



This is a proposal for bringing back the University of Wisconsin-Madison- D1 Baseball team. This proposal will address how the team can be successful and financially self-supporting. The University is now in a position to bring itself back up to the level of everyone else in the Big Ten by fielding a competitive D1 Baseball team.

As an original member and the current head coach of the UW-Madison Club Baseball team, I am often asked why the school does not have an NCAA varsity program when every other school in the Big Ten does. I usually start by explaining how the Athletic Department was in a completely different financial situation back in the early 90's than it is now. The University was trying to become Title IX compliant while cutting back on non-revenue producing male sports in order to balance the budget. The follow-up question is usually, "Why hasn't the university brought it back now that the athletic department is so successful?" That question is much more difficult to answer. If you ask someone from the athletic department, they will regurgitate the normal excuses such as funding and Title IX. A school and athletic department as successful as UW should do everything it can to have America's national pastime as a sport. It is really a matter of those with influence and power deciding to allocate the donations and athletic revenue towards the cause. The intent of this proposal is to show how and why we should have an NCAA Division 1 team at UW-Madison and to help lay out a path to bringing it back.

In the following proposal, I will address the following areas:

1. Title IX
2. Field and Facilities
3. Financial Picture
4. Competitiveness of the Program: Recruiting/ MATC/ WI baseball/ Mallards/GRB
5. Fan Interest



Title IX:

The first barrier often mentioned is Title IX. We currently have more women sports than men sports. Most people have a general understanding of Title IX and believe there needs to be an equal amount of sports and scholarships. As it relates to UW, the public belief is that we would need to be another woman's sport to remain compliant.

This general understanding begs further questions: What happens if we aren't completely compliant? Would anyone go after the UW for discrimination even though there are more women sports than men?

I highly doubt there would be any consequences or complaints considering the abundant opportunities for both sexes. Most people realize that any disparities in numbers of participants or scholarships are related to football. It is also understood how large the football program brings in so it is accepted that they might cause a slight perceived imbalance given there is not a comparable women's sport. The fact of the matter is that there are actually more women sports than men sports and if you take football out of the picture (as mentioned... doesn't have a female counterpart), then the numbers are actually in favor of women's sports over men's sports.

Most of those I have spoken to who have dealt with this topic directly believe that Title IX is/was great for creating equality but is quite imperfect in its execution. I don't pretend to be a Title IX expert but I have read up on it quite a bit and my understanding is that there aren't penalties involved for not being in complete compliance. Here are some highlights of the program:

- **Participation:** requires that women be provided an equitable opportunity to participate in sports as men (not necessarily the identical sports but an equal opportunity to play).
- **Scholarships:** requires that female athletes receive athletic scholarship dollars proportional to their participation (e.g., if there are 100 male athletes/100 female athletes and a \$200,000 scholarship budget, then the budget must be split \$100,000 to men/\$100,000 to women)
- **Other Benefits:** requires equal treatment in the provision of (1) equipment and supplies, (2) scheduling of games and practice times, (3) travel and daily allowance, (4) access to tutoring, (5) coaching, (6) locker rooms, (7) practice and competitive facilities, (8) medical and training facilities and services, (9) publicity and promotions, (10) recruitment of student athletes, and (11) support services.

Here is what I was able to find about the "tests" for Title IX compliance:

Every institution has three options to meet the participation standard of Title IX, only one of which is to provide athletic participation opportunities in substantial proportion to each gender enrollment. They only need to meet one of the following:



- **Option 1:** Compare the ratio of male and female athletes to male and female undergraduates; if the resulting ratios are close, the school is probably in compliance with the participation standard.
- **Option 2:** Demonstrate that the institution has a history and continuing practice of program expansion for the underrepresented gender.
- **Option 3:** Demonstrate that the institution has already effectively accommodated the interests and abilities of the underrepresented gender.

