

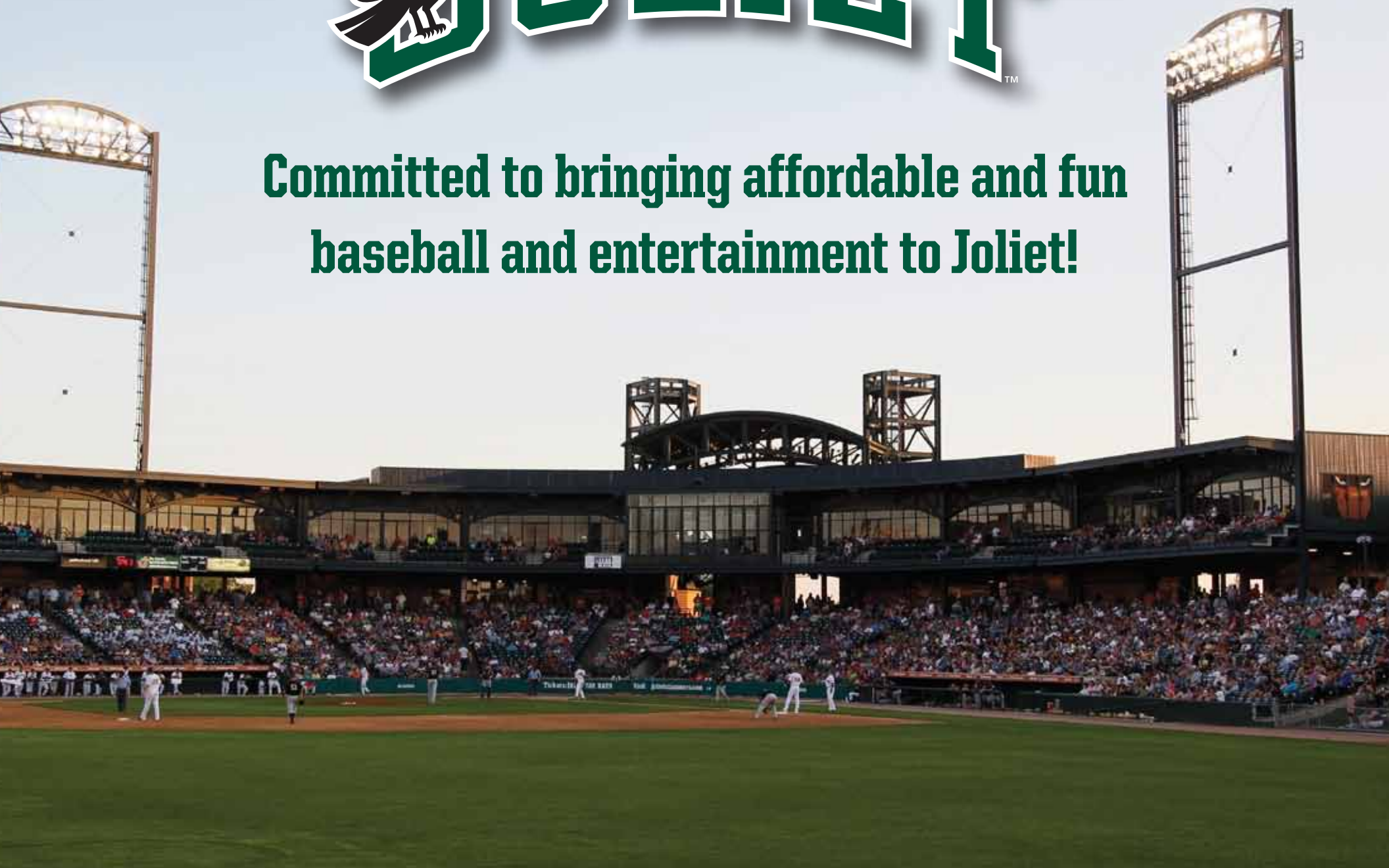


2014 Community Impact Report





**Committed to bringing affordable and fun
baseball and entertainment to Joliet!**



COMMUNITY IMPACT REPORT



The Joliet Slammers are proud to present our 2013 Community Impact Report. This report provides an overview of our successes in and impact on the City of Joliet and the surrounding Will County communities during the 2013 season.

