

Presentation to Special Events Advisory Committee

April 10, 2024



Presented by Happy Harry's

The Championships

- The 22U Renegades Baseball Society is the host of the 2024 Baseball Canada 22 Championships to be held August 1st to August 4th
- Two venues will be used: Beazley Field in Dartmouth and Mainland Common in Halifax
- A total of at least 23 games will be played including quarterfinals, semi-finals, bronze, and gold medal games.

The Participants

- The Championship will feature teams from 6 Canadian Provinces with two teams from Ontario in addition to 22U Dartmouth OLR Renegades and another NS team to be selected in July.
- Former MLB players such as Russell Martin (Yankees), Matt Stairs (Phillies), Larry Walker (Colorado, Expos) to name a few have played in this championship.
- 12 umpires from across Canada will be selected to attend.

Attendance

Our expectations for the 2024 event include:

- Fans 8,000+
- 100+ volunteers
- 210+ players, coaches, team officials, umpires

The Itinerary

- Wednesday July 31st
 - Participant Welcoming Social at Beazley Field for players, coaches, and umpires.
 - Home Run Derby at Beazley Field with donation of proceeds to the Challenger Baseball NS.
- Thursday August 1st
 - VIP Reception at Beazley Field for level partners, government elected members and organizing committee board.
 - Opening Ceremonies for all participants.
 - Round robin games start.

The Itinerary

- Friday August 2nd
 - Round robin games continue.
 - 11U AAA Tourny
 - Alumni Game
- Saturday August 3rd
 - Round robin games conclude
 - 11U AAA Tourny
 - Quarterfinals
- Sunday August 4th - Championship Sunday
 - 11U AAA Tourny
 - Semi-final games
 - Bronze medal game
 - Gold medal game

The Budget

Expense	Cost
Baseball Canada	\$7,000
Insurance	\$2,000
Volunteers	\$2,500
Security	\$3,000
Events	\$4,000
Field Operations	\$4,500
Honorariums	\$5,400
Accommodations	\$70,000
Transportation	\$15,000
Marketing	\$10,000
Spectator Services	\$12,000
Total	\$135,400

The Budget

Revenues	Cost
Grants	\$40,000
Team Accommodation Fees	\$40,000
Partners (Level, Ads, Game)	\$28,000
Spectator Services	\$28,000
Total	\$136,000

The Organizing Committee: Board

Position	Who
Chairperson	Paul Arsenault
Vice Chairperson	Bob Goudey
Administration	Brian Johnson
Events	Keegan McGinnis
Field Operations	Bob Gillis
Finance	Jacqueline Fitzgerald
Hosting	Cyril Muise
Partnerships	Bob Goudey
Marketing	Jason Davis
Spectator Services	Kelli Goudey
Mainland Ops & Services	Aaron Ferguson

Marketing

- Championship launch page to provide a single site for participants, volunteers or spectators to find complete championship information
- Social media
 - Utilize partners' sites
 - Attract influencers
 - Paid targeted advertising on google, facebook and instagram
- Promotional events prior to and during championships
 - Poster display and distribution of QR code cards
 - Team visits by players and coaches
- Media promotions prior to and during championships
 - On-air or billboard ads
 - Ticket giveaways
 - TV and radio Interviews
 - On-site broadcasts and webcasting of all games

Economic Impact

Steam Analysis

- \$1.1 million in direct event spending
- 10.3 Halifax jobs supported by the event
- \$1.5 million in economic activity supported in Nova Scotia
- \$652,983 increase to Halifax GDP
- \$727,842 boost to provincial GDP
- \$1.1 million in taxes supported across Canada

Forecast generated using The Sport Tourism Economic Assessment Model (STEAM):

The
End

Thank you !!

Questions ??????