<http://www.ncaa.org/about/resources/inclusion/title-ix-frequently-asked-questions>

Here is a statement from an article linked below it about the penalties and enforcement:

- *Although most institutions are not in compliance with Title IX, no institution has lost any federal funds as a result of non-compliance with Title IX (Office for Civil Rights states that it does not have sufficient staff/budget to fully enforce Title IX).*

<http://www.womenssportsfoundation.org/Content/Articles/Issues/Title%20IX/T/Title%20IX%20Q%20%20A.aspx>

The same site provided me the following:

*Title IX's requirement that an institution should accommodate female students as well as it accommodates male students **does not require quotas**. The so-called "proportionality standard" is only one of three independent tests of compliance in the areas of participation and the other two are not numerical. A requirement is a "quota" when you must use a mathematical requirement. Title IX does not require that a school use the proportionality standard.*

In looking at last year's numbers (2014-2015) it appears that the University of Wisconsin-Madison had 393 women participants compared to 374 male participants. Based on that, UW appears to be plenty compliant. Additionally, men's sports take 55% of athletic aid (largely due to football scholarships) and the women take 45%. Thus, if ratios of participants are kept intact, then there is leeway in other areas. The flexibility that Title IX allows for institutions to remain compliant suggests that there is no hard and fast rule that is keeping UW from adding baseball due to the need for an equal amount of scholarships. If there were, then there would be equal amounts right now. In summary, UW wouldn't actually have to add another women's sport to offset the addition of baseball.

If my assumptions are wrong and there is no other way than to add another woman's sport, then I would think it wouldn't be too difficult to add a varsity sport that wouldn't require any new facilities. A low cost option would be giving a little extra funding to an already well-funded cheer-leading squad or Dance Elite team and make them an official varsity sport. Another



popular and low-cost option is Women's Sand Volleyball. Wisconsin already has a strong reputation for volleyball and this would be a logical addition.

I am sure there are some considerations that need to be made in the area of Title IX and I am sure there are experts at the athletic department that can advise on the compliance. However, I doubt there is anything that cannot be overcome with a small amount of effort. (Pages 113-150 of the attached NCAA certification-self-study- gender diversity explains the standards in detail)

This article (page 4 and 5) discusses how we are more compliant than the rest of the nation. It also acknowledges that football is the main reason we aren't compliant in all 13 measures (still compliant in 12). Also mentions that baseball was cut due to budget and not Title IX compliance like most people believe. http://www.uwbadgers.com/graphics/pdf/history_summary_1678.pdf

2. Field and Facilities

As you may know, the old baseball field stood where Goodman diamond, home of the UW Softball stadium, now stands. The University does not have a single baseball field on campus. Some would see not already having a field or stadium on campus as a major obstacle, but I feel it is a major opportunity. I think we all know that college baseball is not typically known as a major revenue producing sport. Because of that commonly held and often true belief, everyone assumes that baseball wouldn't be a revenue producing sport at UW. I beg to differ and here is a case in point.... The Madison Mallards are a summer, amateur Northwoods League team made up of good college baseball players. The Mallards sell out almost all if not all of their games each summer and turn a hefty profit. They have proven that all it takes is an entertaining venue with fun for all ages and the ability to serve beer. Tailgating and a beer or two at the game is a large part of baseball tradition, especially in WI. If we had an off-campus field that allowed us to offer these things, I believe we would reap the rewards of strong fan attendance and a profitably baseball program. This is a great baseball state. The number of fans that the Milwaukee Brewers get each year is hard to believe considering how small of a market it is compared to the rest of the league. The people have their MLB team to cheer for and support, it's time to give them their Badger Baseball team back.

The Mallards play their games at Warner Park on the North Side of Madison. Warner Park is currently owned by the city and leased by the Mallards. There is an agreement in place for the Mallards to have certain rights as long as they put forth a certain amount of money for renovations. The Mallards season is a summer season that wouldn't conflict with the spring season of college baseball so there shouldn't be an issue reaching a field use agreement with the Mallards and the city. I've even spoke about the possibility with the GM in the past and he seemed open to the idea. With the two teams collaborating on a shared facility, the possibilities for future renovations and additions are endless. The UW could use



temporary advertisements, logos, banners, etc. A lot can be leveraged from this too such as shared marketing/advertising revenue.

The Mallards don't try to cater to students, yet due to a great job getting the twenty and thirty year old fans out to the ball park and the Duck Blind particularly. The weather won't be as nice during the spring months so it would make sense to try to cater to the younger fans by having buses coming to and from games from the dorms, campus bars, restaurants, etc... Inexpensive and well worth it. I'm sure that bars around town will be more than willing to run buses to and from the park just like they do for other UW events and Mallards games. Temporary heating units might also be a feasible option to keep the fans warm much like you see on outdoor patios at restaurants in the spring and fall.

