

7th Ward Community Meeting Ryan Field Special Topic 3

December 15, 2022

Northwestern

Agenda

- Sustainability of New Ryan Field
- Project Design Features
- Gameday Operations
- Traffic Management and Crowd Safety
- Traffic Study

Sustainability of the New Ryan Field

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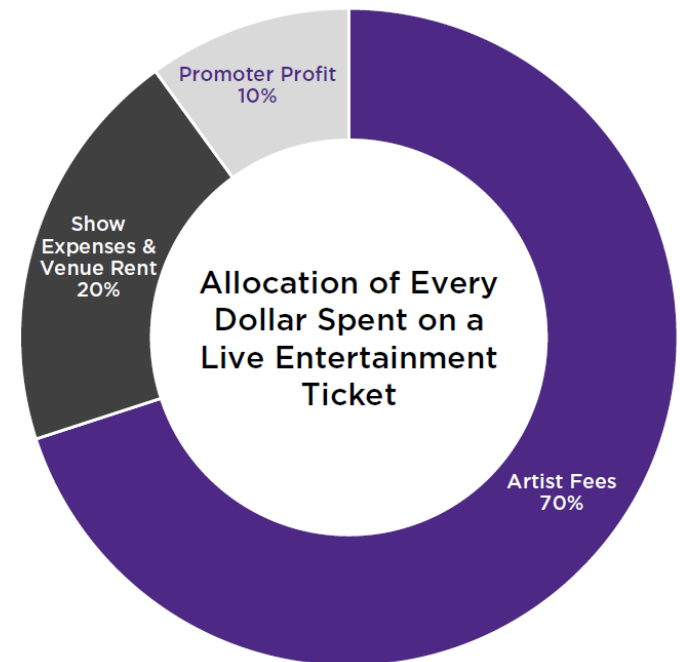
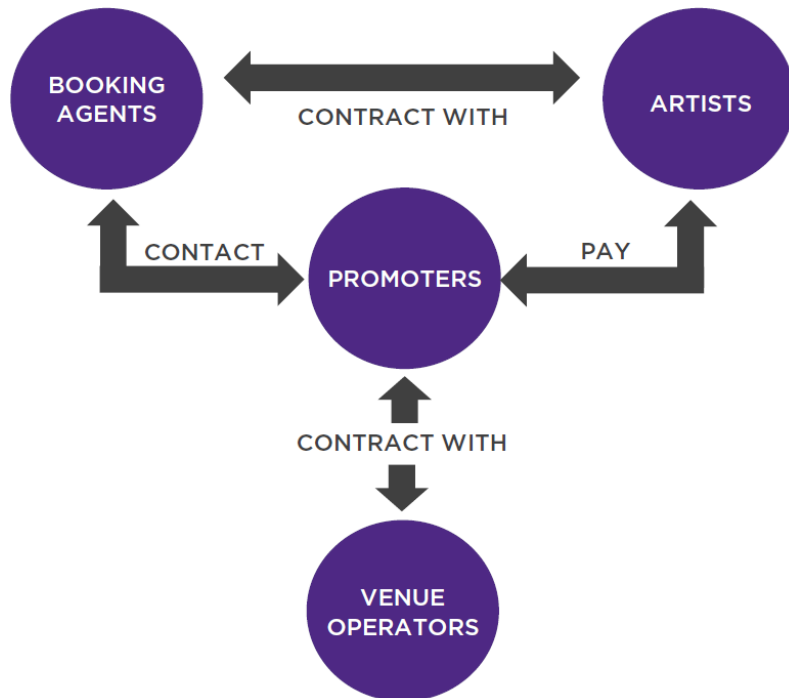
- The new Ryan Field will be fully funded by Northwestern and philanthropy from the Ryan family
- Infrastructure improvements surrounding the rebuilt stadium will create a Leadership in Energy and Environmental Design (LEED) Gold certified stadium, similar to Welsh-Ryan arena
- Construction of new community parks and plazas, that can be programmed in conjunction with the community, will surround the stadium
- Football and special events revenue will cover the stadium's operation and maintenance costs to ensure that the venue remains a world-class facility in perpetuity