We are proud of the achievements we have seen during our first year as an ownership group in 2013. At the top of the list are our fans - the Slammers had over 93,000 in paid attendance, at an average of almost 2,000 per game, and actual attendance overall was up over 10% from 2012. Despite some truly challenging weather in May and June, our fans were strong in their support. We also added a number of extra events to the Silver Cross Field schedule this past year, more of which we will address later in this report. Thanks to the strong support from the community we will welcome Silver Cross Field's 2,000,000th fan in May of 2014!

The success was not just felt in the numbers of fans and events but also in other areas important to the community. The Slammers listened to our fans' call for more affordable food and beverage options and reduced prices of over 20 concession items. We brought back sponsors from Silver Cross Field's past and introduced new partners as well. On the field, the Slammers continued to serve as a pipeline to the Major Leagues, with three players being purchased by Major League Baseball systems: Marquis Riley, Jacob Sanchez, and Mike Mercurio.

In the following paragraphs you will find a detailed summary of some of the Slammers other successes during the 2013 season.





IN THE COMMUNITY

**The Slammers are proud to go
out into the communities and
contribute time and resources to
bettering the lives of local residents.**



Spikes' Super Students

The Joliet Slammers reading program, Spikes Super Students, is the result of a strong partnership with the University of St. Francis. Area students can join simply by reading. Students of all ages can earn ticket vouchers to Slammers games and participate in a parade with Spikes. **In 2013, the Slammers distributed 25,000 ticket vouchers to 75 area schools and libraries. In 2014, the Slammers are looking to increase this program to 125 schools.**

Downtown Double Play

The Slammers also worked with the Joliet City Center Partnership to support Downtown Joliet through the Downtown Double Play promotion. Whenever a fan brought in three receipts from downtown Joliet business, the Slammers exchanged the receipts for two reserved seat tickets to a game. **Receipts were collected from over 15 different Joliet businesses during the 2013 season.**



Community Advisory Committees

The Slammers employed **three community advisory committees** to allow for the voices of the local communities to be heard and provide insight on how the Slammers can have a greater impact in the community. These committees included a general community advisory committee, a local business advisory community, and season ticket holder advisory committee. These committees include local officials, city council members, business owners, and community organizers.



Community Events & Civic Organizations

The Slammers make every effort to be a part of the local community by getting out to events. A small sampling of events attended by the Slammers in the last year includes:

- Dedication of Desmond Park by the Collins Street Neighborhood Association
- Joliet Easter Parade
- Minooka Fest
- Joliet Chamber of Commerce Expo
- University of St. Francis Ready for School Expo
- Joliet Race Fan Rally
- Will County Teacher Expo
- Grundy Bank's Kids Day Brown Bag Friday in Morris
- Joliet Cruise Nights
- Local D.A.R.E. programs
- ZERO Prostate Cancer Run
- ...and many more.

The Slammers Front Office is proud to be a part of many community organizations including:

- Rotary Club of Joliet
- Joliet Noon Lions Club
- Joliet Region Chamber of Commerce and Industry
- Grundy County Chamber of Commerce
- Exchange Club of Joliet
- Community Service Council
- Alianza (Latino Business Alliance of the Joliet Chamber)
- Will Buy Local
- Pitch and Hit Club of Chicago
- Joliet Old Timers Baseball Association
- The Miracle League of Joliet
- ...and many more.





CHARITABLE GIVING

**The Joliet Slammers
provided over \$113,350
in charitable giving to
the community in 2013.**

\$5,000 **The Silver Cross Foundation**

The Slammers were proud to contribute \$5,000 to the charitable foundation of naming rights partner Silver Cross Hospital.

\$5,000 **Joliet Slammers 50/50**

The Slammers offer large fundraising opportunities to groups with a traditional 50/50 raffle on the date of their game. In 2013, the Slammers 50/50 raffle helped fundraising groups earn over \$5,000.

\$12,000 **Ticket Donations**

In the past year, the Joliet Slammers donated 1,200 tickets to more than 300 charitable and non-profit organizations including schools, civic groups, youth teams, veterans organizations, community events, and church groups. Donations were specifically made to over 300 Joliet MLK day volunteers. In 2013, ticket donations made by the Slammers were worth over \$12,000.

