

BILL NO. R-18-01-19

BILL NO. R-_____

**A RESOLUTION APPROVING THE DISTRIBUTION OF
FUNDS FROM THE CITY OF FORT WAYNE COMMUNITY
LEGACY FUND.**

Whereas, the City of Fort Wayne has created the City of Fort Wayne Community Legacy Fund to invest in projects that will have a collective impact that leads to transformational change within the community, and;

Whereas, the City of Fort Wayne through the Legacy process has received unprecedented public input from across the community and has worked with citizens, business leaders and elected officials to develop implementation priorities, and;

Whereas, the City of Fort Wayne seeks to advance transformational projects for our community with a focus on economic development, downtown and riverfront development, and youth development/prep sports, and;

Whereas, each Legacy project provides our community with an opportunity to make our City stronger and better positioned for growth,

Whereas, by working together, we will leave a lasting Legacy for future generations, and;

Whereas, approval of use and distribution of Legacy Funds requires a vote in the affirmative of six (6) members of Common Council and approval by the Mayor.

**NOW THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL
OF THE CITY OF FORT WAYNE, INDIANA:**

SECTION 1: The City of Fort Wayne Common Council hereby authorizes the Board of Trustees of the City of Fort Wayne Community Legacy Fund to distribute a portion of the funds to the following project:

World Baseball Academy youth baseball complex

Funds in the amount of \$600,000 will be provided from the City of Fort Wayne Community Legacy Fund to the World Baseball Academy pursuant to the attached City of Fort Wayne Legacy Agreement with the World Baseball Academy.

SECTION 2: This Resolution shall be in full force and effect from and after its passage and any and all necessary approval by the Mayor.

Thomas Didier, Council Member

Geoffrey Paddock, Council Member

APPROVED AS TO FORM AND LEGALITY

Joseph G. Bonahoom, City Council Attorney

World Baseball Academy – Exhibit 2
Legacy Fund Request 2018



World Baseball Academy Lighting Project Budget

Musco Lighting - Turnkey 2016 Estimate

Musco's Light Structure Green - All Three Fields	\$545,000.00
Light Poles, Fixtures, Base Poles, Installation, Updated 2018 Estimate to include 2.75% price increase	\$ 15,000.00

H&L Electric

Estimate - Extending Electrical Service to Pole Locations	\$ 35,000.00
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Construction Contingency

Upgrades, Special Equipment for soft soil, etc.	\$ 30,000.00
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Replacement Cost - Existing Assets

Asphalt, Fencing, Irrigation, Storm Drain at Pole Locations	\$ 25,000.00
Repair during Base Pole Installment	

Total Lighting Project Budget	\$650,000.00
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World Baseball Academy *More Than A Game Project Overview* *A Case for Lights* **Exhibit 1**

1701 Freeman Street, Fort Wayne, IN 46802
www.worldbaseballacademy.com

The highest quality youth baseball fields in Northern Indiana were dedicated October 17, 2017, by World Baseball Academy. Youth baseball teams from around Fort Wayne, the Midwest and beyond will be playing on these fields beginning in 2018.

The fields are located at the ASH Centre, 1701 Freeman Street, two miles west of downtown Fort Wayne. World Baseball Academy, a local not-for-profit organization, owns and operates the 26-acre ASH Centre youth development sports complex.



The three new fields feature artificial surface infields, natural grass outfields with irrigation, fencing, dugouts and asphalt walkways between fields. Local kids will get to play on the new fields because they will be available for mid-week game play by youth baseball Little Leagues, travel teams, Wildcat League, and high schools and colleges. Two of the fields are sized for high school play, and one is college size. Bases and pitching mounds can be moved to accommodate game play for ages 8 through college.

Most weekends, the fields will be busy as the home site of WBA's amateur youth baseball tournaments. WBA is a recognized regional leader in youth baseball tournament organization, having hosted its own Hoosier Classic tournaments in Fort Wayne since 2001.

This isn't a case of "build it and they will come" – They are coming already! But they (youth baseball teams) are coming only at a fraction of the rate that will occur once these fields are completed with quality lighting. Excellent field conditions at the ASH Centre will rocket Fort Wayne's regional and national appeal as a tournament site. **Lights will allow Fort Wayne to capitalize on this amazing asset.**

"The Fort Wayne TinCaps support the More Than A Game project. The lighting component is critically important to maximizing the usage of the new fields for expansion of tournaments and local play. The fact that this youth baseball facility is operated by the proven leadership of the WBA is a great advantage for Fort Wayne. It means the fields will be well maintained, accessible and busy!"
– **Mike Nutter**, President, Fort Wayne TinCaps

WBA serves more than 4,000 boys and girls each year through its programs. Annually more than 60,000 people utilize WBA's ASH Centre sports complex for practice, training and game play in a variety of sports.