Practice facilities are often listed as another major obstacle. That is no longer the case. With the McClain Center, the batting cages in the shell, the softball practice complex, The GRB Baseball Instructional Center, plenty of gym space, and the Hitters Sportsplex in Middleton (which is up for sale),... there is an abundance of indoor practice facilities to use at a very small fraction of the cost of what it might cost to build an additional facility.

There is also a possibility of doing early season games at Miller Park to try to miss some of the more adverse early season weather conditions. UW-Milwaukee plays some games there each year for free. They have a school advertisement hanging in the bullpen and that is all they pay. I could imagine a Kickstarter campaign selling tickets for a Badger baseball game and selling out Miller Park. You could run the team for a year or two on the profits from that one event. Having Bud Selig as a UW alumnus sure can't hurt in negotiating that privilege.

It is well known throughout collegiate athletic circles that UW has a creative and impressive marketing department. Using that creativity, I would think that with the right advertising that you could have quite an event involving both UW Madison and Milwaukee D1 programs and maybe even an invitational tournament early in the year with other Midwest teams that could save every team a lot of travel dollars down south. You may be able to sell TV rights to something like that as well and official sponsorships of an annual "battle" between UW and UWM. We'll get more into money making possibilities in the next section.

College baseball stadiums aren't that expensive, relatively speaking. Most Big Ten stadiums only seat about 1,500-3,000, and a few hold an additional 500-1,000 in an outfield berm. Ohio State's Bill Davis Stadium, for instance, cost \$4.7 million and seats about 4,500. The Big Ten's newest stadium, Penn State's Medlar Field, seats 5,406 and cost \$31 million, but Penn State shares its stadium with the Altoona Curve. Let's be generous and count for inflation, more luxury boxes, and I think you could build a pretty nice facility for about \$10-20 million. History has shown that alumni donations could easily cover this entire amount. As stated earlier.... This may not be needed or even desired given the current situation with the Mallards and Warner Park.



3. Financial Picture: One of the biggest obstacles to overcome is convincing the Athletic Department that a baseball program can not cause a financial burden to the university. The following section explores options for funds that show how a baseball program can be financially successful. *(references for figures contained in links toward the end of this section)*

The average **operating** costs of a NCAA Division 1 baseball team is between 100k and 350k depending on conference. Big Ten teams have a conference average under 300k. Overall expenses average 1.4 million for the Big Ten Conference in the most recent data I could find.

<http://diycollegerankings.com/how-much-do-d1-colleges-spend-on-baseball-programs/2505/>

If only 700 fans pay just \$15 each, over the course of 20 home games, that would be \$210,000. (The D1 teams I researched had closer to 30 games but some of those are double headers). I'm assuming they would sell out some nice weather weekend games and draw smaller crowds in the hundreds for mid-week and cold weather games. If UW averaged 2800 fans per game at Warner Park, which would equate to 840k in ticket sales. Considering the Madison Mallards average home attendance was over 6358 in 2015, I don't think these estimates are unattainable. UW-Madison has a chance to be revenue producing sport at UW if done right. Add in concessions, big ten network money, merchandise, luxury box sales, media contracts, donors, sponsors, in-stadium advertising and promotions and you're looking at more than enough to cover the costs of equipment, staff and travel.

<http://northwoodsleague.com/madison-mallards/2015/11/04/madison-mallards-2015-season-recap/>

Here's a little more detail on income/financing opportunities:

- Naming rights to the field, scoreboard, section of bleachers, beer garden, etc. This could bring in a very large donation or a very substantial corporate sponsor.
- According to the attached document about the negotiated agreements between the city and the Mallards, it looks like the Mallards might have vending rights to the events. If not, vending could bring in revenue. In following the blueprint of the Mallards, the sale of beer may be a key in drawing a large fan base on what could potentially be a chilly spring day. Maybe a portion of food sales could be negotiated as part of the stadium contract in order to increase revenue further? There are countless ways this could be structured so we won't focus on the details right now, but rather just illustrate that there are many possibilities for success in this area.
- **Ticket revenue:** The old stadium held 7500 people. I am not sure now with the renovations but it is probably similar if not more. With proper marketing, I would think that with 20 home games sold at an average of 15 dollars per ticket and 3500 people at each game... that alone would give you over 1,050,000 dollars in Revenue. That alone would be enough (or close to enough) to sustain a baseball program. I think a more modest number would be to say 1000 in attendance each home game. That still would be 300,000 towards funding the team. I think the Mallards have shown that we can and should aim higher than this.

