



Memorandum

To: Mike Geisel, City Administrator

From: TW Dieckmann, Director of Parks, Recreation and Arts *TW Dieckmann*

Date: May 10, 2024

Subject: Perfect Game

This memo is to provide you and the Parks, Recreation and Arts Committee of Council (PRAcc) more information about the impact of our partnership with Perfect Game (PG). Please see below.

PG Fee Schedule

- 2023 - \$100,000
 - \$135,915 from PG tournament revenue, \$35,915 from other users
 - 2024 - \$125,000
 - \$178,500 projected PG tournament revenue, \$53,500 projected from other users
 - 2025 - \$150,000
 - 2026 - \$175,000
 - 2027 - \$225,000
 - 2028 - \$300,000
 - 2029 - \$350,000
 - 2030 - \$400,000
 - 2031 - \$450,000
 - 2032 - \$500,000
- Total Lease Payments: \$2,775,000

Pre-PG Baseball/Softball Tournament Revenue

- 2022 - \$181,832 (\$44,372 was from PG; \$137,460 from other users)
- 2021 - \$131,477.50
- 2019 - \$92,812.25
- 2018 - \$97,624

PG Pros

- \$7.8M of estimated \$10.1M in economic impact for 2023 tournaments came from PG events.
- 2024 PG tournament participant numbers are higher than 2023. We project higher economic impact.
- 7,743 estimated room nights for hotels in 2023 from PG events.

- Guaranteed usage. Since we agreed with PG, our past tournament groups have secured their positions at other facilities. GMB in in O'Fallon IL and Ellisville. Game 7 is in Warrenton. Play9 is in Eureka. There is no guarantee these groups would leave those facilities to return here.
- PG pays an annual payment regardless of how many dates they use. Any open weekends gives the City the ability to make more tournament revenue.
- PG has paid for improvements to CVAC. \$500,000 for synthetic turf infields.
- PG also placed cameras for spectators to stream games live, and offered CBSA the ability to use this service.
- From the Sports and Wellness division perspective, having one major tournament group is far better than having multiple groups.
- PG is at CVAC every weekend. They are vested in our facility. They do their best to minimize issues, and keep the facility in great condition.
- We have built relationships with PG on-site staff. We do our best to help each other out when possible. This was rarely the case in previous years when CVAC hosted different tournament groups each weekend.
- CVAC saw an all-time high in field usage and field revenue in 2023.

I recommend adding this to the next PRAcc agenda for further discussion. Please let me know if you need additional information.

Please forward to the PR&A Committee for their information.

 2024-5-15