Lights will help Fort Wayne shine

WBA is excited about the 2018 season, but we have much to look forward to when use of the fields will grow again when lights are installed. So far, individuals, companies and foundations have donated **\$2,794,495** toward the *More Than A Game* Phase One project. \$650,000 is needed to ensure these fields will be utilized to their full potential with high quality lighting, which will also improve safety and reduce light pollution.

Without lights, use of new fields will be at 65% - 70% of capacity.

- ◆ Mid-Week Games: Only 65% of capability will be reached without lights (100 games instead of 155 per field)
- ◆ Tournament Games: In one year, per field: Only 69% of capability will be reaching without lights (175 games instead of 220)

Over the next ten years without lights:

- ◆ 2,000 fewer games will be played by local kids mid-week

***That's 60,000 individually lost opportunities
for a kid to play a game of baseball***

The lack of lighting negatively impacts economic impact projections:

- ◆ Only **69%** of Economic Projections can be reached without lights
- ◆ Our community will **lose \$5.3M in economic impact** over 10 years without lights

New lighting will be a welcome replacement for WBA's old, unsightly, energy inefficient system. The old lights, which have been removed, "leaked" onto neighboring properties while not providing enough light directly onto playing fields.

The new lighting system, which has been approved by Fort Wayne Zoning officials, will match the excellence of the new fields. It will be installed by Musco Lighting, the recognized industry leader in athletic field lighting. The new lighting will reduce light leakage by 50% while increasing player safety and

significantly reducing energy costs for WBA operations. The system has a 25 year warranty and maintenance program. More details regarding the estimated costs for purchasing and installing the lighting system are found in Exhibit 2.

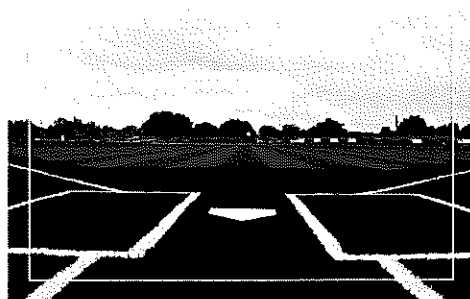


World Baseball Academy – History of Legacy Fort Wayne Funding Process

- August 2011 - Fort Wayne Legacy Fund Task Force
 - ASH Centre Project receives **highest** evaluation score 64.83
 - Proposals were assigned to one of six categories – 441 proposals were submitted
- July 2012 - Legacy Champion Youth Sports Team
 - Recommends \$2 million grant for Phase 1 & Phase 2 of the ASH Centre Project
- Nov 2012 - Youth Sports Study
 - Mayor & City Council approve to conduct a youth sports study prior to approving youth sports grants
- Dec 2013 - Youth Sports Study Results
 - Study validates the ASH Centre Project as a valuable, transformational asset
- Nov 2014 - Legacy Joint Funding Committee
 - Recommends \$800,000 Grant with a 3:1 matching requirement for the ASH Centre Project
- Nov 2018 – ASH Centre Project completes the majority of Phase 1 of Master Plan
 - Over Nearly \$2,800,000 has been raised towards a \$3,400,000 goal
- Dec 2018 – Mayor Henry and Several Members of City Council
 - Encourages ASH Centre Project to propose a \$600,000 Grant with a 4:1 matching requirement to help fund Lights to complete Phase 1 of the ASH Centre Project

WBA's request now is \$600,000, which will provide the following opportunities:

- Quality Lighting on Three (3) High School Size Ballfields
- Musco Lighting with a 25-Year Warranty & Maintenance Program
 - Sixteen (16) Light Poles Structures that are Seventy (70) feet in height
- Increase utilization of game play on fields by 33%
- Increase Economic Impact projections by \$5.3M over a 10 year period
- Increase the opportunity for Fort Wayne to host national amateur youth baseball events
- Increase safety for youth and families
- Installing lights in August of 2018 will allow the upcoming tournament season to be unaffected by construction



World Baseball Academy Legacy Funding Request

The long-awaited transformation of World Baseball Academy's outdoor ball fields has generated much excitement in Fort Wayne. From Little League players to parents and coaches, to corporate executives and elected leaders, those who visit our fields are delighted with the result of this vision nearing complete reality.

On October 17, 2017, the three new fields of the *More Than A Game* project were dedicated, thanks to donations from individuals, companies and foundations in the largest fundraising campaign for a local youth sports facility in Fort Wayne history. So far, individuals, companies and foundations have donated \$2,794,495 toward the *More Than A Game* Phase One project. \$650,000 is needed to ensure these fields will be utilized to their full potential with high quality lighting, which will also improve safety and reduce light pollution.

On behalf of the thousands of boys and girls who will be playing on these fields in the years ahead, World Baseball Academy is requesting that City Council act on the recommendation of the November 19, 2014, Legacy Joint Funding Committee recommendation to invest Legacy dollars in these fields. While the Committee recommended investing \$800,000 of Legacy funding in this community asset, WBA's request now is \$600,000 which will ensure that light installation will begin in 2018.

