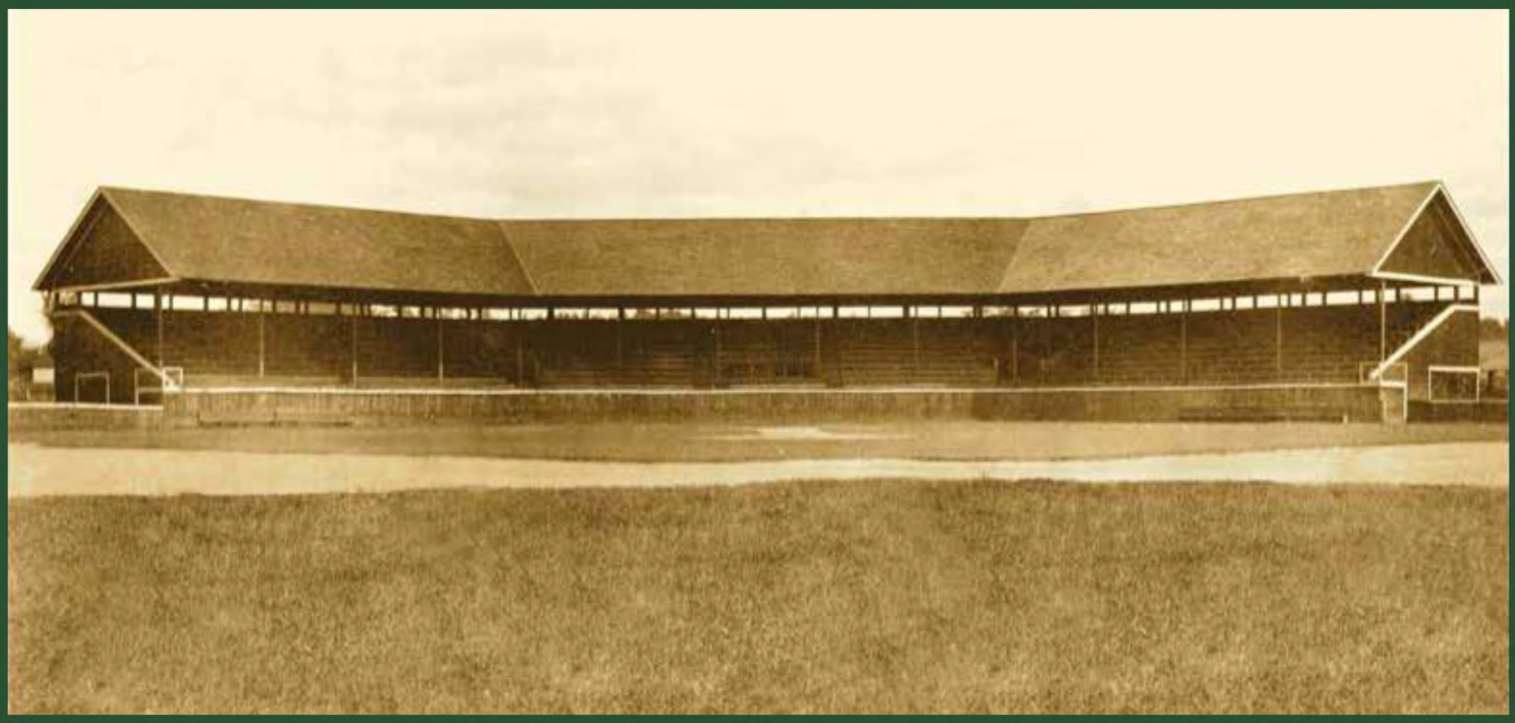
PARKHURST FIELD

America's Original Field of Dreams



The Field Of Dreams Capital Campaign

PARKHURST FIELD
FOUNDATION

Parkhurst Field is one of the oldest baseball grounds in America. We have launched a Campaign to rebuild the Park to its original glory and to create a destination and economic diamond for Upstate New York. When completed, the new Parkhurst Field will give children from across America an opportunity to play baseball on the same grounds so many greats played on, like Honus Wagner, Cy Young and Moonlight Doc Graham. As a native of Gloversville, I am excited about the possibilities and the partnerships that this project will bring to our community.



David S. Karpinski
Executive Director
Parkhurst Field Foundation

It is an honor to serve as Chairman of The Field of Dreams Campaign. This project has been endorsed by the NYS Economic Development Council with a grant of $500,000 toward our goal of $2.3 million. Now, we all need to do our part and invest in the revitalization of Parkhurst Field – a true gem in our region. I invite you to join me in building on the past to shape the future – to ensure that a newly-renovated Parkhurst Field remains a lasting legacy in our beloved Fulton County.



Joey Caruso
Campaign Chair
Parkhurst Field Foundation

THE FIELD OF DREAMS CAMPAIGN

GOAL: $2.3 Million

ELEMENTS:

- Creation of 5 regulation lighted fields capable of hosting Little League teams from around the country
- A Premier Field on the original 1906 home plate location of A.J&G. Park
- A new Grandstand with capacity to seat 750 people
- Batting cages and Concession Stand
- A Museum on site to honor the history of Parkhurst Field and the legendary baseball greats who played there.













