY



It is the intention of Design Build Joint Venture Partners to present to the City of Green Bay and the Packer Corporation a transaction that eliminates the majority of the risk to the City and the Packers. Each party would have the option of severing the relationship upon the completion of the Financial Feasibility Study as a record of our understanding. After completion of the financial design we believe we have accomplish the task.

We firmly believe that our team of assembled leaders in their respective fields can provide this important project for the Green Bay Brown County Area upon assurance of project funding.

If the above meets with your approval, Please sign and return so that we may begin immediately.

Sincerely

Tom Dobesh, President
Design Build Joint Venture Partners, LLP

Approved this _____ day of December, 1999

Mr. Robert E. Harlan
President and Chief Executive Officer
Green Bay Packers

Witnessed By: _____

DESIGN BUILD JOINT VENTURE PARTNERS, LLP, INTERNATIONAL

**GREEN BAY PACKERS
SPORTS STADIUM WORLD COMMUNITY**

FINANCIAL PROCEDURE

- 1. Design Build Joint Venture Partners Team presents the Concept of self funding economically viable project to be approved by The Green Bay Packer Corporation, City of Green Bay and Mayor Paul Jadin.**
- 2. Packers (Sports Authority) retains Design Build Joint Venture Partners Team to do entire project including design build, with option to cancel after financial study has been completed. (see agreement letter)**
- 3. McLiney Investment Bankers will proceed to do financial, feasibility report, due diligence, and create the financing vehicle (Sports Authority is formed consisting of three people) to do the Sports Stadium World Community Project.**
 - a.) McLiney Investment Bankers will then produce a document necessary to comply with Federal, SEC and or NASD regulations**
 - b.) McLiney will look for additional security for investors to help reduce risk and minimize financing expenses**
 - c.) Find corporate/hotel partners to commit to the Sports Stadium World Community concept**
 - d.) Create an informational/investors package to be presented to local, national and or international financial institution to create a syndicate to underwrite the Sports Stadium World Community.**
 - e.) Present project finance mechanism to Packers (Sports Authority) with clearly defined goals, and revenue projections and the basic data for their understanding, review and approval.**
- 4. With the City's/Packers (Sports Authority) Approval, Design Build Joint Venture Partners/McLiney will add schedule of Design Build Program and supplement agreement outlining billing procedures and responsibilities of each member of the team**
- 5. Syndicate funds are made available to build Sports Stadium World Community and provide funds outlined in a supplemental agreement schedule to design and build Sports Stadium World Community.**

DESIGN BUILD JOINT VENTURE PARTNERS, LLP, INTERNATIONAL

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**REVENUE ANALYSIS AND
PROJECTION:**

**The open air Packer Stadium has 60,000 seats @ 11 home games-----\$13,000,000
(60% of seat revenue goes to Packers & 40% goes to Visiting Team)**

**The Sports Stadium World Community may have 70,000 seats @ \$30
@ 11 home games (60/40)----- \$15,167,000**

**The Sports Stadium World Community with the 100' x 300' screens
may have 70,000 seats @ \$30 @ 10 road games viewed in the stadium--\$21,000,000
[50,000 people are on the waiting list for Packer tickets]**

**An estimated 100 events (27 % of the year), entertainments and
performances including large screen viewing of professional Soccer,
Hockey, Basketball and Major World Events
@70,000 seats @ \$30-----\$210,000,000
[A major event center may have 300 @ \$2,100,000----\$630,000,000]
[A major event center may have 75 @ \$2,100,000----\$157,000,000]
[60% occupancy @ 210,000,000 annual revenue-----\$126,000,000]**

12,000 parking spaces @ \$10.00 @ 121 events-----\$ 14,500,000

Concessions @ 121 events @ 70,000 ----- \$

Theme Parks----- \$

Hotels, Offices & Residential----- \$

Retail, Shopping & Commercial----- \$

**Estimated initial partial gross revenue for Sports Stadium World
Community----- \$266,697,000**

The Packers Net Profit from operations in 1999-----\$6,993,945,000

**Design Build Joint Venture Partners has Identified 5 Additional Revenue Sources
listed above which will be quantified in feasibility studies and Bond Documents.**

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December 2, 1999

Mr. Robert E. Harlan
President and Chief Executive Officer
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Green Bay, Wisconsin 54307-0628