The original Committee recommendation was that a Legacy investment be matched on a \$3-to-\$1 basis by World Baseball Academy. Today, WBA exceeds that requirement, having raised an amount equivalent a \$4-to-\$1 match for a \$600,000 investment.

This investment will start earning dividends to the local economy as soon as the lights are switched on. World Baseball Academy and all of our supporters urge you not to let this opportunity stay "off circuit" while other communities are successfully competing for youth sports economic impact.

Some large transformational projects are happening or are proposed in Fort Wayne with LARGE expenditures of Legacy Fund dollars. Supporters of World Baseball Academy believe that, dollar for dollar, a \$600,000 investment to complete a premier youth baseball park just west of downtown with lights will significantly impact our economy and our community's reputation, while helping transform young people into leaders who will positively impact the world. Relatively, this expenditure's transformational impact is very large indeed.

Transformational Impacts of the *More Than A Game* Project

- ◆ ***Transformative for local kids***
 - ◇ *Creates greater access to quality fields for local kids*
- ◆ ***Transformative for at-risk boys and girls***
 - ◇ *Supports WBA mentoring programs for at-risk boys and girls*
- ◆ ***Transformative for tourism economic impact***
 - ◇ *Increases economic impact from tournaments*
- ◆ ***Transformative strategic impact***
 - ◇ *Creates a valuable asset for attracting and retaining a quality workforce*

IMPACT: Transformative for local kids

◇ *Creates greater access to quality fields for local kids*

Renovated fields with quality lighting will provide something Fort Wayne does not have: a central hub for youth baseball, sustainably operated and available for community use. The demand for youth baseball fields is high in Fort Wayne, as the WBA has witnessed as it makes its fields available to travel and Little League teams and schools. We are confident in our projections that use of the three youth-size fields with artificial surfaces and lights will eventually more than triple.

Mid-Week usage of the fields is by a variety of LOCAL teams, almost all based in Fort Wayne and Allen County.

Outdoor <u>Mid-Week</u> Baseball Field Usage (Annually) • Local Travel Teams • Boys & Girls Club Programming • On Deck (at-risk) Youth Baseball Camps • Little League, Wildcat • Area High Schools (in the future) • Area Universities (in the future)	<u>Mid-Week (local) Usage</u> Past, pre-renovation average: 129 Games (7,500 people) Future, with lights: 240-450 games (13,900 - 26,400 people)
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When **Tournament** play is factored into field usage projections, the numbers continue to rise:

Usage projections
Rebuilding three fields with artificial surfaces and lights

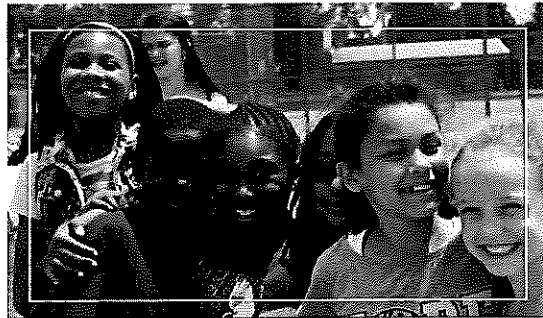
Types of Usage	# of Games Field #1 – Collegiate Size		# of Games Field #2 – High School Size		# of Games Field #3 – High School Size	
	Pre-Renovation	Post-Renovation	Pre-Renovation	Post-Renovation	Pre-Renovation	Post-Renovation
Mid-Week	43	80 - 150	43	80 - 150	43	80 - 150
Tournament	50	120 - 255	50	120 - 255	50	120 - 255
Total Games	93	200 - 405	93	200 - 405	93	200 - 405
Overall: The new fields with lights will grow usage from our past, pre-renovation average of 279 games per year, to between 600 to 1215 games per year.						

World Baseball Academy does not have its own teams, so “team support” is one way our mission positively impacts the community. A variety of youth baseball teams and leagues, including high schools and colleges, regularly rent our indoor and outdoor facilities.

IMPACT: Transformative for at-risk boys and girls

◇ Supports WBA mentoring programs for at-risk boys and girls

WBA's passion for developing young people inspires us to reach *all* kids, not just those whose families can afford baseball lessons and teams, or those who are physically or developmentally capable of mainstream competitive sports. That's why WBA offers **On Deck** initiatives that serve at-risk boys and girls ages 5 - 18 to help them reach their full potential, overcoming challenges including socioeconomic status and intellectual or physical disability. Opportunities to learn, be mentored, and to serve are offered at little or no cost to families through a variety of programs and activities.



On Deck funding is generously provided by support from the WBA operations budget and by donors in our community.

