

Project Home Run







WOODPECKERS BASEBALL

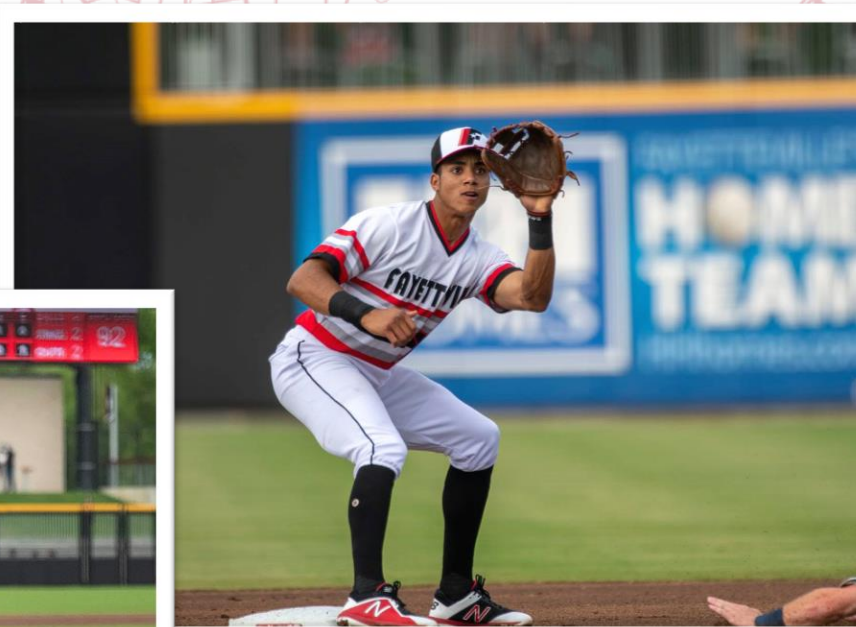
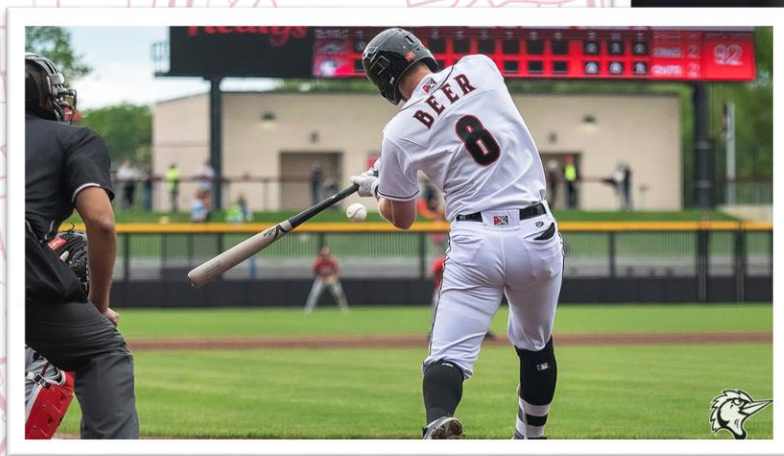
- **Single-A Affiliate of the Houston Astros**
- **132 Game Season (66 Home)**
- **12 Team Carolina League**

- **Official MiLB Attendance: 821,869**
 - **Average 205,467 per season**
- **Will celebrate our Millionth Fan this summer**



Woodpeckers in the Big Leagues

- **28 Former Woodpeckers have played Major League Baseball**
 - **Jeremy Pena**
 - **Jake Meyers**
 - **Christian Javier**
 - **JP France**



The Woodpeckers Team

- **23 Full Time Staff Members**
 - Chamber Members
 - Kiwanis Club Members
 - Little League Coach
 - HS Lacrosse Coach
 - Board Members
 - Volunteers & Mentors