Taxes

- Activities at Ryan Field remain subject to amusement tax, sporting ticket tax, sales tax, liquor tax, parking fee, etc.
- Tax-exempt organizations may perform some activities supportive and ancillary to their core mission, while still operating as a non-profit
- Internal Revenue Service has addressed this with its guidelines on [Unrelated Business Income Tax](#) (UBIT)
- Northwestern works with its auditors and academic community to [identify UBIT and ensure appropriate reporting](#) to the IRS

General Special Events Industry

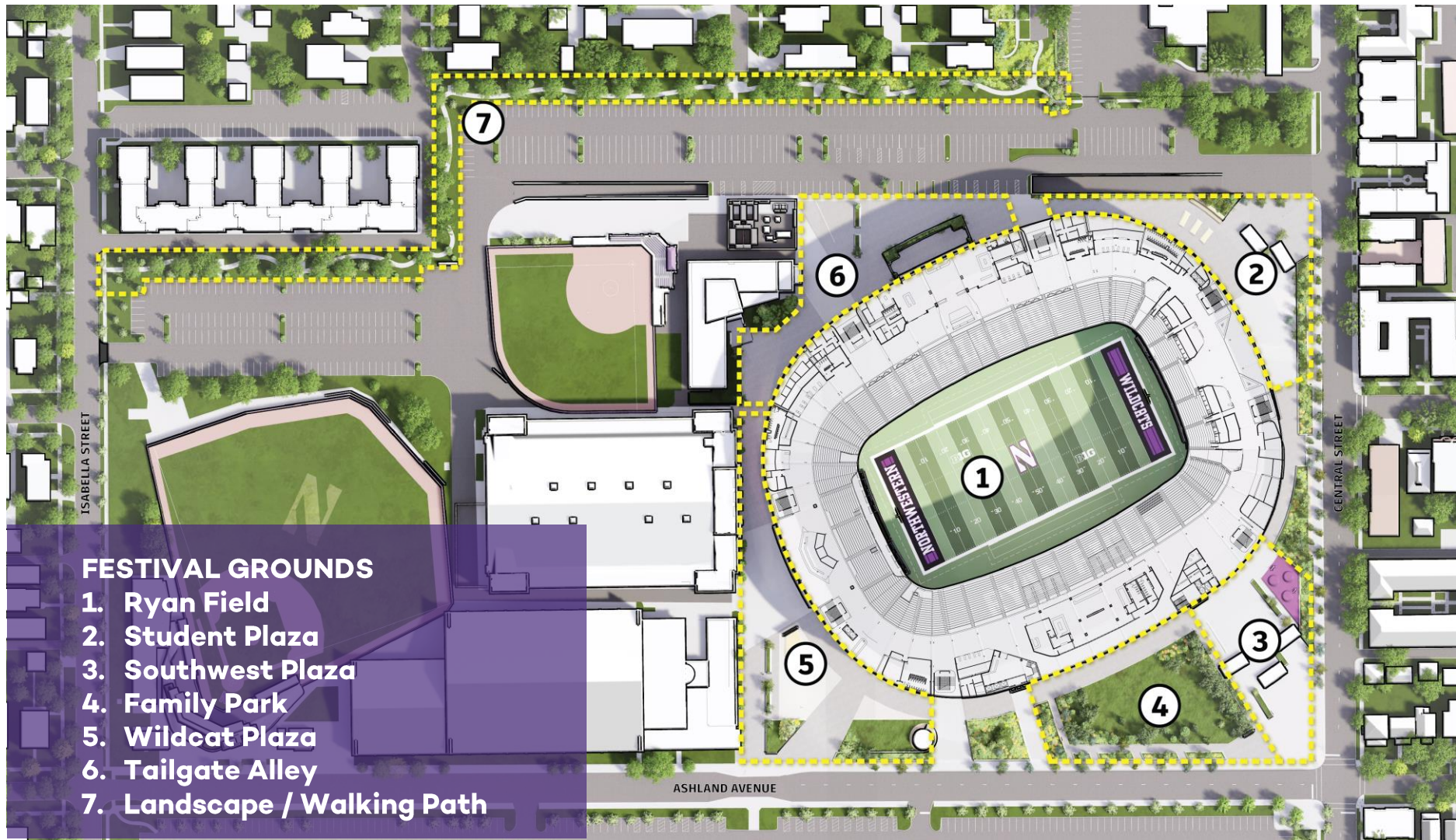
- Complex ecosystem of parties required in order to activate a large performance
- Vast majority of concert-related net revenue is retained by the artist