Designated funding underwrites **On Deck** programs and activities and allows WBA to offer its fields at no charge to youth-serving organizations that are committed to serving at-risk youth and/or those who come from lower socio-economic neighborhoods. These include Boys & Girls Clubs of Fort Wayne, YMCA, Fort Wayne Wildcat Baseball League and some Little Leagues. With upgraded fields, WBA remains committed to partner with those who share our commitment to at-risk youth.

In 2017, more than 1,000 at-risk boys and girls participated in WBA On Deck Learning, Mentoring and Serving opportunities, as explained below.



On Deck Learning: More than 800 boys and girls each year are reached through **On Deck Learning**, which is educational outreach provided by World Baseball Academy. While these experiences may last only an hour or a few sessions, they expose young people to new possibilities for healthy activities, lifelong interests, and careers.

On Deck Learning is also a strategy for recruitment, attracting kids to WBA's mentoring programs where they are more deeply impacted by WBA's positive influence.

On Deck Learning opportunities include:

- **Baseball Skills Camps** – These are “mini camps” offering boys and girls the opportunity to learn the basics about baseball and how to play. More advanced baseball skills camps are provided to area Little Leagues in underserved neighborhoods. In all settings, life skills, good sportsmanship, and positive character traits are stressed.



On Deck Learning – continued

- **On Deck Special Abilities Camps** - Special Abilities Camps extend WBA's programming to serve young people who are underserved from the aspect of participating in youth sports and related life-skills lessons. Our collaborative partner in this venture is YMCA of Greater Fort Wayne. The Camps teach basic baseball skills in ways adapted to the developmental and physical abilities of each participant. These camps also create new social interaction experiences for mainstream kids to discover they have much in common with those who may not share the same abilities, including the joy of the game and desires to learn and achieve.
- **STEM Education** – Boys and girls learn lessons about Science, Technology, Engineering and Math when WBA teaches that geometry, aerodynamics, balance, gravity, velocity and transfer of energy are integral to the game of baseball. WBA partners with the Indiana National Guard's Starbase program, providing STEM education to Starbase summer camps. Future plans include inviting groups serving underserved kids to come to WBA's ASH Centre for STEM workshops, and to teach the program in Title 1 schools (schools with high numbers or high percentages of children from low-income families). These activities are dependent on additional financial support for On Deck.

On Deck Mentoring is one initiative offered at low or no cost to participants. Each year, more than **250** boys and girls learn the game of baseball in a fun, safe environment in ON DECK Baseball Mentoring Programs, some of which are offered in 7-week sessions each summer, while others provide a year 'round opportunity for Individual Instruction and Small Group Training. Each program includes time for mentoring relationships to form. Student and adult mentors teach kids how to recognize and exhibit WBA Core Character traits (Integrity, Knowledge, Discipline, Perseverance, Respect, and Initiative). Other topics include making healthy choices, the importance of staying in school, and the rewards of serving others. Community leaders often drop by to share their life and career wisdom.



Besides on-site at WBA's ASH Centre youth sports complex, some mentoring activities take place at Fort Wayne Boys & Girls Clubs locations and at New Covenant Center in southeast Fort Wayne.

On Deck Serving: Each year, WBA provides at least **75** volunteer service opportunities for On Deck program participants to consider - even overseas baseball mission trips. WBA's vision to develop leaders who positively impact the world is realized as youth discover powerful truths through serving: They CAN make a difference; others WILL look up to them for guidance; their leadership IS important.

National studies show that when a youth volunteers in service, good things happen. Teens who volunteer are less likely to become pregnant or to use drugs, and are more likely to have positive academic, psychological, and occupational well-being.

Kamden and Jaden are year 'round **On Deck** participants who now giving back as volunteers to help with the Boys & Girls Club summer program.

Kamden says, "WBA has given me the opportunity to look beyond myself and see how a good leader can change his surroundings".

Jaden says, "WBA has taught me that there is no such thing as leading from behind. To make a true impact I must become the leader I know I can be".

On Deck Serving includes *Servant Leader Experiences*.

Some boys and girls who participate in On Deck mentoring programs gain valuable experiences as servant leaders. Types of these opportunities include planning and presenting activities that teach core character trait lessons to participants various On Deck camps, and volunteering to help with the annual Eric Wedge Baseball Camp. Hesitancy turns into enthusiasm as these servant leaders realize the impact they can have when they help others. Confidence grows.

WBA organizes brief, **International Baseball Mission Trips** to give high school and college students the opportunity to experience what it is like to serve others in a very different culture and environment. **On Deck** participants are welcome to participate in this life and perspective-changing experiences, although their families must pay for airfare and other expenses or help with fundraising to cover the costs.

Destinations are generally impoverished or emerging economies of the world. WBA partners with established not-for-profit organizations already operating at these destinations so that audiences are identified and activities are prepared in advance, and housing, food, liability protection are in place. Bulgaria, Kenya and the Dominican Republic are countries where WBA's partnerships are well established and so have been mission trip destinations recently.

