

**Winnebago County Parks & Sunnyview
Expo Center**

500 E. Cty. Rd. Y
Oshkosh WI 54901



Sunnyview Stadium

The 'Expo' consists of over 150 acres of manicured grounds. The site plays host to a wide variety of events including horse shows, festivals, trade shows, the Winnebago County Fair, Lifest, meetings, & trainings.

Specifically the grandstand seats 4,600 comfortably and is used for many events including, concerts, circus acts, tractor pulls, monster truck shows, and demo derbies. There is a large open event area in front of the grandstands which can seat 30,000+ before a state of the art permanent stage and pull track. Support facilities include a concession stand, ticket office, restrooms, backstage pole building, backstage cement tent pad with water and electrical hookups, PA system and security cameras.

Picture Yourself in Winnebago County Parks!



SUNNYVIEW STADIUM

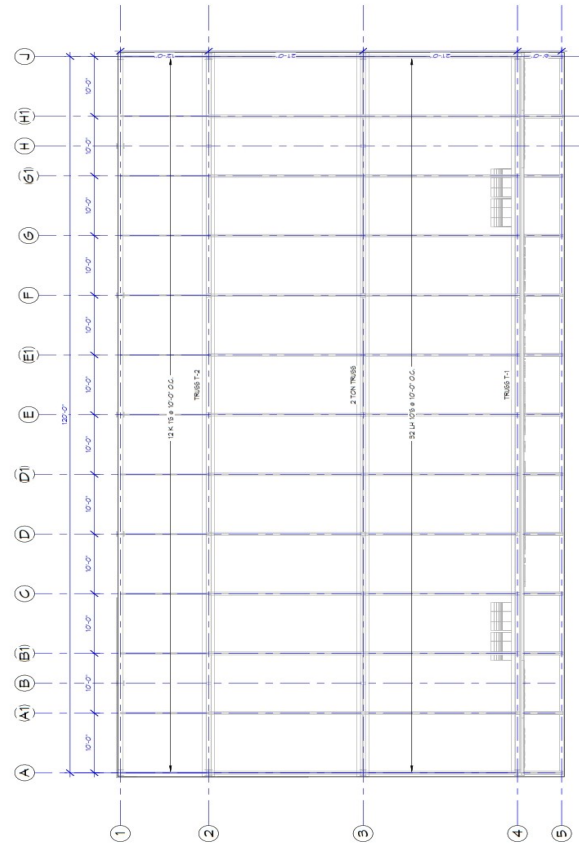
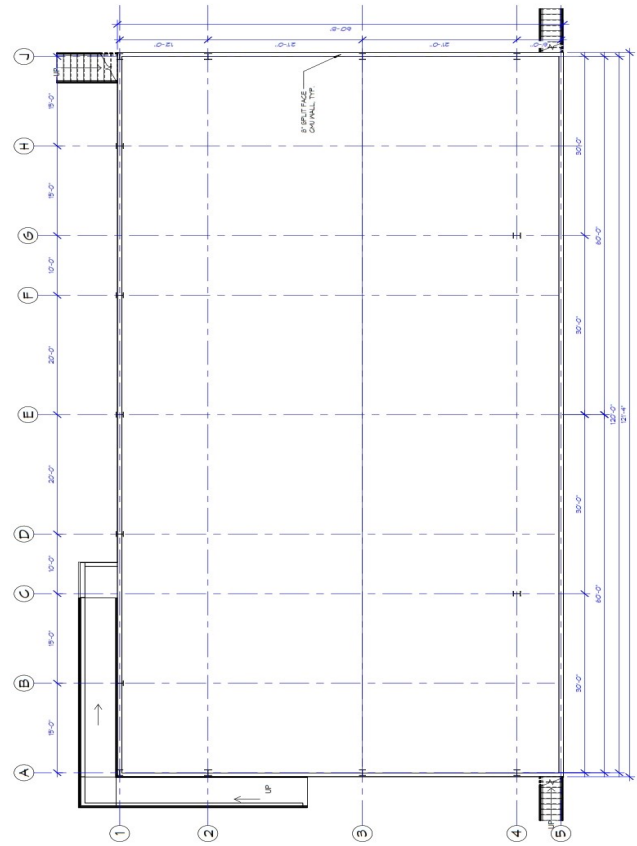
The new Sunnyview Stadium at the Sunnyview Exposition Center in Oshkosh, WI is planned to have the capacity and flexibility to host large events like concerts, tractor pulls, festivals, and more. Whether you want a front-row seat for a tractor pull, to kick back with a beer, soda, or hot dog and take in a concert at the concessions lodge, or to bring the family for a picnic on the seating deck or terraced lawn, the Sunnyview Stadium has something for everyone. Currently the stadium bowl fits approximately 28,000 and, when the grandstand structure itself is included in the amount the total capacity expands to 35,000+. It is the only outside stadium with a permanent stage of this type north of Milwaukee/West Allis.

