

**CITY OF GOODYEAR
COUNCIL ACTION REPORT**

**SUBJECT: Council Follow-up Items -
Ballpark**

STAFF PRESENTER: Bruce Kessman,
Ballpark General Manager

CASE NUMBER: None

OTHER PRESENTER: None

PROPOSED ACTION:

Council will receive information and provide feedback with regard to Commemoration/Celebration of Goodyear Ballpark's 10-Year Milestones; the status of Goodyear Ballpark's mascot; and a proposed community resource program (baseball cards). (Bruce Kessman, Ballpark General Manager)

BACKGROUND AND PREVIOUS ACTIONS:

Council has previously requested a work session to discuss the following:

- Ballpark Mascot Status
- Community Resource Program (Baseball Cards)

In addition, staff will provide an update on the Commemoration/Celebration of Goodyear Ballpark's 10-Year Milestones.

STAFF ANALYSIS:

Ballpark Mascot Status:

After seven seasons of service and entertaining hundreds of thousands of fans at Spring Training games, schools, and community events, Zizzy, the Ballpark Mascot, was retired in 2017. Staff will present plans and facilitate discussion related to development of a new ballpark mascot.

Community Resource Program (Baseball Cards):

After conducting extensive research, staff will facilitate discussion related to the creation of a Community Resource Program (baseball cards).

- Reds/Indians involvement
- Timing/program Roll-out
- Potential community resources/social services to be included
- Distribution methods

Commemoration/Celebration of Goodyear Ballpark's 10-Year Milestones:

Goodyear Ballpark is excited to celebrate the upcoming 10-year milestones. Staff will present plans and facilitate discussion related to the following:

- Combined Reds/Indians 10-year celebration in 2019
- Commemorative 10-year logo
- Commemorative gifts (original season ticket holders/volunteers)
- Commemorative fan giveaway item

FISCAL ANALYSIS:

Ballpark Mascot Status:

The estimated cost to develop a new, quality mascot is \$30,000 and staff has submitted a FY19 budget supplemental request for this amount. This cost includes the development of concepts, fabrication of the new costume and items necessary to properly store and care for the costume. It should be noted that \$12,000 was included in the FY18 budget to replace the Zizzy costume. However, since Zizzy has now been retired, these funds will not be expended.

Community Resource Program (Baseball Cards):

The cost to produce the community awareness baseball card ranges from \$225 for 5,000 cards to \$575 for 25,000 cards. This cost could be absorbed within the current operating budget for the Ballpark.

Commemoration/Celebration of Goodyear Ballpark's 10-Year Milestones:

The estimated cost for the promotional items is \$20,000 and staff has submitted a FY19 budget supplemental request for this amount. The Indians and Reds have committed \$5,000 each (\$10,000 total) towards the promotional items, which reduces the city's net cost to \$10,000. The following is a breakdown of the anticipated costs:

Quantity	Cost	Total
750 Season Ticket Holders	\$10/ea	\$7,500
2,500 Giveaways	\$5/ea	\$12,500
Grand Total		\$20,000

RECOMMENDATION:

City Council to provide direction and feedback on the items discussed.

ATTACHMENTS:

None.