

2017 COMMUNITY REPORT UPDATE



2016 HIGHLIGHTS

- Greater Nevada Field debuts with 15 year agreement with Greater Nevada Credit Union
 - Added resources help keep ticket prices low
 - Allows for continued capital investment
- Regular season baseball attendance remained strong
- Ice rink experience enhanced again with Winterfest featuring Christmas tree lot and holiday train rides through ballpark concourse
- Over 100 events - Double the attendance 2016 v 2015 (40,000/20,000)
 - Nitro Circus - over 14,000 fans in two days
- Professional Soccer started
 - 5 matches held with 5000+ average attendance
 - 2nd full affiliation in Nation - San Jose Earthquakes
- More Facility upgrades planned
 - \$1.5 million in upgrades done with 300,000 square feet of HD video board being added.



Former Giants World Champion pitcher Tim Lincecum pitches in front of a sold out crowd at Greater Nevada Field



37' X 46' main video board upgrade



COMMUNITY CONTRIBUTIONS



IN-STADIUM FUNDRAISING

- \$190,341 (over \$70,000 increase)

MONETARY DONATIONS

- \$35,016

IN-KIND DONATIONS

- \$143,480



2017 BASEBALL PREVIEW



- Continued investment in event experience
- Aces in the Arts
 - Sierra Arts Foundation partnership continues and expands to feature more local artists in more places
- Promotional partnerships with local icons
 - Reno Rodeo
 - Hot August Nights
 - Artown
 - Barracuda Championship
 - Nevada Wolfpack Athletics
 - Washoe County Schools
- Continued efforts to clear plan proposed to increase ballpark capacity to 12,500+ for concerts
- Facility upgrades planned
 - \$1.5 million in upgrades in 2017



2017 SOCCER PREVIEW



- Soccer is growing!
 - 1.5 million total USL attendance in 2016 with 29 teams
 - 25% League wide increase from 2015
 - 17 million total USL fans according to Nielsen Sports report
- Team is progressing
 - Former MLS pro and MLS Assistant Coach Ian Russell to lead club
 - Six players currently under contract
- Reno will be only 2nd “hybrid model” based on Minor League Baseball Model, affiliating with San Jose Earthquakes of MLS
- Reno will host one of only 60 professional soccer teams in United States
 - Compares to over 200 professional baseball teams





SPECIAL EVENTS



- Continue to seek any and all opportunities to maximize usage year round of Greater Nevada field.
- Over 100 events (20% increase) - DOUBLE the attendance (40,000 vs. 20,000)
 - Nitro Circus - over 14,000 in two dates
- Year 3 of Ice rink:
 - Attendance to date down 10% vs. 2015/16 season
 - Overall feedback continues strongly
 - Added Tree lot and Holiday Train Ride/Santa's Village and snow slides
- Slaughterhouse Haunted House continued with strong engagement.
 - Added Rocky Horror and Thriller events to great success
- Fourth year in a row of growth in non-baseball catering
- 80 site visits for future events
- Concert Update –
 - Continued efforts. Potentially last major outstanding item on list of facility usage growth.



BASEBALL BY THE NUMBERS



- Attendance fell slightly in 2016. Aces remain the highest per-capita attendance in Triple-A Baseball.
- 3 year attendance pattern
 - 2014 - 400,154 (includes playoffs)
 - 2015 - 387,963
 - 2 rainouts
 - No playoffs
 - 2016 - 378,026
 - 2 weekend rainouts
 - No playoffs





PAYROLL

- When calculating payroll related to Aces Ballpark, we include those paid as contract labor, direct employees by SK Baseball, as well as Freight House District restaurants, and Levy Restaurants. Arizona Diamondbacks payroll is unavailable though does account for an additional 30 employees (team and coaches) during the 5 month baseball season every year.
- 2015 - \$3,408,094 - 733 employees
- 2016 - \$3,878,616 - 751 employees
- 2017 projection - \$4,500,000 - 800+ employees



STATE OF Greater Nevada Field

- After eight years, we continue to see regular wear and tear.
- Aces preventative maintenance routines remain state of the industry, providing longer life than average for most systems.
- Developed 20 year capital maintenance plan to more accurately prepare for mature facility maintenance.
- Utilized Stadium Authority for first time to aid in repairs.
- Playing surface was just second minor league facility in the Country to be fraze mowed, effectively removing weak grass and allowing new seed to fill
- Capital maintenance plan of \$1.5 million in improvements for 2017.
 - HD video screens - 37X46 main board. 7X210 outfield ribbon
 - Replacement/repair of singing baseball and strobe light displays
 - Added wifi connectivity throughout facility
 - Replacement of grounds equipment
 - Replacement of field protective padding around entire field surface

The best is yet to come