Economic Impacts of Special Events

- Northwestern is dedicated to working with the community, non-profits and elected officials to determine how the Ryan Field redevelopment can have the most impact for all of Evanston
- Stadium construction alone provides Evanston with significant economic benefits, along with substantial newly created jobs
- Special events generate new economic impact for Evanston, with over \$3.0m annually in new taxes collected from events at the stadium due to amusement tax, sales and liquor taxes, and parking fees
- Northwestern net revenue generated from rent, food and beverage commissions, and parking
- NU is identifying additional opportunities for Ryan Field to support the community beyond the proposed facility enhancements, programming, and economic impact

Project Design Features



FESTIVAL GROUNDS

- 1. Ryan Field
- 2. Student Plaza
- 3. Southwest Plaza
- 4. Family Park
- 5. Wildcat Plaza
- 6. Tailgate Alley
- 7. Landscape / Walking Path

Gameday Operations

GAME OPERATIONS



Northwestern Football planning involves representatives from all areas of support:

- NU Athletics (Events & Facilities, Football, Marketing, Ticket Sales, Communications, Alumni Relations & Development, Corporate Partnerships)
- NU Dept of Safety & Security (Police, Emergency Management, Environmental Health & Safety)
- City of Evanston staff (Evanston Police Dept, Evanston Fire Dept, Traffic Management, Public Works, Parking, City Manager/Asst Manager)
- Evanston 7th Ward Alderperson
- Village of Wilmette Police
- Canal Shores Golf Course Staff
- Vendor Partners/Stakeholders
 - Luna Security
 - Allied Universal Security
 - SP+ Parking/Shuttles
 - Aramark (Custodians)
 - Superior Ambulance
 - Levy's Restaurants
 - Northwestern University Community Relations
 - Northwestern Global Marketing & Communications



Meetings are held pre-season, each Tuesday of game week, and Saturday “hot wash” post game



GAME OPERATIONS



Typical game week timeline:

- Kickoff times determined by Big Ten broadcast partners – no later than 6 days prior to game
- Weds/Thursday – Portable light trucks arrive – lights are set/aimed on Thursday night
- Thurs/Friday – Broadcast network arrival – Friday set-day
- Friday mid-day – Visiting team Equipment truck arrival
- Friday - Portable lights in stadium vicinity & at Canal Shores
- Saturday – Pre-game
 - 6-8 hours prior to game – early arrival of game day staff – final set up of fan areas
 - 4 hours prior to game – parking lots open to fans
 - 3 hours prior to game – Wildcat Alley and N Zone open to fans
 - 2.5 hours prior to game – Visiting team arrival
 - 1.5 hours prior to game – All gates open
- Saturday – Post game
 - Clean up by NU Grounds crew begins – parking lots
 - Broadcast partners load out (2 hours)
- Sunday
 - 7:00a - Grounds staff returns to complete clean-up of parking lots and stadium vicinity
 - 8:00a – NUROTC student crew arrives for neighborhood clean-up



Unified Command Post

National Incident Management System (NIMS)

Advantages:

- A single set of objectives is developed for the entire incident
- A collective approach is used to develop strategies to achieve incident objectives
- Information flow and coordination is improved among all jurisdictions and agencies involved in the incident
- All agencies with responsibility for the incident have an understanding of joint priorities and restrictions
- The combined efforts of all agencies are optimized as they perform their respective assignments under a single Incident Action Plan (IAP).