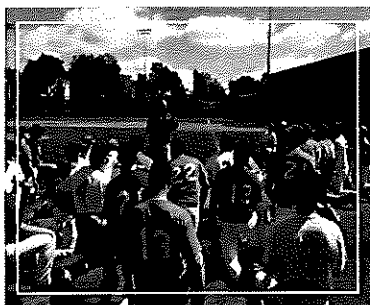
Baseball is WBA's platform for influence. In the past, the physical image of that platform has been sub-par. The new fields strengthen the WBA's already stable operations plan, which in turn will strengthen WBA's ability to continue to provide **On Deck** programs to at-risk and underserved youth. ***A contribution to complete the new fields with lights will help significantly increase positive impact on the lives of underserved or at-risk youth in Fort Wayne.***



IMPACT: Transformative for tourism economic impact

◇ *Increases economic impact from tournaments*

Excellent field conditions including quality lighting will rocket Fort Wayne’s regional and national appeal as a tournament site since surface quality and flexibility in scheduling are key factors in tournament registration.



WBA is a recognized leader in youth baseball tournament organization, as its leadership has organized Hoosier Classic tournaments in Fort Wayne since 2001. Since 2011, Hoosier Classic baseball tournaments have generated more than \$1 million in tourism economic impact for Fort Wayne, according to the formula for impact provided by Visit Fort Wayne.

Even with the old fields, approximately 160 baseball teams from the Midwest and Canada came to Fort Wayne for WBA weekend tournaments between April and August each year. WBA believes the tournaments could see **nearly 100% growth** once lighting is installed on the new fields. **More than \$17 million in economic impact will occur over the first ten years (with lights).**

Outdoor Tournament Event Planning (Annually)		
• Pre Renovation:	Currently serving 160+ Teams	Current: 8,000 people
• Post Renovation:	Anticipate serving 300+ Teams (lights installed)	Future: 16,000 people (1 st year after lights in use)

Summary – Future Economic Impact		
Years 1 – 3	Impact projected \$1.44 million per year =	\$ 4.32 million
Years 4 - 7	Impact projected \$1.76 million per year =	\$ 7.04 million
Years 8 - 10	Impact projected \$1.92 million per year =	<u>\$ 5.76 million</u>
Total		\$17.12 million

“WBA has held onto its share of the youth baseball tournament market because of our professional event planning services. We’re organized, communicate well, treat players and coaches with respect, and maintain a safe, family-friendly atmosphere,” according to WBA CEO Caleb Kimmel. **“What Fort Wayne is lacking compared to other communities is a central hub with excellent field conditions, rain or shine, day and night.”**

“WBA’s vision for first class youth baseball fields is exciting for Fort Wayne. It will generate an actual, measurable return on investment through tourism revenue, while showcasing our quality of life and being a great asset for kids and families. I am confident of the WBA’s ability to manage and sustain this investment into the future. I am proud to support the Project and I encourage you to do the same.”

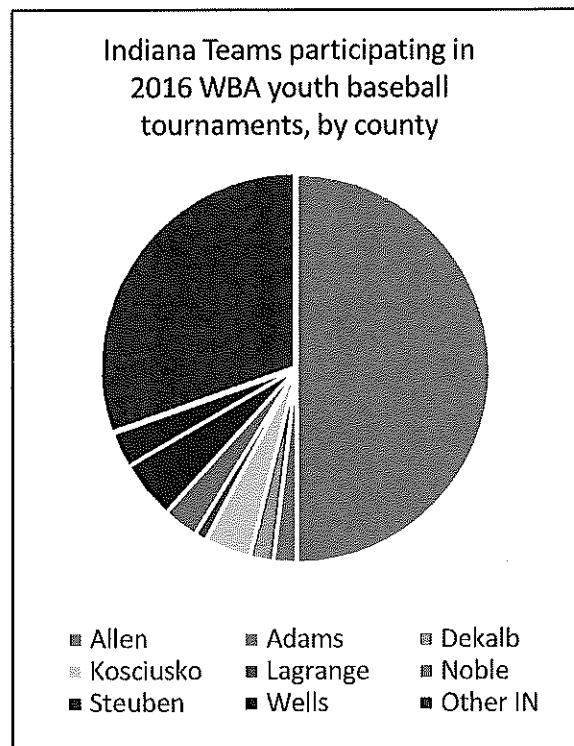
– **Keith Busse**, Chairman of the Board,
Steel Dynamics, Inc.

World Baseball Academy – Exhibit 1
A Case for Lights - Legacy Fund Request 2018

Hoosier Classic Tournaments are headquartered at the WBA's ASH Centre, but many games are played elsewhere. WBA will continue to collaborate with area high schools and universities to host tournament games in order to accommodate more teams. The collaboration is welcomed, particularly by universities who enjoy their exposure to high school players from around the Midwest.