\$80,000 **Fundraising Groups**

This summer, 116 non-profit groups took advantage of the Slammers ticket fundraiser. These groups were given fifty or more tickets to a 2013 Joliet Slammers game to sell in their communities. The Slammers donated back to each non-profit \$5 from every sale, netting each group at least \$250 for their efforts. Over 16,000 tickets were sold through fundraising groups this year, for a total of over \$80,000 donated to local non-profits.

Notable events included a significant turnout for a fundraiser for Addison Locke, the terminally ill daughter of Joliet Central High School Athletic Director, Steve Locke. The Locke fundraiser sold over 2,000 tickets and helped propel a large pot for the 50/50 raffle. After combining the ticket sales, 50/50 raffle revenue, and an additional donation from the Joliet Slammers, the Locke family received a check for \$10,000. The team saw another successful fundraiser for the daughter of former local business owner Juan Vela with over 250 tickets and a donation of more than \$1,250.

\$100 **Cornerstone Services, Inc.**

The Slammers instituted a program this fall to tie the community to its social media efforts. The Slammers called on the community to help share its Facebook page and in return for new likes received, the team promised to donate \$100 to local charity Cornerstone Services, Inc. Within a few days the goal was met and the donation to Cornerstone was made completing a successful and unique charitable donation.



ECONOMIC IMPACT

**The impact of the Slammers
extends beyond charitable
giving and community
involvement to solid economic
benefits for the city.**

LOCAL JOBS

During the 2013 season, the Slammers employed over 12 full time jobs, 19 internships, and over 50 seasonal jobs generating over \$532,000 in wages a majority of which will in turn will likely be spent back within the community.



HOTEL STAYS

Slammers games bring in over 400 hotel stays in Joliet based on the visiting teams and Frontier League staff alone. Throughout the course of the year, the Slammers likely create over 500 hotel nights.



LOCAL SPENDING

The Slammers estimate spending over \$800,000 of the operating budget in local spending, including local wages.

Just as important, it is estimated that over \$1,000,000 was spent by fans alone in downtown Joliet due to Slammers games.

This spending could increase in the future as the Slammers have bid to host 2015 all-star game and extended the home schedule to 54 games for the 2014 season!





AT THE PARK

While the Slammers often head out into the community, much of the team's impact occurs right at home within Silver Cross Field.

The Miracle League of Joliet

The Miracle League is a non-profit organization that enables special needs children to play baseball on a rubberized turf field, thus removing obstacles that would ordinarily be on a grass field. The Miracle League provides an opportunity for children ages 4-19 to play baseball, regardless of their ability.

The Miracle League of Joliet is located just behind centerfield of Silver Cross Field. It is the first Miracle League field to be located in the confines of a professional baseball stadium.

The Miracle League employs a special set of rules for its non-competitive two-inning games to benefit all players. In each game, every player bats every inning, runs the bases, and scores. There are no outs and everybody wins. The Miracle League of Joliet has been active since 2008. Through their use of field space in Silver Cross Field, the Slammers partner with the Miracle League to increase their funding through concessions and sponsorship. The Slammers look forward to future partnerships with the Miracle League.





Free Baseball Clinics

This summer, Slammers players and coaches held two free baseball clinics for local little leagues. Young players from the Unity CDC league and the MAC of Will County (Mexican American Coalition) baseball league got the chance to learn directly from the professionals for a fun and educational afternoon. Over ninety kids were able to attend these free clinics. The Slammers will be looking to increase participation in this program for years to come.



Baseball Camps

The Slammers also offered three baseball camps this summer that attracted attendees from many surrounding cities and towns. Campers were coached by Slammers players and coaches and received tickets to a Slammers game later in the season. Over the three camps, the Slammers welcomed over 150 participants.





Slammers 4v4 Soccer Showdown

Saturday, November 9th
at Silver Cross Field



Youth Soccer Tournaments

The Slammers recently held the first youth 4v4 soccer tournament. Ten teams participated with many happy kids going home with medals and trophies. The Slammers plan to continue hosting multiple soccer tournaments in 2014 with the first on March 29th.