A collaboration of public and private entities completed this project. Life Promotions, the parent company for Lifest, acquired funding on their end for the erection of the stage itself, the rigging, electronics needed for amplification and lighting for events and some backstage improvements for volunteers and artists. Among the many additional things Life Promotions provided via their own fundraising: a large backstage pad for a volunteer tent, an extended water line for backstage water access, fencing for both sides of the stage with roll gates, a box for all electronics at the stage, partial funding for electrical and WiFi hook up for stage area as well as engineering and architectural services to design the stage itself.

Winnebago County provided the funding for reshaping the bowl of the stadium into a flat level area with side slopes that used the existing drainage system. Several additional ingress and egress routes were added for pedestrian and vehicle traffic to aid in versatility of programming. A tractor/truck clay surface pull track area that is used by the county fair as well as for individual events such as demo derbies, along with a large tarp cover for the pull track. Ayres Associates was contracted for the design of the bowl/audience area as well as a conceptual plan.



The state of the art stage is 160' x 60' and is designed to accommodate national and international touring class A acts. It has everything needed to provide an experience just like those in large nationally known stadiums. Life Promotions worked with Gries Architectural Group Inc. for the design of the stage and immediate surrounding area. There is a paver area in front of the stage that has individual donor bricks embedded in it. The front of the stage is faux stone. There are semi truck bays on either side for unloading and fencing to separate the backstage area from the audience area, with accompanying gates. The rigging is rated for today's electronics, video screens and light shows. Electrical service and WiFi are provided to accommodate computerized programming for sound and video production. At the end of the current 10 year lease term (2027) with Life Promotions Inc. the stage becomes the property of Winnebago County.



3. PERSPECTIVE
 A1.1 1/8" = 1'-0" SCALE

4. PERSPECTIVE WITH PEOPLE
 A1.1 1/8" = 1'-0" SCALE

1. STAGE PLAN
 A1.1 1/8" = 1'-0"

2. ROOF FRAMING PLAN
 A1.1 1/8" = 1'-0"

Participants in the truck and tractor pull were impressed with the grounds overall, though some tweaks in operations will be made for upcoming events. The promoters for both the Badger State Truck & Tractor Pull and Crashin' for a Cause were especially pleased with the venue and stated that it could be one of the best for these types of events anywhere in the State. Both are planning for future events at the site. A treated canvas cover has been procured to cover the pull track when not in use allowing for other events to traverse the area without encountering unusable clay surfacing.

An innovative retrofit of the facility was called for due to the loss of revenue currently associated with racetrack operations. The idea was not to completely eliminate motorsports of any type, but to include those that took place at the county fair and those that did not take place on a weekly basis. This involved allowing for multiple lessees of the facility rather than just one. To accommodate truck and tractor pulls, rodeos, and demo derbies a portion of the clay track was retained. The surface will be covered with a specially made tarp similar to those at baseball fields with added thickness. The tarp will allow use by events that do not incorporate a clay track area. A barn adjacent to the grandstand facility, that saw little use for livestock, has been converted for use in conjunction with the stadium as an entrance, merchandise area, and future inside food service area.