"The Hoosier Classics are professionally organized by WBA and continue to serve as a great recruitment tool for IPFW," according the Mastodon's Head Baseball Coach, Bobby Pierce.

One of the Hoosier Classic "regulars" is a team from Niles, Illinois. Niles Braves Coach Matt Polinski says the WBA's tournaments are a favorite destination: "Every year we look forward to bringing our players to Fort Wayne."



WBA's tournaments serve our region by providing a valued opportunity for local kids to compete without local families having to incur travel expenses such as for hotels and meals. Second, the tourneys attract out-of-town teams whose families *do* have those travel expenses, and that benefits our local economy.

Although the competition is increasing every year from other communities' new facilities, WBA's experience demonstrates that a central hub with high quality playing surfaces, combined with WBA's experience as a tournament planner and community collaborator will compete very well and be sustainable into the future as WBA remains the owner and operator of the 26-acre youth development sports complex.

Amateur youth baseball tournaments in Fort Wayne could feature more global participation thanks to WBA's unique relationships with international baseball. WBA cannot fully capitalize on our relationships while offering substandard youth baseball facilities. To become a first-choice destination, Fort Wayne needs first-class amateur youth baseball facilities, including lights so more games can be played in weekend tournaments.

IMPACT: Transformative strategic impact

◇ *Creates a valuable asset for attracting and retaining a quality workforce*

Northeast Indiana's Road to One Million Plan represents a regional vision to grow our population from 789,015 to 1,000,000 residents. The Plan values strategic investments that will retain and attract a younger, more educated workforce in order to grow our economy because "study upon study" confirm that "the connection between talent attraction and outdoor recreation, arts, vibrant downtowns, and opportunities for entrepreneurship." (Northeast Indiana Partnership website)



World Baseball Academy believes youth sports, including WBA's Hoosier Classic Tournaments, will help polish the brand of Fort Wayne. Those who keep the stats on youth sports understand it is its own industry, and a major economic driver, particularly for the communities that are tournament destinations. Tourism economic impact is one reason. Another is that **youth sports tournaments are a great marketing opportunity for attracting new residents.**

Traverse City, Michigan's Chamber of Commerce commissioned a study to determine the economic impact of two tournaments that annually bring 15,900 people - youth athletes and their families - to the Traverse City area. In addition to measuring economic impact, the study also found that the families participating in travel sports are ideal future residents.

These [tournament] visitors are more economically attractive than typical tourists with median average income nearly twice that of a typical Michigan tourist.

...In addition, tournaments serve as gateway experiences for many first time visitors, inspiring large numbers to make plans for subsequent trips and vacations to the region.

...The tournaments may be effective ways to attract "talent" to the region, as the parents of young athletes on travel teams appear to bring a mix of abilities and professional experiences that are highly attractive to growing economies; a significant number of these people were motivated to contemplate a move to the Traverse City region based on their experiences of the youth tournaments. (GAME ON! The Impact of Youth Sports on a Regional Economy – September 18, 2012, by Sherwood B. Smith, <http://tcchamber.org/wp-content/uploads/2012/10/YouthSportsReport.pdf>)

World Baseball Academy – Exhibit 1
A Case for Lights - Legacy Fund Request 2018

Nationwide, youth sporting events generate an estimated \$7 billion of economic impact, according to a 2013 study by The Sports Facilities Advisory (SFA), a leading resource in sports facility planning and management. The Sports and Fitness Industry Association estimates that in 2014, **45.7 million** youth nationwide played youth sports.

"Youth sports tourism wasn't even a category four years ago, and now it's the fastest-growing segment in travel," said Dave Hollander, professor at New York University's Tisch Center for Hospitality, Tourism and Sports. "You've got millions of kids involved, parents spending thousands of dollars, and cities building facilities to host events and chase tourism dollars. It's just huge."

"Fort Wayne is home to some great youth sports facilities. WBA is creating the highest quality youth baseball complex in northern Indiana, transforming our reputation as a good place for youth baseball to a premier destination. Thanks to World Baseball Academy's tournament experience, these fields will attract youth baseball teams from around the Midwest and beyond in greater numbers, significantly increasing tourism economic impact and local quality of life." - Eric Doden, CEO, Greater Fort Wayne, Inc.

WBA History and Sustainability: Growing Beyond Our Grassroots



World Baseball Academy founder Caleb Kimmel is a former baseball player and perpetual mentor/coach with a passion for making a positive difference in the lives of kids. A Fort Wayne native, Caleb successfully organized baseball tournaments starting in 2001 as a private enterprise.

Caleb's local baseball community connections included Steve Sotir, former Homestead High School baseball coach and previously Director of Player Development for the International Baseball Federation which governs international competition around the world. Caleb and Steve envisioned an

academy that would offer local baseball instruction with global opportunities. The not-for-profit World Baseball Academy was founded in 2008.