Big Brothers Big Sisters of Will & Grundy Counties **BIG AMAZING RACE**



The BBBS Big Amazing Race is an annual fundraiser that brings teams of four to Downtown Joliet to compete in fun challenges all around the city center. In the event's first year in 2012, Silver Cross Field was a challenge site. In 2013, the Slammers offered the use of Silver Cross Field as the start and end of the Race, including a post-race party for all teams. Approximately 200 competitors, sponsors, and spectators came through the gates for this event.



Movie Nights

Silver Cross Field opened its doors to host 5 movie nights in 2013. The events drew more than 2,500 movie goers through the gates. Entry was only \$1 and attendees were able to enjoy many great nights of family friendly movies.



Family Fun Fest

Each year Silver Cross Field plays host to the Family Fun Fest, a day of fun for area children put on by representatives from local businesses. Admission is free for kids under sixteen and food is provided free of charge as well. The event features inflatable games on the field, performances, a hayride around the warning track, and more! Approximately 750 children and adults attended the 2013 event.

Easter Candy Run

In March, the Slammers held the Third Annual Easter Candy Run at Silver Cross Field and saw hundreds of local families turn out to enjoy the day. Children were able to run around the outfield and pick up free candy before the Easter Parade in downtown Joliet. 2013's event, though very cold, drew over 200 people.



Hopstring Fest

Silver Cross Field once again hosted Hopstring Fest - a twelve hour festival in celebration of craft beer and roots rock music - in conjunction with another downtown Joliet business, Chicago St. Pub, and Mike & Kathy Trizna. Estimates show the number of attendees and vendors doubled from 2012. The Slammers and Chicago St. Pub look to expand this partnership into other concerts.



Other Baseball Events at Silver Cross Field

The University of St. Francis Baseball

The University of St. Francis once again hosted over 15 home games and 50 practices at Silver Cross Field in 2013. USF and the Slammers have entered a multi-year deal to continue the partnership well into the future.

IHSA 3A and 4A Baseball State Finals

In June, Silver Cross Field played host to the Illinois High School Association Baseball State Finals. The large schools, 3A & 4A, played over the course of two days with many local teams in attendance. The Joliet Catholic Academy Hilltoppers were able to win their 3rd State Championship right at home in Joliet! The Slammers look forward to the 2014 state tournament on June 13th and 14th, and many beyond.



NAIA Regional Tournament

Silver Cross Field once again hosted the NAIA Regional Tournament with great success drawing over 9,000 fans on a beautiful spring weekend to downtown Joliet.

Elite High School Tournaments and Showcases

The Slammers hosted 3 events this past fall for elite high school aged baseball players. These included 2 tournaments featuring elite local players and another featuring players included on the scout team for the Cincinnati Reds and Pittsburgh Pirates along with other elite high school travel teams.

Education Day

The first exhibition game of the 2013 season was Education Day, presented by Lewis University. Over 3,000 fans, mostly students, joined the Slammers for a day game which combined baseball and learning, thanks to a partnership with Lewis.



Cancer Survivors Day presented by The University of Chicago Medicine Comprehensive Cancer Center at Silver Cross Hospital

Hundreds of tickets were distributed to cancer survivors in celebration of this day in concert with Silver Cross Hospital. The survivors were recognized pregame and in an special between-inning ceremony during the game.



Post-game Kids Activities

The Slammers make a point to have post-game activities for kids after every game. After each Friday game there is a spectacular fireworks show, after every other game kids are allowed to run the bases, and after each Sunday game kids are invited to come down on to the field for a free autograph session with Slammers players and coaches.



K-9 Nose work trials

For the first time ever Silver Cross Field hosted the National Association of Canine Scent Work K-9 nose work trials in early December. This event brought in elite scent-sniffing dogs to compete for titles in special trial zones throughout the entire stadium over three days.



East Side vs. West Side Bartenders Charity 16" Softball Game

Bartenders from Joliet organized this fundraiser game at Silver Cross Field and donated the proceeds to the Joliet Pink Heals. This first annual event will grow in the years to come.





THANK YOU!