



Fortin Field Stadium Project

Hamel Athletic Club, a non-profit 501(c)(3) nonprofit corporation

Prepared for the City of Medina

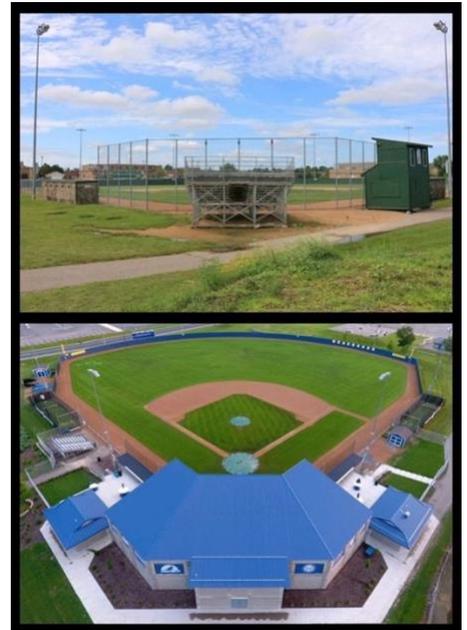
Executive Summary

Hamel Athletic Club is partnering with businesses, civic organizations, individuals and the City of Medina to build a covered grandstand at Fortin Field. This community project is an ideal opportunity for the Medina to create a strong, vibrant community by leveraging its non-profit baseball organizations and creating a focal point for the community to gather.

Hamel Athletic Club is a 501(c)(3) non-profit, 100% volunteer run organization, that has served Medina, Minnesota, since 1926 by sponsoring and organizing baseball programs. Hamel Baseball is the only Little League organization serving Medina and the Wayzata School District and has over 600 boys and girls on 55 teams, hosting 9 tournaments.

Hamel Athletic Club brings over 23,000 visits to the Hamel Legion Park each year through its baseball programs. Hamel Athletic Club is undertaking a project to convert its full-size baseball field into a world-class stadium to serve youth and townball baseball teams. We are partnering with the City of Medina, civic organizations, individuals, and corporate sponsors to build this unique ballpark. We recently added lights in partnership with the City of Medina and Hennepin County, so that games full 9-inning games can be played on weeknights and now all that is left is to build the cover grandstand and install the new scoreboard. When it's completed in Spring of 2022 it will serve as a focal point for the community as a nightly gathering venue in the spring, summer, and fall.

The best way to describe it is through pictures. The City of Waconia recently converted its ballpark into a stadium (pictured on the right) and in line with the adage "if you build it, they will come," attendance grew from a dozen attendees per night to over 300 attendees a night. <https://www.fox9.com/news/2021-fox-9-town-ball-tour-kicks-off-at-lions-field-in-waconia>



CONTENTS

| | |
|--|----------|
| Executive Summary | 1 |
| Hamel Athletic Club | 3 |
| Little League Baseball | 3 |
| Travel Baseball | 3 |
| Townball Baseball | 4 |
| Fortin Field Stadium Improvements | 4 |
| History of Fortin Field | 4 |
| Recent Field Improvements | 5 |
| Stadium Project | 5 |
| Stadium at Fortin Field | 7 |

Hamel Athletic Club

Hamel Athletic Club, also known as Hamel Baseball, is unique in that it was founded in 1926 and is one of the oldest community-based baseball programs in Minnesota. We serve a tight-knit community to provide a welcoming baseball program. We believe that baseball is for everyone, not just those with the skill, time commitment and income to allow them to play club or traveling baseball. We operate out of Hamel Legion Park in Medina, Minnesota. This field has 8 tee ball fields, 3 Little League fields, a multi-use baseball/softball field, an intermediate-size field, and a full-size baseball field.

Hamel Baseball has around 600 players in a given year with 60-70 new players added each year to replace those finishing their youth baseball careers. Hamel Baseball fields have been at full capacity for over a decade, but through investments in the fields (and creative scheduling) we've been able to increase the number of participants over that time.

2021 Hamel Baseball Reach

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|--------------------|---------|
| PLAYERS | 603 |
| TEAMS | 55 |
| GAMES PLAYED | 340 |
| TOURNAMENTS HOSTED | 9 |
| PARK VISITS | 23,000+ |
| OPPONENT CITIES | 33 |

Hamel Baseball's activities serve Medina and the neighboring communities, but also attract visitors and opposing teams from around Minnesota. These teams include Orono, Edina, Minnetonka, Plymouth, Eden Prairie, Chaska, Stillwater, Prior Lake, Farmington, Waite Park, Mankato, Maple Grove, Crystal, Hopkins, New Hope, Golden Valley, St. Louis Park, Coon Rapids, Delano, Rogers, Brooklyn Park, Woodbury, Roseville, St. Michael, Bloomington, St. Paul, Minneapolis, Andover, Champlin, East Grand Forks, Cold Spring, Blaine, Moorhead, and Brainerd.