As a tenant at the ASH Centre athletic complex, WBA operated Hoosier Classic youth baseball tournaments as a stabilizing source of revenue. In 2012, the Academy began a new era as the owner-operator of the ASH Centre, a result of a consolidation of the WBA and its not-for-profit landlord, Creative Sports, Inc. (founded in 2003). CSI began making significant improvements to the 26-acre sports and fitness complex when it took ownership in 2007 and named it the ASH Centre.

From this grassroots beginning, WBA has grown to serve more than 4,000 boys and girls each year, dedicated to its mission: *to use the platform of baseball to exemplify excellence and leadership beyond the game.* WBA's vision is to develop leaders who will positively impact the world.

WBA carries out its mission through baseball instruction, tournaments, international leadership trips, and team support (community use of our facilities). These are WBA's "Four T's of Impact."

WBA Four T's of Impact

◆ **Training**

- ◇ *Excellent baseball skills instruction infused with lessons on Core Character Values (integrity, knowledge, discipline, perseverance, respect, initiative)*
- ◇ *Free or low-cost training and mentoring opportunities for at-risk boys and girls through the WBA **On Deck** programs*
- ◇ *Leadership training including internships*

◆ **Tournaments**

- ◇ *Youth baseball tournaments for local teams and out of town guests, hosted and organized with excellence*

◆ **Teams**

- ◇ *Facility support for youth, high school and university teams, providing a quality atmosphere while modeling Core Character Values*

◆ **Trips**

- ◇ *Life-changing mission experiences focused on servant leadership*

These elements also provide a healthy business model. As reflected in the WBA budget, at least 90% of the organization's annual revenues come from earned income from tournaments, instruction and facility leasing. Since its inception, WBA's only annual fundraising efforts have benefited WBA's programs for at-risk youth. For access to WBA's most recent 990 IRS tax form, visit:

<http://www.guidestar.org/FinDocuments/2016/300/202/2016-300202606-0da0ef1d-9.pdf>

A recent partnership with Optimum Performance Sports (OPS) has strengthened World Baseball Academy's sustainability. Optimum Performance Sports, a department of The Orthopedic Hospital of Lutheran Health Network, is now a tenant utilizing indoor space at the ASH Centre. OPS provides strength, agility and speed training as well as rehabilitation for athletes of all sports. And, as the provider of licensed athletic trainers for the Mad Ants professional basketball team, the OPS space at the ASH Centre offers top-level equipment in a first-class environment.

Including OPS services, ongoing rentals to area youth sports teams, and WBA's own programming, more than 60,000 people a year utilize the ASH Centre's indoor facilities. Athletes are playing soccer, lacrosse and flag football and are training for softball, baseball, basketball, track and field, tennis and many other sports.

"While other communities rely on taxpayers to operate youth sports facilities, Fort Wayne is fortunate to have the WBA and its smart, collaborative business model."

- Dr. Kathie Fleck, Ohio Northern University professor, business consultant

WBA: Accountable

World Baseball Academy values accountability and will continue to track how well we meet our transformational impacts. WBA has measured impact for many years, in terms of number of people served and economic impact through tourism.

"Libby and I are proud supporters of the World Baseball Academy because of the many ways it positively impacts our community. WBA's success in mentoring young people, hosting tournaments, and maintaining a sustainable business model make it a unique and valuable asset for northeast Indiana. I am confident in projections that use of WBA ball fields will more than triple when they are re-built with better surfaces and lighting."

- **Tim Ash**, President & CEO, Ash Brokerage

The ASH Centre's new fields provide something Fort Wayne has never had: a central hub for youth baseball, sustainably operated and available for community use. The demand for youth baseball fields is high in Fort Wayne, so WBA is confident in our projections that use of the three youth-size fields will more than triple when they are complete with new lighting. More people will enjoy the fields too. Players, coaches, officiating crews and spectators at local games and tournaments will rise from 19,000 per year to 67,000 per year.

WBA will:

- ◆ Track participation in Hoosier Classic Tournaments, including analysis of local, commuter, and out of town guests
- ◆ Continue using the formula provided by Visit Fort Wayne to track tourism economic impact
- ◆ Track usage of the WBA fields by local youth baseball teams and schools
- ◆ Track participation in WBA On Deck and leadership development programming
- ◆ Measure the growth of tournament/program revenues
- ◆ Track the growth of leadership development opportunities offered by the WBA, including college internships
- ◆ Measure revenues from tournaments, instruction, rentals and leasing facilities
- ◆ Measure expenses for property operation and maintenance

Thank you for considering an investment of Legacy funding.