- **Crowd-funding:** There are a number of crowd-funding options that could prove to be a very powerful tool in funding the team and even selling games and season tickets in advance. This also could be used for improvements to the stadium.
- **Sponsorships:** Learfield Sports, Badger Sports Properties, Coca Cola, Adidas, Under Armour, Bucky's Locker Room.
 - There may be new sponsorship for baseball specific gear such as Easton, Demarini, Diamond, Rawlings, Adidas, etc.
 - Media income from the Big Ten Network and Learfield Sports should increase due to the increased exposure.
- **Donors:** There are many current alumni donors that would like to " earmark" their donations for baseball but aren't allowed to....and even more that haven't donated in the past that likely would for a cause such as bringing baseball back. It's a shame the UW Foundation isn't willing to take a look into the opportunities in front of us, but if this proposal gains some momentum, then I am sure that they will change their tune. As of right now, they have orders from the Athletic Director not to put any funds toward baseball or bringing baseball back.
- **UW Foundation:** In a conversation with an employee of the UW Foundation, I found out they could not support the cause to bring back baseball in any way and said that direction came from the athletic department. I asked if there could even be a directed campaign at former baseball players at UW and they were not even willing to do that. I then spoke on the phone with one of the UW associate athletic directors and it was reiterated that the UW foundation (which is supposedly not run by the UW) will not support trying to bring baseball back and will not assist in any way in earmarking any funds for the baseball team even if identified by the donor. I mentioned this proposal and asked the following question, "If this proposal gains popularity and the University decides to give us a certain dollar amount we need to raise to bring back the team, will you be able to assist in any way with getting funds for the cause?" The reply was that baseball was not a priority for them and they would not help. It sounds like the UW foundation is highly influenced by the heads of the athletic department. I told them that I guess my only route is to make it a priority by gaining public support. I firmly believe that is the only way we get baseball back at UW anytime soon. That is where this proposal and all of you come into play. It appears that those in power are very comfortable where they are at and they don't want to "rock the boat" if they don't have to. Baseball, our national pastime, is worth the effort. This summer I tried reaching out to all of the administration one more time and didn't receive a single response or reply. I really wanted to work with them through all of this, but it doesn't appear that they are willing at this time. I hope that will change in the near future and we can have a fruitful partnership going forward.

This proposal has discussed many different ways to raise money. However, there is already a lot of money available. Here are the facts: The University of Wisconsin-Madison is one of the top revenue producing athletic departments in the nation. (8th in the nation in total revenue) Not having the money is not a valid excuse. The next section explores this topic in greater depth.



Money and UW Athletics: More info at
(<https://supportthebadgers.athletics.wisc.edu/Endowments/Campaigns>)

- UW spent six million dollars improving Wi-Fi at Camp Randall this year.
- UW also spent 31 million on renovating the training facilities at Camp Randall.
- UW is planning further renovations to Camp Randall according to reports in February 2016:
http://host.madison.com/ct/sports/college/football/more-premium-seating-the-focus-of-survey-on-potential-camp/article_75a80123-08e6-5179-8daf-4c69a49772e1.html
- Heritage Hall at Camp Randall: Located in the area formerly occupied by the athletic administration on the second floor of the stadium, the beautifully decorated room meets a host of needs for the Department. Heritage Hall will be used to host activities such as recruiting visits, team banquets, alumni receptions and administrative meetings. The area will also be made available to the National W Club on football game days so former student-athletes may come together in fellowship
- 2005 Camp Randall Renovation: 109.5 Million
- The UW Athletic Department receives approximately 30 million in gift funds each year from donors.
- The Big Ten Network Revenue is increasing over the next years from the mid 20 million range to approximately 44.5 million.
- The average **operating** costs of a NCAA Division 1 baseball team is between 100k and 350k depending on conference. Big Ten teams have a conference average under 300k.