Little League Baseball

Our program begins with 4 to 5-year-old "tee ball" level which progresses to the 6- to 7-year-old "coach pitch" level. These levels play in mini-fields sized for the age of players. The focus of these levels is to learn the basics of the game and create a love of the game.

The "rookie" level is a one-year level for 8-year-olds and uses machine pitches and outs and the focus is to teach kids about competition and continuing to hone their baseball skills.

The next two levels for 9- to 12-year-olds are majors and minors. These are the first levels where kids pitch, league standings are kept and there are post-season tournaments. This is the level of baseball that is seen playing in the Little League World Series broadcast on ESPN.



Travel Baseball

After Little League, Hamel Baseball continues to field teams in area travel leagues, with teams ranging from 13- to 18-years-old. Historically, these have been in the Metro Baseball League or Gopher State, but Hamel Baseball plans to field a VFW and



American Legion team once the Fortin Field stadium project is complete. These teams bring 100+ park visitors per game.

Townball Baseball

Adult amateur baseball, known as townball, is a unique gem of Minnesota, which boasts the most townball teams of any state. Townball predates formation of the MLB and has long-standing and deep roots in communities including Hamel. Townball has been organized by the Minnesota Baseball Association since 1924. Teams are formed from players in the surrounding communities based on a radius from their home field.

Several minor and major league baseball players have been scouted from Minnesota townball teams, including most recently a Hamel Hawks pitcher who is now pitching for the Seattle Mariners.

Teams that play on unimproved fields will have 12-20 fans a night during the regular season, but communities that invest in stadium project like this one will have an average of 300 spectators a night. Townball teams with high quality stadiums become a destination for the community. An Emmy-nominated documentary about Minnesota Townball is available at <https://www.townballmn.com>.

The Hamel Hawks townball team has been around for almost 100 years and have won several state tournaments. The players regularly host clinics for the youth players and give back to the community through fundraising efforts.

Over 20,000 fans will come watch the annual townball state tournament over the course of the entire tournament. With the Fortin stadium project adding seating capacity and improved amenities, Hamel Baseball is seeking to host the state tournament in 2026 as part of Hamel's centennial year celebration.



"No other state in our nation has ballparks like Minnesota, so well kept by people who take great pride in making them look big league." – Dale McReynolds
35-year midwest scout for the LA Dodgers (attended over 12,000 games and driven over a million miles).

Fortin Field Stadium Improvements

History of Fortin Field

Fortin Field was built in the 1950s (pictured below) and remained in the same configuration today as it did nearly 70 years ago. Dugouts and infield irrigation have improved the field to a high-quality full-size baseball field serving both youth baseball and the townball.



Recent Field Improvements

In 2021, Hamel Baseball in partnership with the City of Medina and Hennepin County added lights to Fortin Field. For the first time in almost a century of Hamel Baseball, games on full regulation size fields will be played under the lights. This will allow more games to be scheduled and increase the opportunity to field youth teams, effectively doubling the capacity of the field.

With lights added, Hamel Baseball is now looking to complete its field of dreams by adding a 250-person covered grandstand to the field.

Stadium Project

With the support of the city and the community, Hamel Baseball is building a stadium to host youth and townball games. This stadium will be the centerpiece of the Hamel, Medina area and offer a gathering point for the community during the spring, summer, and fall months.

Communities such as Waconia (pictured below) have undergone similar project and have seen a dramatic increase in attendance. For example, townball teams went from drawing a dozen fans to over 300 a night.



Our goal is to host 100 games a year and draw an additional 15,000 park visitors. This will be the flagship of the Hamel Baseball program, attracting and retaining youth by offering an aspirational place to play. It will also serve as the gathering point for Uptown Hamel in Medina, and allow not only for baseball events but to serve as a grandstand for concerts, fireworks, movie in the park nights, and other community events. By bringing more Medina and non-Medina residents to

Hamel, this will create an increased market for additional business development, including attracting other destination businesses.

Other examples of similar stadium projects include:

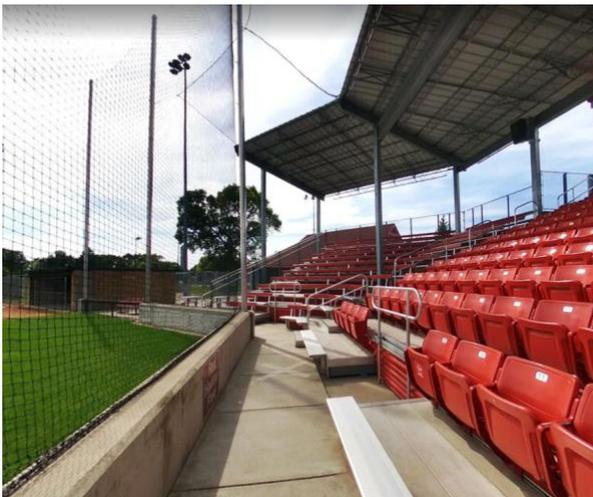
Delano Municipal Stadium



Anoka Castle Field



Toro Stadium at Red Haddock Field



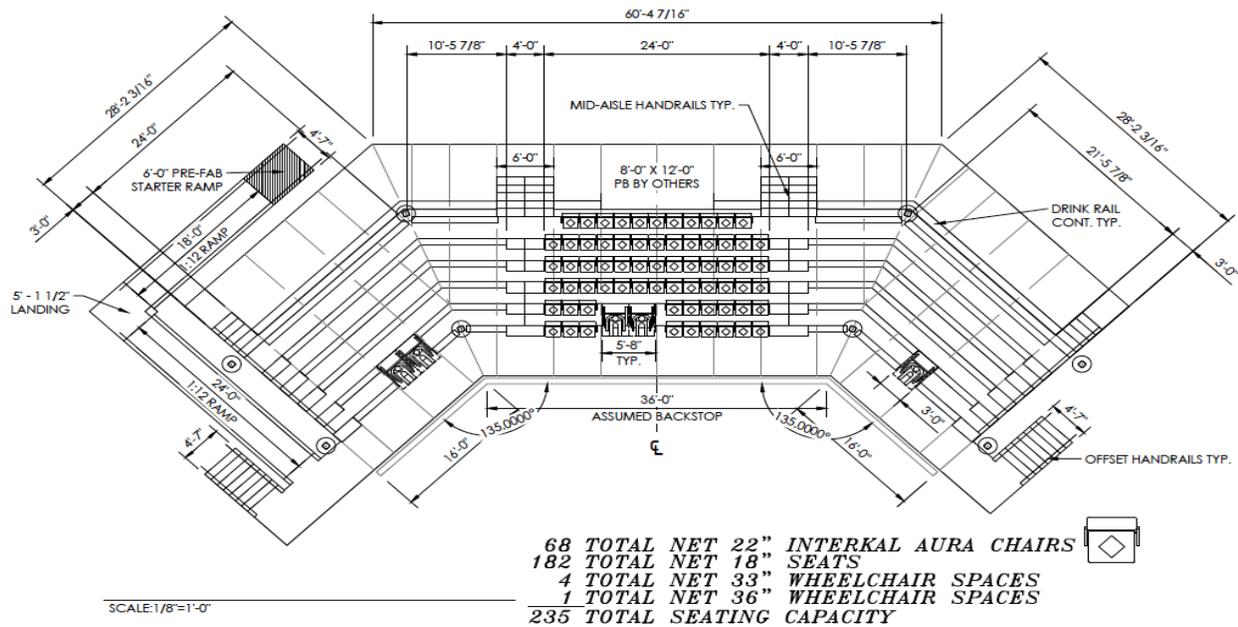
Hamel Baseball will implement a marketing plan to attract new fans to the stadium, such as distributing magnet schedules of the Hamel Hawks townball team’s home games along with hosting event nights, such as veterans’ night and other community nights to attract fans. Hamel Baseball’s 60 youth teams will have designated nights to serve as bat boys and girls and Medina residents will be chosen to sign the national anthem before each game.

Stadium at Fortin Field

Hamel Baseball, in partnership with the City of Medina, local organizations, such as the Lion’s Club, VFW, and American Legion, and business partners can complete the field of dreams at Fortin Field.

Our vision is to create a stadium experience by adding a covered grandstand and new scoreboard to Fortin Field. This will serve 100s of new youth baseball players and attract thousands of new visitors to the ballpark each year.

This project presents a unique opportunity to invest in the local community and in youth activities.



This project will cost \$589,370. This includes \$391,920 for a covered grandstand, \$102,450 for a netting and backstop and \$95,000 for a new scoreboard and public address system. The stadium is estimated to have at a minimum a 40-year life.

Lead Sponsor Opportunity

As lead sponsor on this project, the sponsor will have:

- Naming rights, brand displayed prominently on the back, front of the bleachers, and throughout the stadium.
- Name added to a stone monument recognizing donors to the project
- Branding on 600 Hamel Baseball youth jerseys*
- Dedicated sponsor days to display products and interact with Hamel Baseball families*
- Sponsor emails to active members for 10 years*
- Banner at entrance to Hamel Legion Park (teeball and Little League fields)*
- Multiple other opportunities available as well such as concession cup sponsorships

* the current market rate for jersey + sponsor days + email blast + park banners (i.e. "Platinum sponsorship") has been \$10,000 a year from various business sponsors. A stadium sponsorship would include perpetual stadium naming rights and 10 years of Platinum sponsorship.

Memorial Examples:

