



MILWAUKEE SPORTS AND SOCIAL PARTNERSHIP PROPOSAL FOR THE CITY OF WEST ALLIS

ABOUT MILWAUKEE SPORTS AND SOCIAL:

Established in 2021, Milwaukee Sports and Social is a high-end adult recreational social sport company with headquarters in West Allis, WI.

Milwaukee Sports and Social's goal is to deliver a top tier playing experience for players while also cultivating a fun, social environment that makes developing friendships and relationships possible.

On average, Milwaukee Sports and Social serves over 2,000 players each week across several sports throughout the year.

WEST ALLIS ROOTS:

Bill Coon, the President of Milwaukee Sports and Social, has made West Allis his home. In March 2022, Bill purchased a home in the McCarty Park neighborhood (84th and Cleveland). The home was initially intended to be a short-term stop in life. However, Bill quickly fell in love with his neighbors, the nearby restaurants, and the overall culture and spirit of West Allis. Fast forward to 2025, Bill not only plans on continuing to invest in his home with an eye on making it his long-term residence, but Milwaukee Sports and Social now operates out of a West Allis office building (10617 West Oklahoma Avenue). Bill sees incredible potential in West Allis and wants to partner with the City of West Allis to bring Milwaukee residents to the city, showcase the wonderful amenities of Liberty Heights Park, and increase revenue for the city through post-league bar and restaurant partnerships in which players will be driven to specific locations for league-special food and beverage discounts.



SUCCESS IN OTHER COMMUNITIES:

Since 2021, Milwaukee Sports and Social has been growing its great reputation with multiple counties by not only delivering a top tier experience for Milwaukee residents, but by assuring staff and players treat every playing surface with great respect before, during, and after nightly play.

Between 2021 and 2023, Milwaukee Sports and Social exclusively utilized Milwaukee County Parks Department space for its leagues. In the summer of 2024, the company was invited to grow a Kickball program in Wauwatosa at Whitman Field. Kickball proved to be very successful, resulting in a fall 2024 Kickball league, a winter 2025 Dodgeball league, and a forthcoming Kickball and Pickleball partnership that will extend throughout the 2025 outdoor seasons.



In addition to Wauwatosa, the Village of Elm Grove is in discussions with Milwaukee Sports and Social to potentially bring both Sand Volleyball and Pickleball leagues to their parks in 2025.

AREAS OF LIBERTY HEIGHTS PARK THAT CAN BE ACTIVATED:

1. Sand Volleyball Court - Ideal Start Date: Week of May 4, 2025

Milwaukee Sports and Social would like to begin hosting Sand Volleyball leagues at Liberty Heights Park as early as May 2025 for the company's Spring 2025 season.

Milwaukee Sports and Social would like to run 6v6 Co-Ed Sand Volleyball leagues multiple times per week. Some leagues would be self-officiated while others would feature a certified official. Utilizing the existing light poles, the league would run between 6pm and 10pm, exposing upwards of 64 people to West Allis each night. Milwaukee Sports and Social staff to groom the sand before and after every game using equipment that will be provided by Milwaukee Sports and Social.



NOTE: Prior to using this space, Milwaukee Sports and Social requests the following from the City of West Allis:

A. Confirmation that the City of West Allis owns a volleyball net. If not, Milwaukee Sports and Social staff will provide a net on a nightly basis that staff will take with them post-game.

B. Approval to adjust the existing poles. Both poles have become significantly angled inward. Both poles need to be readjusted to stand upright to assure a tight net. Alternatively, if the City of West Allis is willing to have an operations employee make this slight adjustment prior to use, this would be very helpful. However, Milwaukee Sports and Social can make this adjustment using a shovel.



