

AGENDA ITEM
January 22, 2019

Subject: 2019 Tourism funding for Nevada Griffons Baseball

Department: Tourism

This ordinance will authorize payment from the Tourism Funds to the Nevada Griffon Board of Directors for marketing, advertising and promotion of Nevada Griffons Baseball.

BILL NO. 2019-006

ORDINANCE NO. 8256

A SPECIAL ORDINANCE OF THE CITY OF NEVADA, MISSOURI, AUTHORIZING PAYMENT FROM THE NEVADA TOURISM FUND TO THE NEVADA GRIFFON BOARD OF DIRECTORS FOR MARKETING, ADVERTISING AND PROMOTIONS.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NEVADA, MISSOURI THAT:

Section 1. Nevada Tourism submitted recommendation for local Tourism allocations for City Council approval on December 18, 2018, within that recommendation was marketing, advertising and promotion of Nevada Griffons Baseball in the amount of \$7,500.00.

Section 2. The City Manager and Finance Director are hereby directed to authorize and execute payment to The Nevada Griffon Board of Directors in the amount of \$7,500.00 for marketing, advertising and promotion of Nevada Griffons Baseball

Section 3. This ordinance shall be in full force and effect from and after its adoption and approval.

PASSED, APPROVED and ADOPTED by the City Council of the City of Nevada, Missouri, this 5th day of February, 2019.

(SEAL)

Brian L. Leonard, Mayor

Attest:

Johnna Williams, Deputy City Clerk

JD Kehrman
City Manager
Nevada, Missouri

Thank you for taking the time to meet with us this last week. You were able to bring clarity to us about the revenues generated by the Tourism Tax and how the distribution of it occurs through the City Council members. We understand that many worthy organizations within the community are competing for some level of funding help.

The Griffons began operations in 1985. Control and direction of the organization is provided by a 15 person board. It is a legal incorporated entity operating under the title of Nevada Baseball Club Inc. Additionally it maintains a tax exempt 501c3 status as a not for profit organization. The purpose of the organization is to provide entertainment to the community by playing a baseball schedule with the highest skill level of collegiate players possible.

We bring in approximately 30 college players each year. They are housed with local host families. Over our 33 years, approximately 1000 players have come to Nevada to play ball. There have been about 225 players drafted by Major League Baseball (MLB) and of these there have been 35 players advance to major league teams (6 played for the Royals) with 1, being Trever Hoffman, was elected in the Baseball Hall of Fame earlier this year. The program is setup to recruit players nationwide, giving them an opportunity to improve their baseball skills and display their talents to baseball scouts and college coaches.

The total expense to run the program per year is about \$50,000. Expenses include: Uniforms, bats, balls, hats, field maintenance, motels, meals, bus, bus driver, head coach, assistance coach, umpires, league fees, etc.

Our annual fund raising efforts include: Monthly luncheons, fence signs, yearbook, season passes, gate passes, radio auction, memorabilia stand, memorabilia auction, game night raffles, concession stand, bingo (Monday nights), donations, etc. All of these activities are done with volunteer help.

However, our largest source of income has been the Bingo program. It had been contributing about \$15,000 per year and is struggling as many bingo games statewide are. It is currently shut down. We are trying to find a way to change the program to try to make it profitable again. Until that happens we must find alternative funding or improve the income for existing income streams.

We know that the Griffon program does bring in significant income to the Nevada community. There are usually 25-28 home ball games on the schedule with attendance of 4743 fans in 2018. Many of the teams are staying all night with an expenditure of \$1500 per night. Other visiting team not staying the night are spending approximately \$200 at local restaurants either before or after games. Additionally, there are fans including parents and families from our team and the visiting team that are routinely in attendance and will spend about \$300 for gas, food, and accommodations per day.

We feel there is an opportunity to increase revenue by increasing attendance. We propose the Tourism Committee fund a *surrounding community promotional program*. We would like to offer an average of 60 tickets per game free in the surrounding communities. This will potentially bring in 15 families of 4 spending an estimated average of \$60 per family for meals, gas, and other shopping.

For the above, the Griffons are asking for \$7500 from the Tourism Tax fund. We will continue to track the game attendance as a measure of performance and report results back to the council.

We very much appreciate you forwarding our request on to the City Council for consideration. If any further info is needed, please advise and we will provide as quickly as possible.

Again thanks for your advice and help!

Gary DeCocq C 417 684-1255

Bob Hawks C 417 684-7531

Nevada Griffons