RE: GREEN BAY PACKERS
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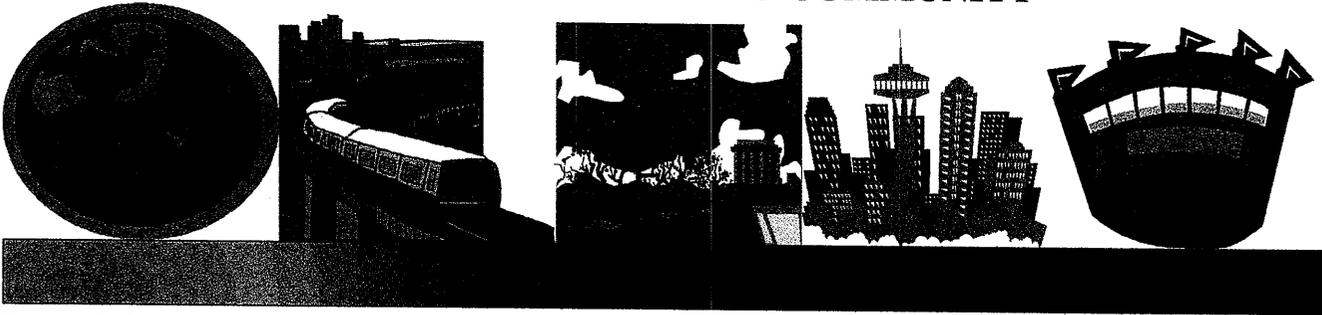
Dear Bob:

These are a few quick notes. A \$360 million conventional stadium project would cost about 66% (\$237,600,000) or less by using our Monolithic Thin Shell Concrete engineering, structure and design. The structure would be significantly stronger, more energy efficient (energy saving would pay for the building in 15 years or less) and more revenue producing.

When steel truss joist span 600 feet to 900 feet the cost escalate tremendously. The vintage engineering that was used for the Miller stadium goes back to pre-industrial revolution time. What we have today in the stadium world is 1790 truss joist, 1950's design and 1990 boiler plate and duplication. We bring to the table 12 major architecture, engineering, construction, financing, managing and consulting firms as one interrelated group. This, no doubt is the best, that there is in the world.

I visited with several State Of Wisconsin Legislators. The overwhelming universal comment from each and every one was that: A referendum would never pass for the state to provide funds for the Green Bay Packers.

SPORTS STADIUM WORLD COMMUNITY



The existing stadium has nostalgia and good line sight and that is it. The mechanical, plumbing, infrastructure, HVAC, traffic flow, logistics, luxury boxes, field and revenue producing capacity need to be replaced.

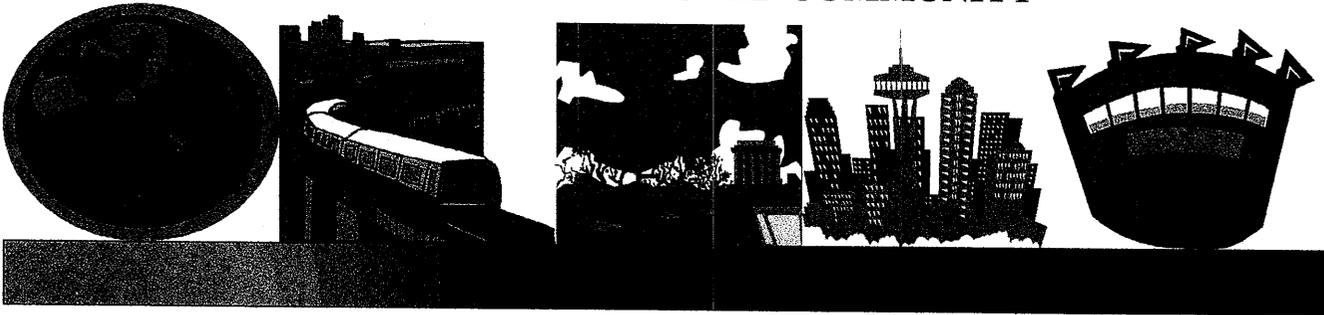
Speaking as a stock holder of the Packers, a citizen of Green Bay, Brown County and the State Of Wisconsin, I don't want to see 1950's architecture and stadiums in Green Bay. We need to build for 2050, not 1950.

We are prepared to present, prove and solve the Green Bay Packer Stadium Problem.

Sincerely yours

**Tom Dobesh, President
Design Build Joint Venture Partners, LLP, International**

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December 29, 1999

Mr. Robert E. Harlan
President and Chief Executive Officer
Green Bay Packers
1265 Lombardi Avenue
Green Bay, Wisconsin 54307-0628

RE: GREEN BAY PACKERS
SPORTS STADIUM
WORLD COMMUNITY

Dear Bob:

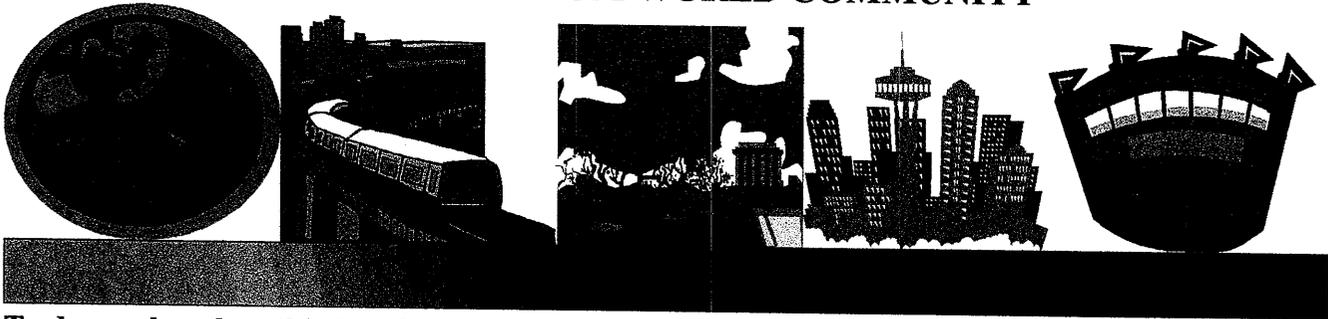
Thank you for taking this time on Wednesday Morning at 8:00 AM. You have received The Non-TAX Sports Stadium World Communities Proposal. At no time since 1997 has any Board of Directors, yourself and or decision makers made any inquiries attempted to quantify the initial information presented. The valuable information given to you is but a mere fraction and requires personal interviews and quantification.

To get to the heart of this visit; allow me to make this one quote: "ASK NOT WHAT THE PACKERS GET FROM THE CITIZENS BUT ASK WHAT THE PACKERS CAN GIVE TO GREEN BAY. The comparable Real Estate Taxes alone donated to the Green Bay Packers by the citizens of Green Bay could be up to \$5,000,000 per year and the list goes on. Many tax payers in Green Bay make \$7.00 an hour. They can't afford a game even is they had tickets.

Stadiums and public facilities are not all take and no give.

You have from us a consumer friendly non tax self supporting stadium plan. As a citizen, tax payer, stockholder and including 14 professionals with an answer to the problem, we would like a detailed analysis of our plan for the Green Bay Community.

SPORTS STADIUM WORLD COMMUNITY



To do any less than this is to have no other intention than to take advantage of our Community.

Sincerely yours

**Tom Dobesh, President
Design Build Joint Venture Partners, LLP, International**

THE TRUE COST
OF THE STADIUM

BONDS	160 000 000
30 YRS. INTEREST AT 6%	185 441 000
MAINTENANCE - 4 MIL. P. YR	120 000 000
	<hr/>
	465 441 000

BR. CTY. POP. 218 000 $\frac{465\,441\,000}{218\,000} = \2135

COST PER MAN, WOMAN AND CHILD
OVER THE NEXT 30 YEARS:

\$2135

OTHER ENCUMBERANCES:

- SCHOOLS
- NEW ARENA
- CONVENTION CENTER
- JAIL
- MENTAL HEALTH CENTER

Village of
Ashwaubenon

OFFICE OF THE PRESIDENT

2155 Holmgren Way
Ashwaubenon, Wisconsin 54304-4605

TED PAMPERIN

Phone (920) 492-2301 Fax (920) 492-2328

President

TESTIMONY BEFORE THE SENATE COMMITTEE ON LAMBEAU FIELD
February 17, 2000

Honorable Chairman Senator Russ Decker and Committee Members,

Mr. Chairman, my name is Ted Pamperin, Village President of the Village of Ashwaubenon, Brown County. I am here today to urge you to pass flexible legislation to allow the community of Brown County to vote on a Lambeau Field renovation plan. We, as a State and a community, have an opportunity to preserve a national, if not international, sports treasure.

Lambeau Field and the Green Bay Packers are known internationally as a community owned and supported football team. We have openly bragged to the world about how a community as small as Green Bay and Brown County has supported a National Football League sports franchise. The Green Bay Packers have not only brought national recognition to Green Bay, but also to the State of Wisconsin. How many times have we heard announcers brag that these are the greatest fans in sports and we have stuck out our chest and said, "Yes, we are the best."

The Packer administration has brought forth a proposal to the State of Wisconsin Legislature on how to save Lambeau Field and the Green Bay Packers. It would be my sincere hope that the politicians, whether statewide or locally, would not take the right away from the community to vote on this issue. The politicians do have a duty to tell the community the ramifications of their decision, but if this is to be truly a community owned football franchise the community has to have the final say on how they are going to support their team. Time is of the essence because rising interest rates and a year delay could jeopardize our team. If the community does not have the final say, this is not a community owned franchise but a politically owned franchise.

I am sure during the debate on the referendum, if it is allowed, there are going to be a number of proposals coming forward. There have already been Monday morning quarterbacks and debates and it seems like everyone that breathes has an opinion on how to do this better. That is only good discussion on a very important project. The end result should be a vote of the people and the community.

In closing, I implore the Committee, the State Legislature and Brown County to allow the community owned team, which are the voters in Brown County, to make the final decision on Lambeau Field.

COMMENTS

FOR

SENATE HEARING

REGARDING

PROPOSED STADIUM FACILITIES

FOR GREEN BAY PACKERS

Lawrence Lacenski
Lawrence Lacenski
595 Green Bay Road
Denmark, WI 54208

920 . 863 . 2210

17 February 2000