World Baseball Academy's fields are as vibrant as Fort Wayne's cultural love of sports and recreation, and will connect and add polish to our community's brand. Across our community and beyond, individuals, families, foundations and companies agree so much that they have made a financial investment in the *More Than A Game* project. A list of donors to date is below, followed by project expense information

On the surface, these fields and lights seem to be about baseball. WBA and its supporters hope you agree that in reality, it's much ***More Than A Game!***



WBA More Than A Game Capital Campaign
We are grateful for our donors!

As of December 2017 - Total Raised to date: \$2,794,495

Hall of Fame \$250,000 +	Lutheran Health Network Tim and Libby Ash Jim and Mary Beth Ash English, Bonter, Mitchell Foundation
Champion \$100,000 +	Chuck and Lisa Surack and Sweetwater McMillen Foundation Steel Dynamics Foundation Weigand Construction
Most Valuable Player (MVP) \$50,000 +	Keith Busse Automotive Color & Supply Corp. Journal Gazette Foundation Edward M. & Mary McCrea Wilson Foundation Clarence L. & Edith B. Schust Foundation
Gold Glove \$25,000 +	Fort Wayne Metals M.E. Raker Foundation Old National Bank
All Star \$10,000 +	Lake City Bank Poinsatte-Altman Foundation R&C Fence, Inc. Don McArdle Family Brooks Construction STAR Bank
Major League \$5,000 +	AEGON TransAmerican Crosby Excavating, Inc. Design Collaborative ForeSight Consulting, LLC The Motz Group Fort Wayne TinCaps IAB Financial Bank Brad & Linda Kimmel Kristen & Caleb Kimmel Kristin & David Kolpien Physicians Health Plan Penney & Rick Phillips Principal Financial Group Foundation, Inc. Mutual of Omaha Riverside Manufacturing Wells Fargo Foundation
Grand Slam \$2,500 +	Barrett McNaghy Howard P. Arnold Foundation Katz, Sapper & Miller, LLP Jim & Patty Krafcheck
Home Run Club \$1,000 +	Ambassador Enterprises Burt, Blee, Dixon, Sutton & Bloom Bradley Company Brady Benefits & Assoc., LLC Marcia & John Crawford Deanna & Lee DeTurk Jon Hicks Phil & Lynda Houk Linda & Ron Buskirk Sandi & Greg MacDonald Kristin Packnett Lincoln Benefit Co. Raymond James Financial Fort Wayne Sports Foundation Summit City Spartans San Diego Padres Jim & Ann Underwood Office Concepts, Inc.
First 3 Season Sponsors	K&K Insurance: 1 scoreboard 1 st Source Bank: 1 scoreboard
WBA Fan Club	Thank you to numerous individuals and companies supporting this campaign!



More Than A Game Project budget detail as of December 1, 2017

Project Features	Expense Amount
Infrastructure/site work	\$504,000
Construction of 3 ball fields with artificial surface infields, natural grass outfields	\$1,429,495
Field Lighting – 3 ball fields	\$650,000
Indoor field house upgrades (new roof, lighting, painting) <i>(completed)</i>	\$271,400
General Conditions (Designing, Engineering, other fees)	\$267,600
Contingency	\$170,000
Campaign Marketing & Fundraising Support	\$57,000
Project Budget Total	\$3,394,495

Raised so far, including a \$50,000 donation designated for lights:	\$2,794,495
Funding requested from the City Legacy Fund:	\$ 600,000
	\$3,394,495

What has been constructed with the \$2.7+ million raised so far

- ◆ 3 new fields with artificial surface infields, natural grass outfields with irrigation, expanding 2 fields to high school dimensions and 1 field to college dimensions
- ◆ New permanent fencing
- ◆ Paved walkways
- ◆ Complete earthwork and drainage improvements for all current **and future** ball field sites
- ◆ Upgraded electrical service
- ◆ Dugouts for all six fields
- ◆ New roof, interior painting and interior lighting inside ASH Centre field house

Project construction is being paid from cash deposits of donations and pledge payments designated for the *More Than A Game* capital campaign. WBA has been approved to finance up to 90% of the total of confirmed pledges.

WBA is committed to solid stewardship of donor dollars and the financial sustainability of our organization.



Lighting Project Budget (Exhibit 2)

Items Still Needing Funding to Complete

Musco Lighting - Turnkey 2016 Estimate

Musco's Light Structure Green - All Three Fields	\$545,000.00
Light Poles, Fixtures, Base Poles, Installation, Updated 2018 Estimate to include 2.75% price increase	\$ 15,000.00

H&L Electric

Estimate - Extending Electrical Service to Pole Locations	\$ 35,000.00
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Construction Contingency

Upgrades, Special Equipment for soft soil, etc.	\$ 30,000.00
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Replacement Cost - Existing Assets

Asphalt, Fencing, Irrigation, Storm Drain at Pole Locations	\$ 25,000.00
Repair during Base Pole Installment	

Total Lighting Project Budget	\$650,000.00
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