Football Game Day Shuttles

North Campus Route

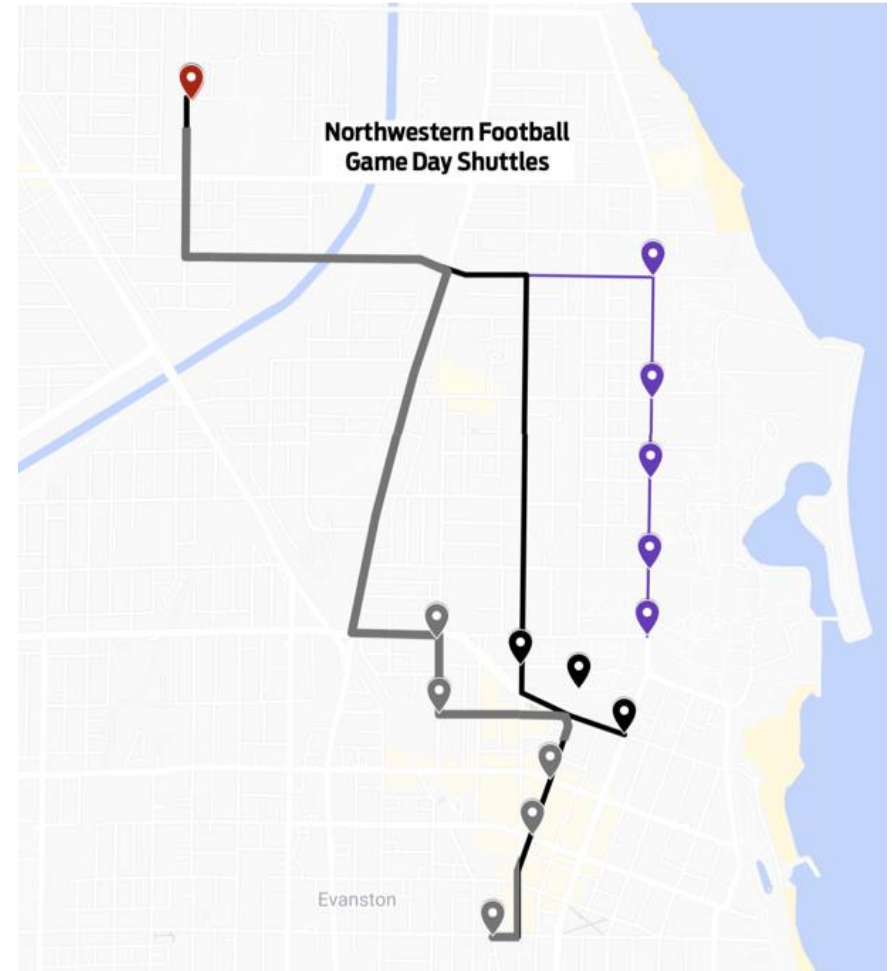
- Surface lots adjacent to Sheridan Road
- North campus garage
- Students

South Campus Route

- Surface lots on south campus
- South Campus Garage/Visitors Center
- Students

Downtown Route

- City parking garages
- Hotels
- Business District



Use of Canal Shores for Football Parking

1990's - Football parking at Peter Jans golf course was suspended

1999 - 2001- Reintroduced as parking only (no tailgating) in a very limited area adjacent to Girard