The pole building at the north end of the facility was repurposed as both a back stage security office and dressing room facility. All of these changes include ADA access.

The resultant facility has gone beyond the expectations of current promoters and has allowed for availability to lease the facility for other types of events, that could not otherwise be accommodated in the area. The one dimensionality of racetracks has led to many left sitting idle. The new stadium is functional for many diverse events applications and is also accessible to all abilities. Events that have been suggested in meetings with local promoters include both use of the pull track and the stadium bowl as well as incorporation of the large stage. These events range from recreational contests – corn hole tournaments, marching bands to specialty events like rodeos, circuses, and other demonstrations requiring a large enclosed audience area. The pull track accommodates use for motorcycle events, truck and tractor pulls, demo derbies, ATV events and other types of vehicle shows.

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The Sunnyview Stadium provides a clean streamlined area for events both large and small. Grass slopes along the sides of the bowl soften the area and allow for grass seating. As the surfacing is compacted, any unusual amounts of gravel dust will be eliminated. Renovation of the current grandstand, barn, concession areas, pole building and ticket box office have begun and will continue with input from promoters using the facility. Plans call for several landscaped areas, attractive signage and seating areas, along with future permanent concession buildings.

A similar cover has been ordered for the pull track to accommodate other events safely, without mud, and debris on the audience area surface.