Here are a couple other projects from recent years to illustrate how good the UW Athletic Department is at getting something done when it is made a priority:

- The La Bahn Arena project costs 27.9 million dollars. 2/3rds of that was raised by gifts. That still means 9 million dollars of the athletic department money was dedicated to adding a practice facility for a sport that already has a practice facility and for teams that have won national championships in the past 5 years given their current facilities. The facilities might make practice more convenient for coaches and players now, but does that convenience outweigh not having baseball at your university?
- An all-season golf practice facility is the current focus of fund-raising efforts. They need 2.5 million for this facility.
- Goodman Diamond: 1.2 Million

- Dichter-Deutsch Conference Center: 2.2 million (football meeting rooms)
- Porter Boathouse Highlights: A new three-story crew house for the UW men's and women's rowing teams has been constructed on the site of the former crew house at the end of Babcock Drive along the shore of Lake Mendota. The previous 15,000 square foot crew house, which was built in 1967, was demolished to make way for the new facility. The new 52,000 square foot crew house cost \$8.56 million, which included Athletic Department program revenue bonding and \$3.25 million in gifts. The porter boat house has an operating cost of about 370k per year. Not to mention the other 1.1 million plus in operating expenses/salaries/fringes to run the program.

Pulled from UW website:

Facility Projects	Status
Badger Performance Center	Fundraising In Progress
All Season Golf Practice Facility	Fundraising In Progress
La Bahn Arena	Estimated Completion 2012
Thomas Zimmer Cross Country Course	Completed: 2009
Kohl Center Basketball Floor Replacement	Completed: 2008
Dichter-Deutsch Conference Center	Completed: 2008
Talbot Wrestling Complex	Completed: 2007
Heritage Hall	Completed: 2007
Fetzer Academic Center @ the Kohl Center	Completed: 2006
Camp Randall Stadium Renovation	Completed: 2005
Porter Boathouse	Completed: 2005
Volleyball Locker Room Project	Completed: 2003
Women's Hockey Locker Room Project	Completed: 2003
Goodman Diamond	Completed: 1999
Kohl Center & Nicholas Johnson Pavilion	Completed: 1998
Fetzer Academic Center @ Camp Randall	Completed: 1997

You can't help but notice the money being spent on cosmetics for the football program and other areas, but we can't have America's national pastime as a sport for an extremely tiny fraction of some of these tens to hundreds of millions of dollars being spent each year. All of the numbers referenced above come from the linked articles below or directly from the UW Athletics website. Those links will provide much greater detail on the finances, but I wanted to use this proposal to highlight a few of those big numbers that show just how easy it would be to find funding for baseball.



Financial Figure References:

- Breaks down total athletic department revenues and expenses including media from 2012 (couldn't find more current figures that were this detailed): <http://businessofcollegesports.com/tag/wisconsin/>

The UW Alumni Association received 29,250,000 in gift funds for the athletic department. They have told me we could not give an option for donors to give to a fund for bringing back baseball. They ended up spending 116 million of total funds on the athletic department. http://chancellor.wisc.edu/content/uploads/2014/10/Budget_Brief.pdf

The athletic department spent 6.2 million this year to upgrade the wifi at camp randall. http://host.madison.com/sports/blog/badgers-football-camp-randall-getting-million-wi-fi-upgrade/article_960638ce-eb5e-11e3-84c1-001a4bcf887a.html

While the \$44.5 million payoff is still four years away, don't worry, Big Ten schools won't go broke before then. The conference projects that 11 -- Nebraska doesn't get its full share until 2017-18 -- schools will pull in \$27 million this year, \$30.9 million in 2014-15, \$34.1 million in 2015-16 and \$35.5 million in 2016-17. <http://www.cbssports.com/collegefootball/eye-on-college-football/24540002/big-ten-schools-projected-to-get-45-million-with-new-tv-deal>

Average Big Ten school has operating costs under 300k per year: <http://diycollegerankings.com/how-much-do-d1-colleges-spend-on-baseball-programs>

Below you can see that we have some of the highest revenues in the nation for 2015. Our ability to create revenue is not a problem. If there is any issue it is how we are spending it. It appears that some comparable schools are better able to manage their expenses in relation to their revenue. I think it would be worthwhile to compare our books to someone like Oregon, Alabama, Michigan and Ohio State to see how they are able to spend far less in relation to their revenues.