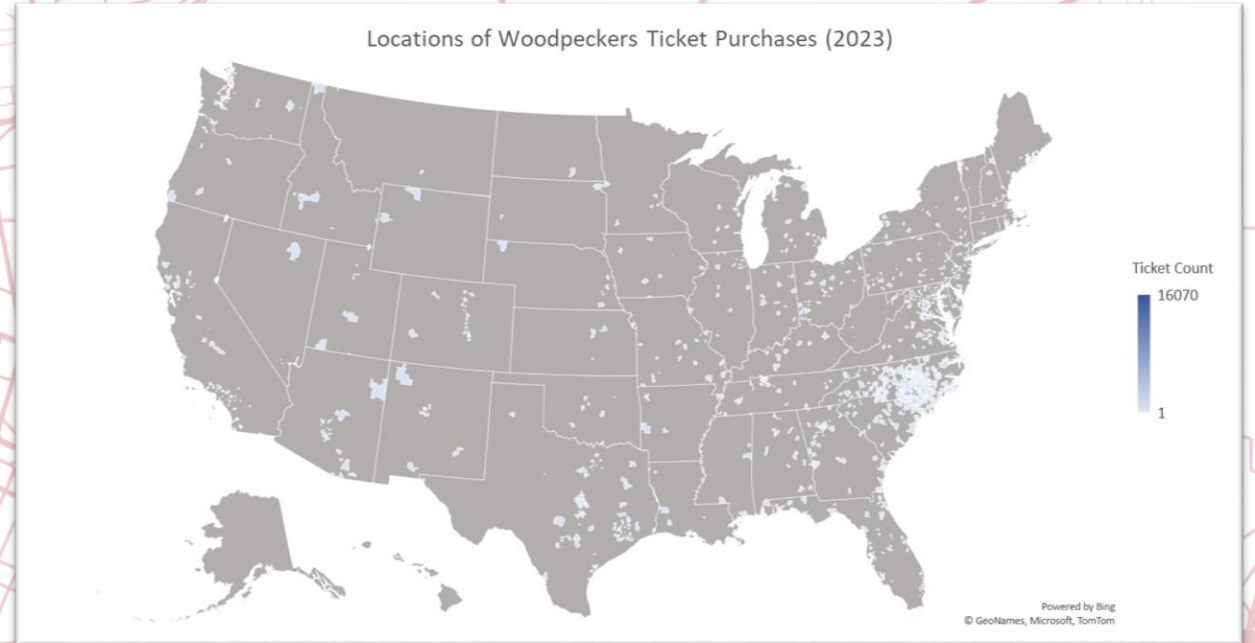
Community Impact

- **Community Leaders Program gives back \$65,000+ a year**
 - Segra, AEVEX, Blanton's, Blue Ridge Power
- **Reading Program**
 - Free tickets to kids who complete Bunker's Reading Challenge
 - 2023: 51 Schools Across 6 Counties
- **School Tours**
 - Weekly K12 Cumberland Co School Tours
- **Mascot/Team Appearances**
 - Over 100 each year



Economic Impact

- **Sales Tax**
 - Since 2017: \$1.15 million
 - \$370,000 to Cumberland Co.
- **DistiNCTly Fayetteville**
 - Working to gather retroactive data
 - Quarterly data moving forward
- **Placer.ai – November 2023**
 - 12 Month Report
 - 377.3k Visits
 - 191.6k Unique Visitors
 - Ave Visit Time 141 min



WOODPECKERS

2024 - Seize the
Fay

- **Local Focus**
 - **Fayetteville Baseball Heritage**
 - Babe Ruth Bobble
 - **Arts in the Park**
 - Hoodlin' Designed Jerseys
 - **PLAYBALL Weekend**
 - Vic Blends & The Two-Six Project
 - **First Player Bobblehead in a Woodpeckers Uniform?**
 - **Live Music Every Thursday**



Segra Stadium Events

- **118,000+ Visitors for Events**
- **NCAA Baseball**
 - Weekend Tournament
- **USA Baseball**
- **Jackie Robinson Showcase**
- **9/11 Memorial Stair Climb, Walk to End Alzheimer's**
- **Pecktoberfest, Movie Night, Holiday Lights**
- **Private Rentals – Reunions, Retirements, Corporate Meetings, Proms**
- **Chairman's Coffee Club / CityView Awards Lunch**



City Events

- **15 Dates a Year**
- **Police vs Fire Softball Game**
- **Movie Night**
- **More to come!**



30 Year Agreement

- **Agreement Overview**
 - **Annual Rent**
 - **Portion of Naming Rights**
 - **\$1 per ticket over 50,000 (Including Special Events)**
- **Contribute to ARR Fund for Improvements**
 - **Fund doesn't go below \$300,000**
 - **Borrowed from Houston for recent project to protect the fund minimum. Paid back overtime from ARR Fund.**
- **50,000+ Attendance for Special Events**

Ballpark Improvements

- **PDL Requirements - ARR Fund**
 - **Visitor Dining Room**
 - **Female Locker Room**
- **2023-2024 Off season projects**
 - **Batters Eye**
 - **MUSCO Lighting**
 - **Cage Lighting**
 - **Laser Grading**
 - **Mound Pitch**
 - **OF Padding Gap**

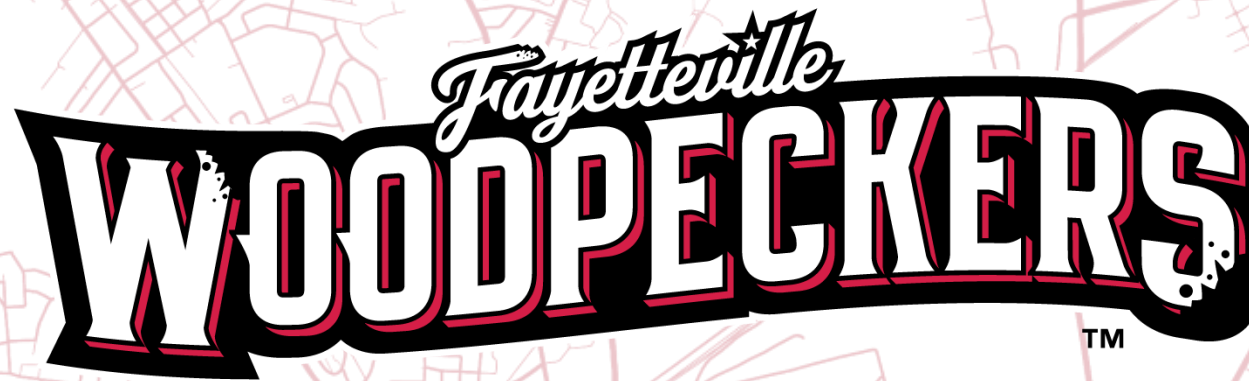
City Relationship

- **Advisory Board**
 - **Meets Quarterly to Review ARR Fund, Economic Impact, Events & Attendance Report**
- **City Manager Hewett's Office**
 - **Meet as needed with City representatives regarding projects, events, and plans.**
- **Challenges**
 - **Plaza**
 - **Parking**

Looking Ahead

- **Community Involvement**
- **Ballpark Additions**
 - **Fan Experience Improvements**
 - **Speed Pitch, Road to the Show Mural, Live Music & Entertainment**
- **More Events**
 - **Concert**
 - **Disc Golf**
 - **Mini Golf**
- **Public Park Hours**
 - **Security**
 - **Costs**





QUESTIONS?

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