Pull track and tarp cover





Crashin' for a Cause Demo Derby 2018



Tractor Pull Winnebago County Fair 2018

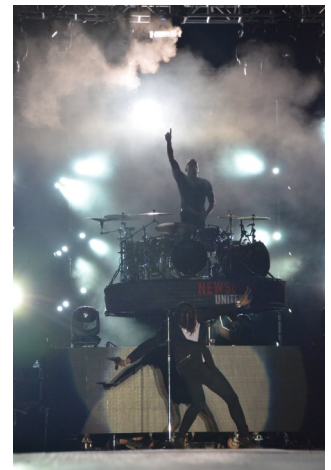
Lifest 2018 Photos

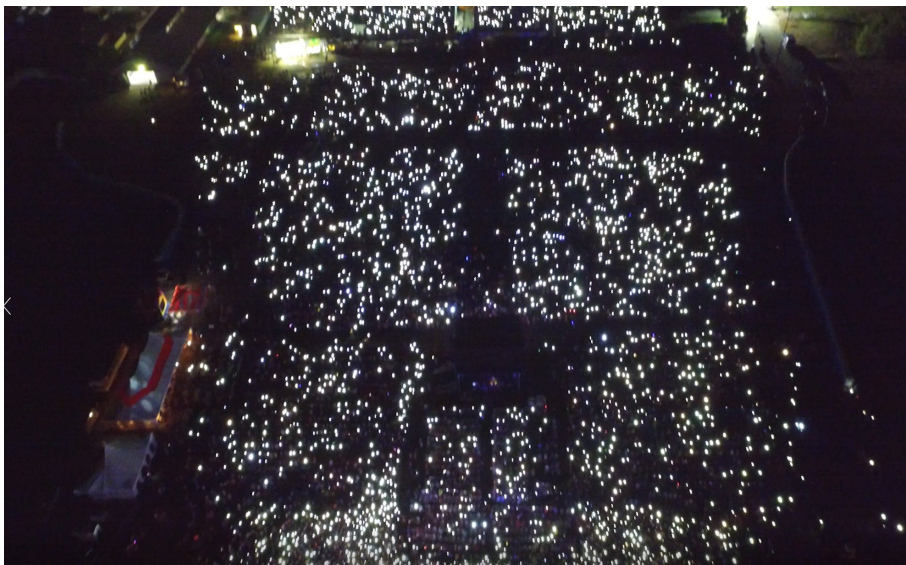


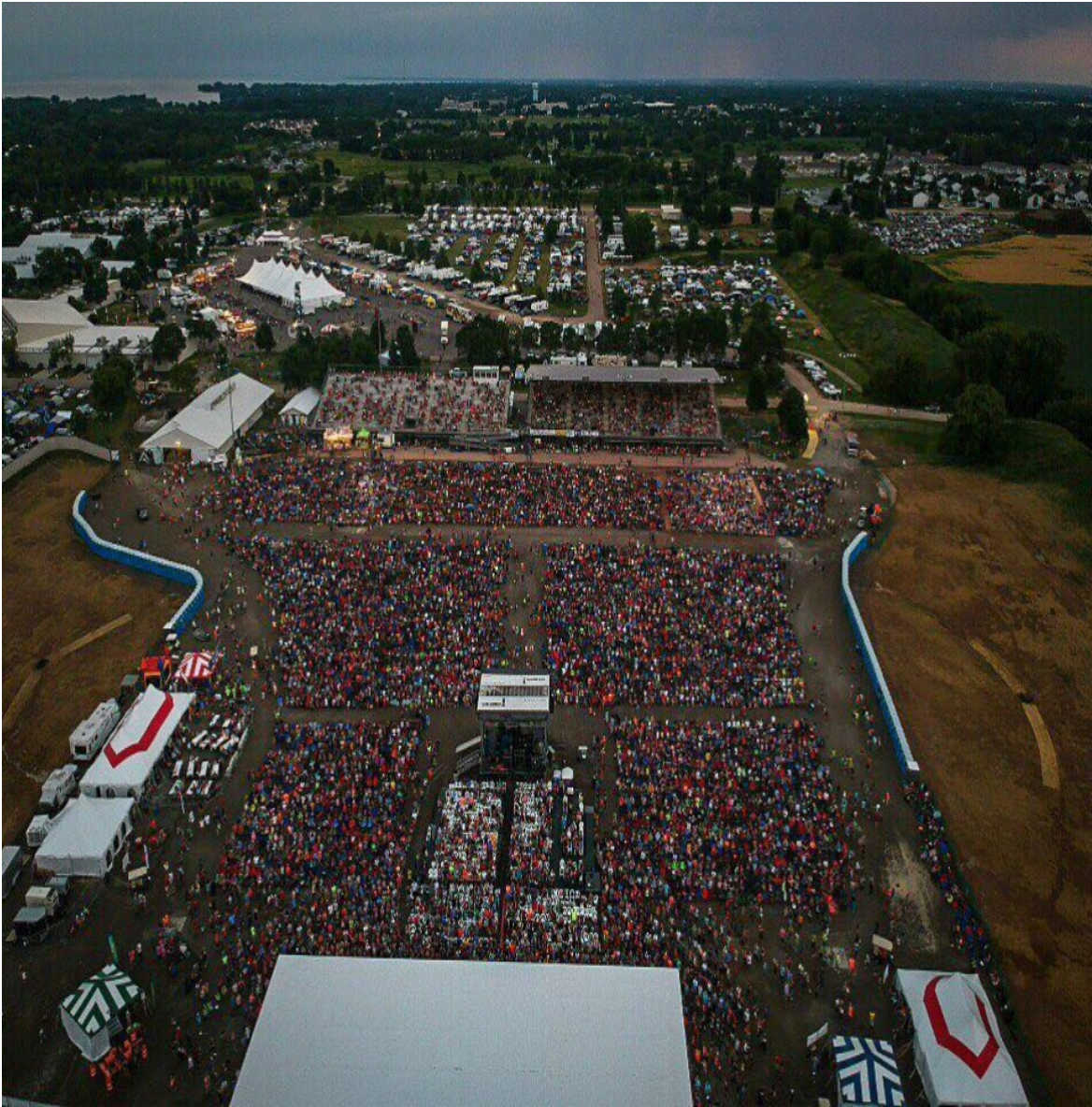
Lifest 2018 videos

<https://www.facebook.com/Lifest/videos/297330834542877/>

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