2. Tennis/Pickleball Courts - Ideal Start Date: Week of May 4, 2025

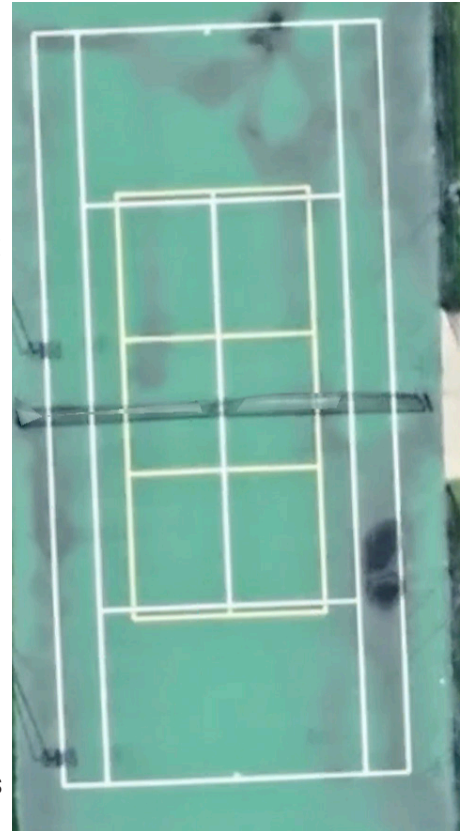
Milwaukee Sports and Social would like to partner with the City of West Allis to host Tennis and/or Pickleball leagues at Liberty Heights Park on the existing two courts.

With Pickleball thriving and our Tennis players desiring a quality court outside of Milwaukee's Bay View neighborhood, Liberty Heights Park is an excellent solution that can serve as a win-win for both the City of West Allis and Milwaukee Sports and Social.

Through this partnership, Milwaukee Sports and Social can introduce upwards of 32 players per night to West Allis through the use of both courts.

NOTE: Prior to using this space, Milwaukee Sports and Social requests the following from the City of West Allis:

A. Confirmation of the current plans for the space. Currently, there are noticeable, yellow pickleball lines on both courts. The tennis court nets are non-existent. Were nets removed for the winter months or are there plans to have retractable nets in this space to make it usable for both pickleball and tennis players?



3. Softball Field- Ideal Start Date: Week of July 7, 2025

Milwaukee Sports and Social's two staple outdoor programs are Kickball and Softball, both of which are played on softball/baseball diamonds across Milwaukee. All Softball and Kickball programs are designed to be social and recreational. All leagues are hosted as Co-Ed/mixed gender to assure a less competitive and friendly atmosphere.

Currently, Milwaukee Sports and Social hosts these sports on the following nights:

Softball: Tuesday, Wednesday, and Thursday night, in addition to a newly added Sunday morning league.

Kickball: Tuesday and Thursday night.

This summer, Milwaukee Sports and Social would like to explore the possibility of shifting one of these leagues to Liberty Heights Park (or adding a new league to our offering) to drive individuals to West Allis. Each baseball diamond has the potential of driving up to 120 individuals to West Allis each night of play.



4. Synthetic Ice Rink- Ideal Start Date: Late October/November 2025

The Liberty Heights Park Neighborhood Association is in the process of working with the City of West Allis to build a seasonal synthetic ice rink for the community.

In an attempt to help them with the upkeep of this unique ice, Milwaukee Sports and Social would like to rent the ice to provide the citizens of West Allis and Milwaukee with a high-end Ice Hockey and Broomball leagues as well as social ice skating events.

Through the rental of this space, the rental funds will go towards the general upkeep of the ice and help make this wonderful synthetic ice rink a staple of the community for years to come.

ECONOMIC DEVELOPMENT:

Milwaukee Sports and Social pairs each of its leagues with a local bar to assure players have an additional opportunity each week to get to know their teammates and develop deeper relationships.

Not only do these partnerships help the players improve their mental health and overall social lives, but it expands the league deeper into the host community, thus driving further economic growth through food and beverage revenue and repeat visits to the community long after the league concludes.