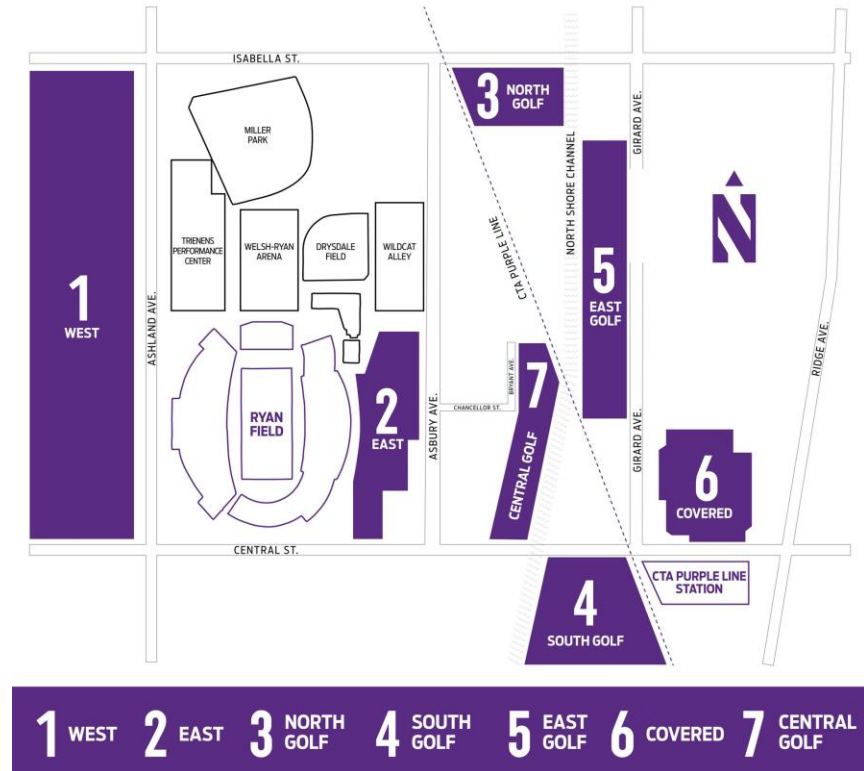
2011 - NU leases Golf Course parking with tailgating. Holes 17 & 18 (now holes 1 & 2)

2012 - NU lease expands to Hole 11. Some parking on Hole 12 (no tailgating - not managed by NU)

2017 - NU takes over parking on hole #12 - tailgating is allowed

2021 - Canal Shores takes over the parking operation at all areas - Northwestern purchases parking from Canal Shores - NU still manages post event clean up.