RK	SCHOOL	CONF	TOTAL REVENUE ▲	TOTAL EXPENSES	TOTAL SUBSIDY	% SUBSIDY
1	Oregon	PAC-12	\$196,030,398	\$110,378,432	\$2,155,099	1.10
2	Texas	Big 12	\$161,035,187	\$154,128,877	\$0	0.00
3	Michigan	Big Ten	\$157,899,820	\$142,551,994	\$256,316	0.16
4	Alabama	SEC	\$153,234,273	\$120,184,128	\$5,997,100	3.91
5	Ohio State	Big Ten	\$145,232,681	\$113,937,001	\$0	0.00
6	LSU	SEC	\$133,679,256	\$122,945,710	\$0	0.00
7	Oklahoma	Big 12	\$129,226,692	\$113,366,698	\$0	0.00
8	Wisconsin	Big Ten	\$127,910,918	\$125,096,235	\$8,073,360	6.31
9	Florida	SEC	\$124,611,305	\$109,690,016	\$4,308,442	3.46
10	Texas A&M	SEC	\$119,475,872	\$95,663,483	\$1,241,457	1.04
11	Oklahoma State	Big 12	\$117,803,302	\$109,648,000	\$7,521,475	6.38
12	Penn State	Big Ten	\$117,590,990	\$117,440,639	\$0	0.00
13	Auburn	SEC	\$113,716,004	\$126,470,602	\$4,384,800	3.86
14	Tennessee	SEC	\$107,499,732	\$106,153,854	\$1,250,000	1.16
15	Minnesota	Big Ten	\$106,176,156	\$106,176,156	\$7,011,066	6.60
16	Iowa	Big Ten	\$105,958,954	\$102,278,847	\$683,917	0.65

<http://sports.usatoday.com/ncaa/finances/>

UW Annual Reports: http://www.uwbadgers.com/sports/2015/8/21/GEN_20140101293.aspx



4. Competitiveness of the program:

There is now a universal start date which gives the Big Ten a chance to be competitive with the schools from the South. The date varies but it is usually towards the end of February or beginning of March. Other teams used to start a month earlier putting the Big Ten at a competitive disadvantage. In 2008, that changed and has somewhat helped recruiting and the overall success of the Big Ten and other northern conferences/teams.

Although well respected, the Big Ten is far from being considered a premier college baseball conference. This means UW would not be trying to break into a powerhouse southern conference. Each school has 11.7 scholarships to spread between a max of 27 students. Roster size max is 35. With such limited scholarships nationwide, we could use this to our advantage to hold the best Wisconsin talent near us and take advantage of the other “feeder” schools in the area. There are 5-10 Wisconsin born Big Ten baseball players attending other D1 Big Ten schools alone this past year. Not to mention the countless that play D1 outside of the B10.

UW Milwaukee is the only current D1 program in WI and it consists of almost all WI-born players. Their baseball team posted six 30-win seasons in the last nine years and advancing to three NCAA Tournaments since 1999 including a win over # 1 ranked Rice in the first round of the 1999 NCAA Tournament. We can definitely recruit some of that talent to Madison.

Madison College (formerly MATC) is nationally ranked almost every year as a top JUCO D2 program. They would be the perfect “feeder” school for a successful program here at UW-Madison. Madison College had an alumnus pitching in the college World Series this past year. The two programs would greatly benefit one another and the current head coach at Madison College has agreed with that notion in past conversations.

The Northwoods league Madison Mallards would provide exposure to the UW-Madison from players and coaches all over the US and be very nice asset to recruiting. UW may even get some occasional transfers when they realize how great it is to play in front of such a great fan base in such a great college city.

The GRB Academy in Madison, WI is a baseball academy run by former professional baseball player Greg Reinhard and his excellent staff. They have had tremendous success and have approximately 45 commitments to NCAA D1 since 2015. Imagine how many of those probably would have gone to UW. They are sending guys all over the country to play D1 ball when they could keep them right in their own backyard here in Madison, WI. Here is a link to all of their commitments:
<http://grbacademy.com/commitments-alumni/>



Wisconsin is home to many of the best D3 teams and conferences in the nation. There are plenty of guys who start at D3 who would be able to nicely round out a D1 roster if they were to transfer. There are always guys like Jordan Zimmerman who pitched D3 baseball, but eventually end up being one of the better pitchers in all of MLB.