LIBERTY HEIGHTS PARK DAY:



In the event this proposal is accepted, Milwaukee Sports and Social is interested in hosting a one-time event this summer in Liberty Heights Park in partnership with the Liberty Heights Park Neighborhood Association to introduce the partnership and Milwaukee Sports and Social to the local community. Through this event, Milwaukee Sports and Social would run Sand Volleyball, Pickleball, and Kickball games free of charge throughout a three-hour window. The event would be fully staffed by Milwaukee Sports and Social staff to assure safety and a professional experience. The event would be formatted to feature casual open play games without any tournament or bracket constraints to assure a maximum number of players can partake.

PROPOSED RENTAL FEE STRUCTURE:

Milwaukee Sports and Social would like to develop an identical relationship with the City of West Allis as the company has with Milwaukee County Parks Department. Through our rental agreement with the Milwaukee County Parks Department, Milwaukee Sports and Social provides Milwaukee County Parks Department with an entire year of field space rental plans by February 20th each year.

Each season is scheduled as 8 dates per night/league rented with the eighth night being a free placeholder to account for an assumed rain out night (7 weeks of paid rental time). Milwaukee Sports and Social is provided with the phone number of an operations staff contact who is communicated with in the event of a rain out so that games may be called off and operations hours can be saved if called early enough prior to the fields being chalked.

On the dates of games, the field/court space is prepared. Preparation entails:

- A. For any leagues involving a sport that requires chalked/painted lines (Soccer, Softball, Kickball, Flag Football), the lines are properly placed well before 6:00PM the day of game play.
- B. Once prepared, a sign is placed on the surface stating that the newly manicured area is reserved for league play and to not use the field (this is usually reserved exclusively for softball diamonds).
- C. Lights are guaranteed to be turned on no later than 6:30PM to assure games are played throughout the darker evening hours.
- D. Lights are shut down between 10:00-10:10PM once the final game concludes.

Rental fees would be paid on a per hour rate. Rental rate includes the cost of light usage when needed. Rental fees are paid at the conclusion of the season via credit card.

Milwaukee County Parks Department allows Milwaukee Sports and Social to decrease the number of hours rented by season up to ten days prior to the league's start date so that the space is only rented and charged for the hours needed based on registration numbers. This will be an important element to a partnership for us, as it may take time to grow the programming in West Allis. In addition Milwaukee County Parks Department provides Milwaukee Sports and Social first rights to the field during the weeks/months in which a rental occurred. This enables year-over-year growth that proves to be a win-win for both organizations.

Included in this document are screen shots of past invoices/permits from Milwaukee County Parks Department showing the rates charged for Tennis Courts and Softball Fields (both with lights), as well as a permit showing the fee to rent a sand volleyball court and multi-purpose spaces (open spaces of grass, such Liberty Heights Park's baseball overgrown baseball diamond). **Milwaukee Sports and Social asks for the City of West Allis to match these hourly rates.**

NOTE REGARDING LIGHTS: Liberty Heights Park features lights around the entire park. Milwaukee Sports and Social understands that the City of West Allis may not currently have the appropriate staff member who is prepared and capable of turning on the lights at this juncture. As such, Milwaukee Sports and Social is willing to take on the responsibility of turning the park lights on and off on the nights of game play. In addition, Tasha Cowap of the Liberty Heights Park Neighborhood Association has kindly volunteered to take on this responsibility throughout the initial Spring season (May/June) until the City of West Allis either creates an internal operations plan/hires the proper staff member or grows comfortable with Milwaukee Sports and Social to allow the company's staff to manage the lights.

PLEASE NOTE: Due to this document becoming public information on the city's website, all fee information has been redacted. Please contact Bill Coon for additional information.

CONTACT INFORMATION:

Thank you for your time and for your consideration of this partnership proposal.

If you can please review this proposal and return your verdict by March 17th, it would be greatly appreciated as it would afford Milwaukee Sports and Social enough time to begin filling leagues and planning the potential Liberty Heights Park Day this spring.

Bill Coon
Founder/President
Milwaukee Sports and Social
847-721-6047
bill@milwaukeesportsandsocial.com

