



**13-Time World Champions  
Super Bowl Champions  
I, II, XXXI, XLV**

October 16, 2024

**Brian Dworak  
Director, Green Bay/Brown County Professional Football Stadium District**

Dear Mr. Dworak,

We received your Sept. 18 letter, which addresses the City's complaint regarding the sale of obsolete Lambeau Field railings and the District's desire to participate in Lease discussions. Both issues illustrate our grave concern with the obstructionist approach Mayor Genrich is taking regarding the City's role and responsibility with the Lease.

First, the Packers are fully compliant with the Lease regarding the sale of obsolete railings, as explained in the attached letter to the Mayor. However, the more critical issue is the Mayor's handling of the Lease negotiations, a matter first raised with him in 2020. His politically motivated actions have resulted in the cancelation of critical improvements and investments in Lambeau Field. His refusal to engage in constructive dialogue has put the future of Lambeau Field at risk.

As you know, for more than 100 years, the Packers and the City have worked together to ensure that Lambeau Field remains a valuable community asset. This community partnership expanded to include the entire county through the creation of the Stadium District as part of the 2003 Lambeau Field redevelopment, a \$295-million public-private project that was a huge success. Since then, the Packers have invested over \$600 million in improvements without using taxpayer funds. For context, including the original construction in 1957, the City has contributed a total of only \$333,000 to construction and improvement costs and has paid none of the very substantial maintenance costs in the last 64 years. Yet the City receives over \$1 million annually in rent and administrative fees that increase at a compounded rate.

Over the next 20 to 30 years, Lambeau Field will need a projected minimum of \$1.5 billion in investment, including maintenance. Despite the long-term trend of using public money in just about every other professional sports team market to build or renovate stadiums, the Packers have developed a plan to address Lambeau Field's needs without any taxpayer dollars. With the Lease expiring in 2032, a timely extension is crucial to justify the Packers' enormous, long-term commitment. The Packers made three specific written Lease proposals, none of which requested taxpayer money.

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These likely would have been quickly accepted in any other NFL city. The Packers made this uniquely favorable proposal in light of our long-term commitment to our city and our community, and we are in a position to do so with continued strategic planning for the future and wise use of our corporate reserve. It should also be noted that every other major professional sports team in Wisconsin has recently requested and received substantial taxpayer support.

The Mayor failed to respond to any of the three proposals. Despite numerous requests, he refused to provide a single counterproposal. In January he abruptly walked away from negotiations citing the need for the City to receive increased rent payments, even though the City would not be making any investments in the stadium. When the Packers tried to rekindle discussions, the Mayor said he'd meet only after having the opportunity to meet with the Packers' leaders to "clear the air." The Packers obliged and met with the mayor on May 16, and it then took five additional months to finally schedule another meeting, Sept. 19, to discuss the lease. The mayor canceled that meeting with less than 24 hours' notice.

In short, the Packers have been working for more than four years on a solution that addresses the significant upkeep of Lambeau Field without using any taxpayer dollars, and the Mayor of Green Bay refuses to meet. Conversely, the Mayor is insisting on taxpayer money for Lambeau Field maintenance and improvements so some of that money would flow through the stadium to the City.

The long-term plan for Lambeau Field is now in doubt due to the Mayor's repeated delays and refusal to engage in meaningful negotiations. His walking away in January caused the cancellation of an \$80-million main concourse project; the longer we wait, the more it will cost. Moreover, with future cost escalations being difficult to predict, the delays caused by the Mayor's actions may lead to a requirement for some public funding in order to make that and other contemplated projects economically feasible. It would be a shame to require taxpayer contributions in the future when the Packers are willing and able to plan for those full investments now. The whole point of the Packers' proposal to extend the Lease at this time is to avoid the need for taxpayer subsidies in the future.

Furthermore, the Mayor proposed increasing his political power by eliminating the Stadium District and directly controlling Lambeau Field, thereby disenfranchising Brown County and all of its constituent municipalities other than the City of Green Bay. The legislative intent in creating the Stadium District was to give voice to all those municipalities who have stake in Lambeau Field while minimizing political influence in how Lambeau Field is run. The wisdom behind that legislative policy has been on display as the Mayor has shown proclivity to inject himself inappropriately in Packers matters to further his political objectives, including contacting Packers Board members to try to influence Packers business unrelated to Lambeau Field, insisting City employees be used to provide health care to Packers and NFL players and harassing the Packers with frivolous issues like the obsolete railings.

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The Packers believe that the Stadium District Board, as one of the three parties to the Lease, must be involved in discussions. The Mayor insisted that they not be involved initially because he wants to eliminate the District. Given the Mayor's unwillingness to engage with the Packers, the Stadium District must be involved in Lease discussions and continue to serve its essential role in using its expertise and independence to provide oversight of the long-term future of Lambeau Field, a major community asset. The Packers and the District together can develop a proposal that ensures the necessary improvements can move forward without further delay, with the goal of presenting it to the City.

As we've stated, the team remains fully compliant with the Lease. The Mayor's actions, which recently include sending harassing legal letters regarding the railings, as well as even trying to influence on-field emergency health care for Packers and NFL players, only distract from the critical need to resume Lease discussions.

We will follow up with you to schedule an initial meeting at your earliest convenience to begin Lease discussions.

Sincerely,

**GREEN BAY PACKERS, INC.**



Marissa Meli  
Associate General Counsel



Aaron Popkey  
Director of Public Affairs