

FORT SMITH YOUTH BASEBALL & SOFTBALL

**REQUEST FOR PROPOSAL NO. 6206-0521-BA
KELLEY PARK BALLFIELDS MANAGEMENT
FOR THE CITY OF FORT SMITH, ARKANSAS**

The mission of Fort Smith Youth Baseball & Softball (FSYBS) is to serve our youth and community through an instruction-focused program led by a diverse group of volunteers with the goals of character development and the continuous improvement of the program and its players. Any child in the community who desires to play baseball or softball will be given that opportunity with FSYBS, a local non-profit organization. Through continuous educational and instructional clinics for all involved we intend to raise the level of play and competitiveness of our players while providing a cost-effective program utilizing quality facilities. By hosting local tournaments our goal is to attract others to our region helping our area and local businesses and bring our community together with a quality program everyone can be proud of.

B. Proposer Information

1. Basic Information:

Fort Smith Youth Baseball & Softball's mission is to serve our youth and community through an instruction-focused program. This non-profit program will be led by a diverse group of volunteers with the goals of character development and the continuous improvement of the program and its players.

Our diverse Board of Directors is made up of numerous community members who have donated decades of time to developing the whole person through their involvement in the Fort Smith Church League, the Fort Smith Boy & Girls Club, Fort Smith Fall Baseball as well as the Ben Geren Softball Association. These volunteers have expertise in business and organization, baseball and softball administration and coaching, facility maintenance, scheduling, logistics and tournament management as well as fund raising and instructional clinic organization.

As we have guided young people on our teams to be better players and better citizens we have seen the best that each of these previously-mentioned organizations have to offer. We have also been witness to any shortcomings and struggles each of these organizations have encountered. Our mission is to improve upon their best practices and lift the competitiveness of baseball in our community while continuing the important teaching of life lessons through practices, games and instructional clinics.

We would also like to expand the game into areas of our community that have been underserved thus far. Any child in the community who desires to play baseball or softball will be given that opportunity with Fort Smith Youth Baseball & Softball by providing transportation where necessary utilizing the FSBGC fleet of vans when possible.

Another focus of our organization will be the use of instructional clinics for players, coaches, and umpires. These clinics will be taught by collegiate players and coaches and other high-level instructors and will stress the importance of fundamentals for players, practice planning and teaching for coaches as well as accuracy, communication and game management for umpires. We feel all aspects of the game can be improved and that this improvement will make for a more pleasant experience for players, coaches, umpires and fans.

All of these amenities will be provided in a cost-conscious program that will utilize quality facilities. By continuing to host local tournaments at even more fields our goal is to attract others to our region helping our area and local businesses and bring our community together with a quality program everyone can be proud of.

FSYBS intends to form a 501c(3) entity operating independently with partnerships with the Fort Smith Boys & Girls Clubs (FSBGC) and the Fort Smith Fall Baseball League (FSFBL).

Articles of Incorporation will be provided upon acceptance of RFP No. 6206-0521-BA3.

2. Organization

This independent board of directors' organizational chart will be as follows.
No familial relationships between any initial board members exists.

- A. Chairman
 - a. Secretary
 - b. Treasurer
 - c. Director of Communications
 - d. Director of Community Outreach
 - e. Director of Player/Coach/Umpire Clinics
 - f. Director of Umpires/Concessions
 - g. Director of Facilities
 - h. Director of Tournaments
 - i. President for each age group
 - ii. Vice President for each age group

3. Relevant Experience

Key organization members will provide the following experience relevant to the management of the proposed organization. The new entity would be operated by a volunteer governing board. These community leaders will have both extensive baseball/softball expertise and business knowledge. Organization leaders will have specific responsibilities to help manage day-to-day operations. The FSYBS program would be a partner to both the City of Fort Smith and FSBGC and other various local organizations.

Contact name for public official familiar with the management of this organization is Bill Kincannon.

- **Bill Kincannon, Chairman – 6904 Milan Way, Fort Smith, AR (501)514-3644; billkincannon@msn.com**
40 years of self-employment as an independent contractor in the furniture industry. He is presently part owner of MIDAS Fort Smith and President of the board of the Cisterna Villa Property Owners Association. He helped organize the Conway Youth Sports Inc. in order to host two national baseball tournaments. He was a volunteer coach in Conway for five years and is currently in year 12 of coaching Fort Smith Sportsman American Legion Baseball. Kincannon also serves in

a leadership role as the Area 1 Commissioner of Arkansas American Legion Baseball and participated in both FSCL and FSBGC baseball programs.