GAMEDAY PERMIT PARKING LOCATIONS



Traffic Management and Crowd Safety

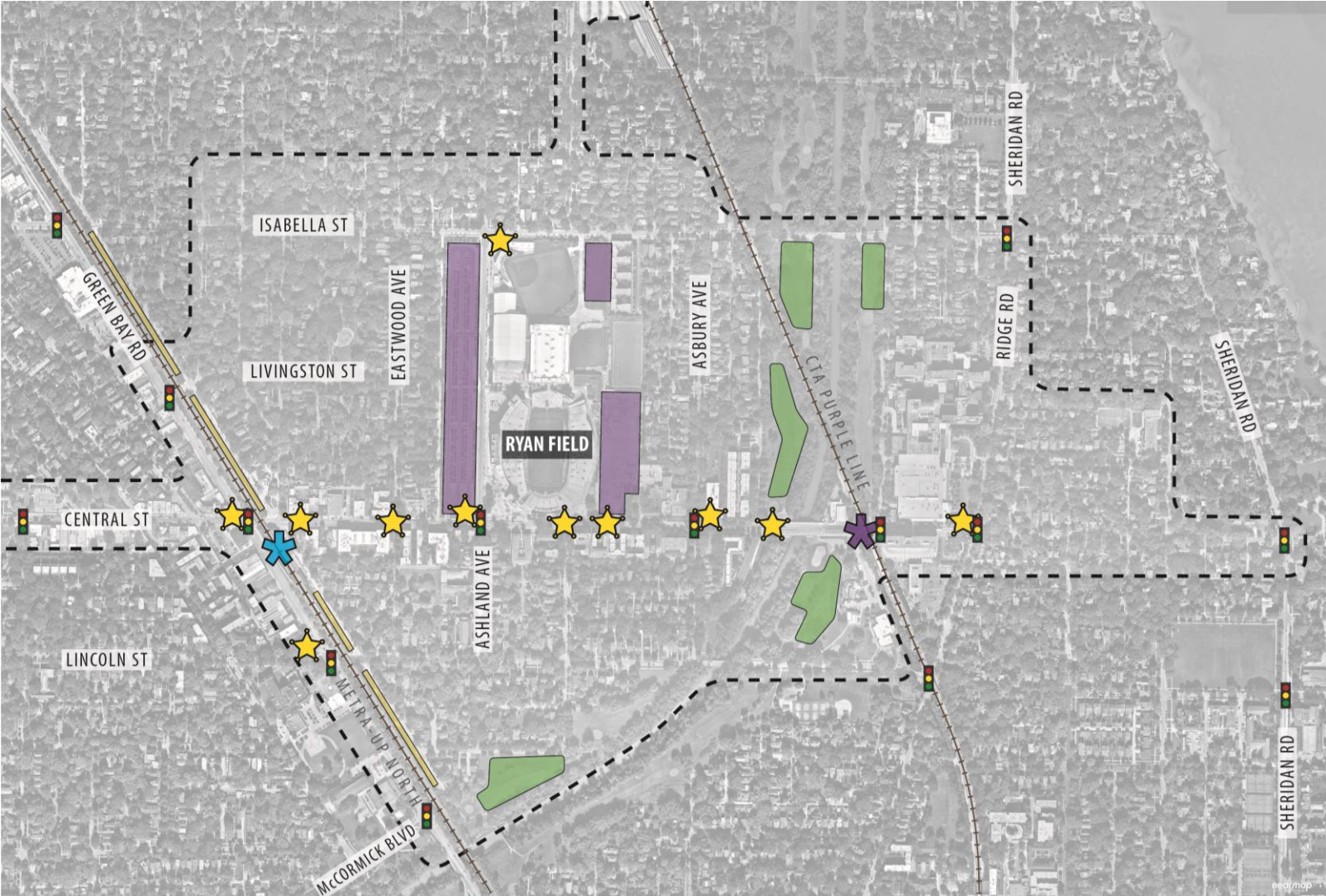
Traffic Study

Transportation Overview

General Scope

- Phase 1: Assessment of Existing Conditions
- Phase 2: Event Transportation Management Plan
- Phase 3: Concert Venue Evaluation

Study Area



Transportation: Key Takeaways

What's Working

- Effective and Experienced Police Control of Key Intersections
- Central Street Functionality
- Area of Traffic Impact is Generally Contained Within a Few Blocks in Each Direction, but Further West on Central Street
- Transit Access is a Great Asset (CTA and Metra)
- Range of Parking Options Helps to Distribute Traffic

Transportation: Key Takeaways

Areas to Improve

- Parking Signing and Awareness
- Shuttle Loading Efficiency
- Uber/Lyft Drop-Off, Pick-Up, and Staging Activity
- Pedestrian Infrastructure and Constraints on Central Street

Transportation: What's Next

- Phase 2: Event Transportation Management Plan + Phase 3: Concert Venue Evaluation
- Engaging with City (Transportation Engineering, Police, etc.)
- Explore Options Based on Feedback from Community
 - Permit parking
 - Neighborhood parking management
 - Plan for ongoing event transportation management plan evaluation
- Further conversations with Metra and CTA (maximize benefit of unique position within a couple blocks of two rail options)
- Explore use of expanded downtown parking options coupled with rail/shuttle access

Thank You – and Happy Holidays!