



# Fort Smith Youth Baseball & Softball

The mission of Fort Smith Youth Baseball & Softball 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.

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# Community

Improve Upon our Community "Quality of Life"

- Use this public city ballpark as a tool to bring our community together
- Create new friendships & business opportunities
- Provide an experience of fairness and togetherness to promote retention of current residents, while welcoming new incoming residents
- Full cooperation within the community in place of separation

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## Inclusion

All Youth in our community should have the opportunity to utilize our city parks

- Gender – adding softball allows all genders to use the new turfed ballfields, not just baseball
- Race – the faces of the youth using the facility should reflect the faces of our community.
- Religious Orientation – Fort Smith has many religious affiliations and the use of our city park should not be based upon singular beliefs. **Currently only 8 of the city's 100+ churches are members of the existing organization**
- Income – money should not deter youth from opportunity to meet new friends and play a game that will improve overall character

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## Outreach

Reaching out to all corners of our community

- Director of Community Outreach – responsible for building relationships within the community
- Director of Communication – responsible for digital communications to promote the league
- Develop relationships with schools, churches, civic and youth organizations
- Partnerships with the City of Fort Smith, local businesses, corporations and non-profits
- Sponsorships of teams available for local businesses/churches/organizations to promote themselves to our community
- Fun events to promote Fort Smith

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## Softball

- Currently females are underrepresented at the Kelley Park Ballfields. Adding softball helps balance out male/female equity
- Currently the majority of softball is being played on the county softball fields in Fort Smith.
- Kelley Park Ballfields will provide more opportunities for girls to participate on turfed ballfields
- Opportunities to play locally
- Southside High School Softball plays at Kelley Ballfields, which will bring more exposure for girls to be able to play on turf
- Current organization does not have the land space to provide baseball and softball during the same season

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## Facilities

### Partnership with Fort Smith Boys & Girls Club

- Provide an opportunity to reach all corners of our community with 9 additional facilities made available from the Fort Smith Boys & Girls Club
- Evans Boys & Girls Club – softball field, youth baseball field, turfed High School baseball field
- Goldtrap Boys & Girls Club – tee ball field, coach pitch field, youth baseball field, High School baseball field
- Hunt's Park – turfed High School baseball field
- Martin Luther King, Jr. Park High School softball field
- Practices and games can be held at 17 fields across Fort Smith, more than double the existing capabilities
- Turf at Kelley Park Ballfields allows for more games and practices without potential rain outs
- Strive to grow attention to Fort Smith to hold community wide baseball and softball tournaments

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## Development/Instruction

Governing Board of Directors consists of a diverse group of local baseball and softball professionals and volunteers

- To produce a successful youth program, essential to provide development and instruction for the participants
- Provide coach, player and umpire clinics throughout the year
- Developed relationships and commitments from high school, college and professional instructors to lead clinics and in-season instructions
- Help improve local high school and college programs by focusing on youth development
- Improve youth coaching by providing drills and instructions for practice and games
- Develop new umpires to learn the game and provide new income opportunities

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## Financial

A successful baseball and softball program will provide additional revenue opportunities for Fort Smith

- Weekly weekend tournaments will keep local money within the community in place of traveling to other cities
- Additional facilities provided by Fort Smith Boys & Girls Club allows for larger tournaments and more families to experience Fort Smith
- Economic impact for local hotels, restaurants, retail and other businesses will see an increase in sales and tax revenue for Fort Smith
- A successful league will persuade local families from joining youth organizations that travel away from Fort Smith to play

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