- **Johnny Young, Secretary – 6232 Fallstone Rd., Fort Smith, AR (479) 646-9519; jyoung@fsbgc.org**
Unit Director of Evans Boys and Girls Club and owner of State Beauty Supply, Inc of Fort Smith. He participated in Alma Little League, FSBGC, and American Legion. He played baseball at Alma High School and has coached at the FSBGC for the past 26 years. He also started and coached an independent travel baseball team from 2006-2019 and currently coaches a 16u Showcase team.
- **Derrick Richardson, MD, Director of Community Outreach – 6908 Naples Way, Fort Smith, AR (479)629-0144 derrick.richardson@mercy.net**
Medical doctor of gastroenterology at Mercy Clinic Fort Smith. Played baseball for Westark Community College and University of Arkansas. Played two years of minor league baseball with Philadelphia Phillies organization. Active participant in youth sports and development within the Fort Smith area for the past 20 years.
- **Alan Dickinson, Director of Communications – 6604 Riley Park Dr, Fort Smith, AR (479) 782-7991; adickinson@preferred-office.com**
President of Preferred Office Technologies in Fort Smith who was a volunteer baseball coach for FSCL for 12 years and Church commissioner for two years, and is currently a coach of an Arkansas Select 11u baseball team. He participated in FSCL, FSBGC, American Legion, and played baseball for Fort Smith Southside. He was also a former Youth of the Year for FSBGC.
- **Shea Hamilton, Director of Clinics – 3508 Southview Dr., Fort Smith, AR (479) 629-4188; sheahamilton@cox.net**
Current Fort Smith Sportsman American Legion Baseball Coach and former Arkansas Razorback Baseball Media Relations Director. He has over 37 years combined coaching in the FSCL and the FSBGC and is the past Champion of Youth Award winner from the FSBGC as well as an NCAA Basketball Official and NFHS Football Official.
- **Chris Reeder, Director of Facilities – 4628 S. Q St., Fort Smith, AR (479) 452-5779 creeder.fsbgc@gmail.com**
Current Athletic Director of FSBGC since 2005 who has also served as the Tournament Director for numerous district, state and regional Babe Ruth and Cal Ripken tournaments. He is also a former coach for FSCL and FSBGC and a former coach of travel baseball teams.
- **Brian Grooms, Director of Softball – 2309 Quarry Dr., Van Buren, AR bkgrooms7278@gmail.com**
Present Softball Coach at Arkoma High School who is also a public school Behavioral Interventionist. He has over 15 years coaching baseball and basketball in the FSBGC, FSCL and AAU. He is a Children's

Pastor at Southpointe Church and an FCA Coach as well as a basketball referee.

- **Tommie Glover, Director of Umpires/Concessions - 1106 New Town Road, Alma, AR (479) 675-6055; tommieg@hughhall.com**
Rental Operations Support Rep for Hugg and Hall Equipment Fort Smith. He has served as the Secretary of FSCL for three years and the Secretary of FSFBL for five years. He is the Church commissioner for New Life Church of Van Buren for the past six years and has coached in the FSCL for six years and the Van Buren Boys & Girls Club baseball coach for two years. He played baseball at Booneville High School.

C. Kelley Park Ballfields Management Plan

1. General Overview

One of our goals is to create one youth baseball and softball organization to influence participation throughout the community. One of the ways we will accomplish this goal is through the partnership of the FSBGC into our program. This integration will not only provide us with two more turf fields on which to participate but will also give us other practice facilities throughout the city which will help us reach additional areas of our community that to this point may have been unreached. This unification will add diversity to our program and will give us a more community-minded baseball and softball organization.

Instructional clinics on not only baseball fundamentals but also character development will be provided for players, coaches and umpires. Instructional clinics will be conducted by collegiate coaches and players as well as other high-level instructors in baseball and softball. This will raise the level of play in the area thus giving families more incentive to stay in town instead of feeling they have to travel out of town to play. With more families staying in town this will support local businesses, non-profit organizations and help retain tax revenue for our city. This will help create an improved “community quality of life” experience for all involved.

Attracting Unreached Youth

We intend to give our organization the opportunity to become as diverse as our current community. FSBGC van shuttles, when available, will be used to help provide transportation for participation in FSYBS from areas of our community currently underserved in the current landscape of the area’s baseball programs.

Sign-ups for FSYBS will be available at all FSBGC units, the City of Fort Smith’s website, the FSYBS website, as well as participating churches and schools. Our utilization of the FSBGC facilities will bring additional attention

to other programs as well as exposure for some to other parts of our great city.

Marketing on the City's website will help attract new or prospective residents looking for sports opportunities for their children. It will also help attract current residents who may be unaware of any baseball and softball programs.

A scholarship fund will be set up within our 501(c) 3 to help families who may be in need of financial assistance to play. Any child in the community that desires to play baseball or softball will be given that opportunity through FSYBS!