UW-Madison has one of the top Club Baseball programs in the nation (over 300 teams in the NCBA nationwide) and consistently beats most NCAA D3 and even D2 teams they play. Many of their players were recruited and offered scholarships out of high school but picked their education and the great city of Madison instead. The athletic department knows how popular the city of Madison and UW has become over the past couple of decades. The city, university, and the success of other sports programs all aid in recruiting and could be a large competitive advantage over rival schools for recruits.

19 players since 2004 that are WI born and played in the Majors. http://www.baseball-reference.com/bio/WI_born.shtml

5. Interest in the Program

The announcement of baseball would generate such a buzz that UW baseball merchandise would fly off the shelves.

After the initial buzz, would the community support the team? There are a lot of strong reasons to think so. The Mallards have become a tremendously successful franchise. Plus, after hockey, basketball and the Spring Game, there's absolutely nothing going on in [Madison](#) sports. Newspaper and website sports editors scurry to find something to cover. Even sports talk shows struggle to find topics to discuss over the final few weeks of the semester.

Baseball would have no direct competition for the local entertainment dollar other than bowling and the movies. What better place than a college ballpark to take your kids on a sunny afternoon?

Other relevant articles regarding baseball at UW:

- "I was a fan for many years. I ran a club, and one thing I've known, I've been convinced of, is that every fan has to have hope and faith. If you remove hope and faith from the mind of a fan, you destroy the fabric of the sport. It's my job to restore it." - Bud Selig

<http://gazettextra.com/news/2008/apr/09/richter-dont-look-baseball-comeback-uw/>

<http://www.jsonline.com/blogs/sports/43311422.html>

<http://www.jsonline.com/blogs/sports/42849967.html>



Links to follow the very successful UW-Madison Club baseball team:

<https://www.facebook.com/clubballuw/?fref=ts>

<http://uwclubbaseball.org/>

Comments on growing popularity of baseball, including northern schools:

http://en.wikipedia.org/wiki/College_baseball

Soon, in many warm-weather regions, baseball came to be considered a major sport, approaching the level of football and basketball. And even non-warm weather schools started to recognize baseball's potential and began to put considerably more emphasis on it. [Nebraska](#), [Notre Dame](#), and [Oregon State](#) are three notable examples of cold (or rainy) weather schools with very successful programs. The first two made the College World Series when warm-weather schools placed major emphasis on baseball as well as had the advantage of playing earlier and more games because of favorable climates. [Oregon State](#) won back-to-back national championships in [2006](#) & [2007](#); at that time, archrival [Oregon](#) had been without baseball for a quarter-century, having dropped its program in 1981. Many credit the Beavers' success as being a primary factor in UO's later decision to revive baseball in 2009. [Minnesota](#) has taken advantage of the use of the [Hubert H. Humphrey Metrodome](#) to play the majority of their games, including hosting a prestigious preseason tournament, and with the [2010](#) departure of the MLB [Minnesota Twins](#) for the new [Target Field](#), hope to use the Metrodome for future Big Ten tournaments and bids on the NCAA tournament. Along with that, many smaller conferences (not in Division I) will play games at the Metrodome during February in order to keep up with schools in warm-weather locations. For 2008 and succeeding seasons, the NCAA has mandated the first ever start date for Division I baseball. This day is exactly thirteen weeks before the selection of the NCAA tournament field, which takes place on Memorial Day. For 2010, this date was March 1. Many feel this date will give schools outside of warm-weather areas more parity in college baseball and help continue to make the sport a major one nationally.

Attendance	Schools	Ballpark and Location	Date
40,106	Houston at San Diego State	Petco Park , San Diego, CA	March 11, 2004 [14]
36,056	Louisiana Tech at Minnesota	Target Field , Minneapolis, MN	March 27, 2010 [15]
28,836	Georgia Tech at Georgia	Turner Field , Atlanta, GA	May 11, 2004 [16]



Please pass this along to anyone you think might like to see it. Write letters to the editors of your local papers and internet sports pages. Email the athletic department. If anyone you know has any interest to help spread the word contact me at jeffblock@uwalumni.com. My hope is that this will catch the attention of the athletic department and start a conversation about what we can do to get baseball back at UW-Madison. If that happens, there will still be a lot of work and organizing to be done. That will likely involve raising money so please pass this along to anyone that may be interested and capable of donating and have them get a hold of me. Thanks all and On Wisconsin!