



CASE STUDY

American Family Field

MILLER PARK – HOME OF THE MILWAUKEE BREWERS



MILWAUKEE, WI



SPORTS &
ENTERTAINMENT



12,600
SPACES

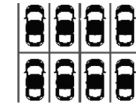


3.96 M

SQUARE FEET



ABOVE GROUND



SURFACE LOTS



ATTENDANT

Situation

- Outdated cash and ticket handling procedures required modernizing.
- Insufficient staffing onsite on event days led to traffic control issues.
- The site experienced bottlenecks, backups, and sluggish ingress/egress.
- On-site parking was limited, causing some fans to have to park further away and walk to the site.
- Parking was at times oversold, leading to visitor frustration and additional lot traffic at event times.

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Approach

- Implemented new cash handling policies and regular cash drop and counting procedures.
- Designed a two-part ticket featuring the proof of payment for display on the dashboard and a detachable promotional coupon.
- Scheduled employees based on projected attendance and demand for cashiers.
- Redesigned the parking gate system and partnered with the Department of Transportation, Milwaukee Police, and other third parties to improve ingress/egress patterns.
- Worked with the City of Milwaukee to relax on-street parking restrictions for employees.
- Tracked advance sales and counted spaces on game day to establish when to close sales.

Results

- Reduced slippage by 15% with a new ticket design and upgraded loss prevention methods.
- Improved efficiencies and lowered labor costs through enhanced staff scheduling.
- Improved traffic flow and safety by redesigning the gate system and adding police presence.
- Created 75 on-street parking spaces by working with the City of Milwaukee.