2. Rationale and Evidence of Market Support:

For the 2020 season there were approximately 130 youth baseball teams in the three local organizations. The breakdown was FSCL (70), FSBGC (25) and FSFBL (37).

FSBGC has charged \$175 per corporate sponsorship and has been successful getting all teams sponsored. We intend to build community support for FSYBS through sponsorships from area businesses and churches with a larger amount of team sponsorships available. We will also offer "tiered" sponsorship opportunities where higher levels of support will warrant additional avenues of exposure.

As mentioned previously, the addition of the larger turfed Hunts Park and Forsgren Fields will allow for even more tournament play which should bring in additional teams and families and therefore more potential city revenues.

Continued partnerships with Fort Smith Public Schools for use of the additional two turfed facilities at FSBGC as well as Kelley Park Ballfields will also provide financial assistance for the FSYBS.

Please find additional data from just four baseball tournaments hosted in 2020 at the Kelley Park Ballfields, nevertheless during a pandemic. We fully anticipate these numbers to increase with the addition of more weekend tournaments for baseball and softball.

Total Concession Exp	\$ 20,927.09
Grounds Crew	\$ 2,054.50
Mowing	\$ 100.00
Umpires	\$ 38,535.00
Umpire Scheduling	\$ 2,460.00
Workers	
Tournament Director	\$ 5,600.00
Site Director	\$ 2,275.00
Gate/Crwd Mgt	\$ 880.00
Covid	\$ 720.00
H2o/Food	\$ 1,308.24
Rings/Trophies	\$ 6,973.50
USSSA	\$ 6,465.28
Ark Premier	\$ 34,180.60
Total Exp	\$122,479.21
Net Income	\$ 45,332.02
Average Net Rev per	
Event	\$ 3,777.67
Team	\$ 170.42
Field	\$ 1,079.33

3. Overall Management Concept:

FSYBS will be responsible for the maintenance and upkeep of all baseball facilities at Kelly Fields, including: **Turf management, concessions, waste management, lawn maintenance, fencing, restrooms, parking lot, scoreboards, buildings, bleachers, lights, minor electrical, and any other necessary improvements.**

The City of Fort Smith would be responsible for utilities for Kelly Fields and any major utility improvements for Kelley Fields.

FSYBS will partner with FSBGC to utilize their facilities for additional practice field time and additional baseball and softball games when necessary.

All weekend baseball tournament proceeds hosted at Kelly Fields would benefit the FSYBS operational fund. All concessions at Kelly Field, as well as, Goldtrap and Evans fields would benefit the FSYBS operational fund. No gate fees would be required at all parks during the regular weekday season.

The annual payment will meet and/or exceed the City of Fort Smith's requested 15% of tournament proceeds.

Baseball and softball will have a spring and a fall league. The baseball program will consist of ages 4-15 while the softball program will consist of ages 6 & up.

In-season games and practices will be played at Kelley Park, with additional venues at Hunts Park, Forsgren Field, as well as Evans and Goldtrap when necessary.

The registration fee for each player will include a hat, a jersey and supplemental insurance.

Registration will be available through the FSYBS website, with a link from the City of Fort Smith website, FSFBL, as well as paper registrations at the FSBGC and participating churches and schools.

Scholarships will be available for qualified family households. All playing rules will be based on the USSSA guidelines and background checks will be provided through USSSA for all coaches.

Baseball and Softball tournaments will be available on weekends operated by FSYBS to provide facility upkeep and future turf replacement.

Management Plan Organizational Responsibilities

- Chair – oversees all operations
- Secretary - manages board meeting notes and information
- Treasurer – manages all financials
- Grounds Operator – oversees management of facilities
- Umpires – scheduling and payment
- Coaching/Player/Umpire Clinics- coordinates with local instructors to provide player, coach and umpire development
- Concessions – food vendor negotiations and schedule of workers
- Communications – website, social, rainouts
- Scheduling – utilizing all facilities
- Uniforms – coordinating with vendors and sponsors
- Sponsorships – generating revenue
- Sign-ups – coordinating with City of FS, FSBGC and other entities
- Grants – applying for available grants
- Community Outreach-in person recruitment

- Tournaments – coordinate and operate all tournament responsibilities
- Age Division Presidents – for coaches and teams to reference for questions and coordination

Additional Relevant Information

Kelley Park currently contains the only four turfed youth fields in a 50-mile radius. Upon approval of the RFP, two additional larger turfed fields (Hunts Park and Forsgren Field) will be utilized for city participation in the FSYBS program. Hunts Park and Forsgren Field would be the only full-size turf fields available for city league participation in a much larger radius. Northwest Arkansas does not have this to offer. All of their turf fields are only available for ages 12 and under. Partnering with the FSBGC will make additional facilities and resources available for all youth participants across the entire community.

As mentioned earlier our organization will focus on instructional clinics for players, coaches and umpires taught by qualified high-level instructors.

Through partnerships with various community leaders and organizations, access to play will be available for players from all parts of the city.

We will have continuous development for players, coaches and umpires to provide an organization the entire community can be proud of! Even in a recreational league we believe our youth want to become the best they can be and they have been taught to be the best they can be. We believe through organized instruction, resulting in player development, that the level of play and the understanding of the game can be increased. This is especially essential for those in their teenage years who intend to continue playing into high school. More instruction resulting in better knowledge of the game will build more confident players who are better equipped for success at the high school level.

We want to make team and corporate sponsorship available to community organizations, local business as well as area churches. We want to work with the entire community as we believe that a city-wide youth program should be available to our entire diverse community.

Our partnership with FSBGC will allow for larger weekend tournaments, which will bring more revenue to Fort Smith on an annual basis. The addition of the two larger fields, Hunts Park and Forsgren Field, for tournament play will allow for 16 more teams coming into Fort Smith each tournament weekend. On average that is at least 160 additional families who would spend their weekend eating at our restaurants and potentially staying in our hotels.

We have created multiple positions on our board for members of the previous baseball and softball organizations. We have members of the FSBGC management staff on our board and we have created three positions on our board for members of the FSCL. Two of those positions have been accepted.

We will continue to partner with the Fort Smith Public Schools like we have in the past with Northside High School baseball as well as Southside High School baseball and softball. Supporting our community partners will be a key priority and we hope that continued support will help expand baseball and softball into underserved areas of our city.

Proposed Infrastructure Improvements

Some of our future goals and wants would be the possible addition of field construction to further enhance our program's facilities which again would make for more youth served and increase the attractiveness of our facility for future tournament play on weekends. Part of the enhancement could also be used for improved parking availability as well as improved ADA compliance on restrooms and park access. Also energy efficient "non-field" lighting would help the look and safety of the park at night.

D. Economic Benefits

Granting FSYBS the use of Kelley Park will allow the city of Fort Smith to provide access to baseball and softball for residents at no extra cost to the city. FSYBS will maintain the upkeep of the city facilities at the park. The cost of this upkeep is something other cities in our region incur in their annual expenses.

Currently many Fort Smith-based travel baseball and softball teams play tournaments in central and northwest Arkansas and eastern Oklahoma most weekends. By hosting more weekend tournaments in Fort Smith not only will the city keep many of its residents here on the weekends but will also draw other teams from eastern Oklahoma and western and central Arkansas. As a reminder, FSYBS will have access to the only turfed high school fields in the region in addition to another regulation softball field at Evans Boys & Girls Club! These larger and more-frequent tournaments will benefit local businesses and provide a robust economic boost to the city and its local economy. This focus on improving reasons to stay in Fort Smith with an improved recreational baseball and softball league, as well as local tournaments, will keep our families in town and build upon the local residential talent for our local companies.

Jobs will be created and maintained as the result of local hotels, restaurants and other businesses needed to support the incoming families throughout the region participating in the program.

E. Schedules and Timelines

- January-- Spring season signups start, Kelley Park facilities being prepared for the season
- February – Practice times available for Kelley Park and FSBGC facilities
- March – Weekend tournaments will begin, instructional clinics for players, coaches and umpires available
- April – Baseball and Softball regular season begins, weekend tournaments continue
- May – Regular season continues, weekend clinics and tournaments continue
- June – Regular season concludes, weekend tournaments continue

- July – Post season USSSA tournaments
- August – Sign-up and practice for Fall Baseball and Softball Leagues
- September – Fall Baseball and Softball season begins, fall tournaments begin
- October – Fall Baseball and Softball season concludes, fall tournaments conclude
- November – Annual facility inspections and clean-up
- December – Annual surveys and evaluations, improvements to the complex

Proposer Requirements

We will implement numerous strategies that will allow children from all socioeconomic backgrounds to be eligible to participate and utilize Kelley Park. We have confirmation of a scholarship fund that will be in place once the RFP has been approved. We will also utilize community outreach efforts to attract and revive youth baseball and softball within the underserved areas of our city and we agree that the development agreement will be administered by the staff of the city.

FSYBS will be an independent organization to the City of Fort Smith. FSYBS will be solely and entirely responsible for its acts and for the acts of its volunteers, contractors and subcontractors during the performance of the development agreement.

We will not assign or transfer any interest in the management agreement without prior written consent of the City of Fort Smith and we agree to defend, indemnify and hold harmless the City of Fort Smith from and against losses and claims, demands, payment, suits, recoveries, and judgements against it, by reason of an act or commission of FSYBS, its contractors, subcontractors and its agent in the execution of the management agreement.