CAMPAIGN TIMELINE:

PHASE I	PHASE II	PHASE III
Construction of 3 new Regulation Fields, with Dugouts and Lighting	New Grandstand, Premier Field and Concession Stand	Four new batting cages, Parking lots, and Landscaping
July – December 2017	July 2018 – April 2019	July 2019 – December 2019

THE IMPACT OF YOUTH BASEBALL TOURNAMENTS



The following analysis and information is based on the findings in the research study "The Impact of Youth Sports on a Regional Economy" and used with permission from Sherwood B. Smith, President, , Avenue ISR.
Avenue ISR is a business strategy and research consulting firm serving an international client base from Traverse City, Michigan. Avenue ISR has conducted consulting engagements for multi-national corporations as well as regional businesses, governments and NGOs.

The world of youth sports is changing. Gone are the days when young people predominantly organized themselves into pick-up games and backyard contests. Youth sports these days are typified by independent organizations, competitive regional leagues, travel teams and tournament play. Nearly 70 percent of children (age 6-17) in the U.S. are playing at least one team sport.

"Parents will spend about $7 billion this year on just the traveling involved with youth sports."

Don Schumacher – National Association of Sports Commissions

The explosion of travel teams in youth team sports has been accompanied by a proliferation of youth tournaments, often involving multiple games or matches over 2-3 days and large numbers of teams from a wide geographic area. On a national level, these tournaments have been found to have significant economic impact.

Currently, team sports within the United States are at an all time peak. According to the Sporting Goods Manufacturers Association (SGMA) nearly 70 percent of children (age 6-17) in the U.S. are playing team sport and three out of four teenagers are now playing at least one team sport. Whereas in the past young people might organize themselves into games of "sandlot" baseball and other informal gatherings, youth sports are increasingly organized, with adults – parents, coaches, league organizers, referees and tournament operators – organizing both practices and competition.

The "travel team" stratum of youth sports in particular has exploded in the last twenty years. Travel teams grew out of recreational league play, as players, parents and coaches sought more and better venues in which to compete. The teams mushroomed in popularity as new leagues were formed to promote their play, tournaments proliferated to match the best against the best and large indoor facilities multiplied in suburban areas permitting year-round training and competition. (Fullinwider, 2006)

The emphasis on travel for competition has translated into significant economic impact on a national scale. "'Kids' games that used to be played close to home have evolved into giant tournaments where even mediocre teams travel hundreds or thousands of miles to compete. Parents will spend about $7 billion this year on just the traveling involved with youth sports,' said Don Schumacher, executive director of the National Association of Sports Commissions." (Huettel)

Many advocates agree that regional economies benefit from hosting youth tournaments. In an article for The Journal of Global Business Management, Chen and Hsu (2008) write that "Youth and amateur sports tournaments are fairly low-investment opportunities that small communities can explore, with large returns for the resources that are already present." In fact, attendees at a recent meeting of the National Association of Sports Commissions quoted returns on investment as high as 50-1. (Kelly, 2007) All over the United States, tourism and government officials, as well as business leaders, are starting to see that youth sports events deserve to be recognized as legitimate engines of economic activity, often with relatively modest up-front investments.

FAMILY GROUPS & ATTENDENCE –

An understanding of tournament economic impact begins with an exploration of who travels to attend the tournament. Because these are youth athletic tournaments, each athlete is typically accompanied by at least a parent. In fact, 66 percent of family groups have two parents, 50 percent have one or more siblings (not participating in the tournaments), 16 percent have one or more grandparents and 14 percent have other relatives or adults who accompany them. All in, the typical tournament athlete brings an additional 2.14 people with them. Table 1 shows that each tournament alone attracts 445 men, women and children.

Table 1 – Tournament Attendance Of A 4 Day Baseball Event

Combined	#
Total Number of Teams	16
Average Number of Athletes Per Team	13
Total Number of Competing Athletes	208
Average # of People Accompanying Each Athlete	2.14
Total Number of Attendees (rounded)	445

These tournaments cater to "travel" teams, and indeed the majority of participants and families do travel from outside of the Fulton County area to attend. Table 2 shows that more than 80 percent of attendees travel from outside the area to attend the tournaments.

Table 2 – Geographic Distribution of Participants

	Overall
Fulton County	8.8%
Capital District	9.8%
Western Massachusetts, CT, PA	11.1%
Other NYS Regions	49.9%
Other States	20.4%

With 91.2 percent of all attendees traveling from outside of the Fulton County area and 81.4 percent traveling from outside the Capital District region, this would mean that these tournaments over a 9 week span (first week of July through Labor Day) bring 4000 people to the Fulton County area, all but 744 of whom are from outside the Capital Region.

DIRECT ECONOMIC IMPACT –

Youth athletes and their families do more than merely attend the tournaments. They stay in hotels, eat in restaurants, purchase gas and groceries, shop for souvenirs and pay for entertainment. The involvement of grandparents and younger siblings ensures that there is an appetite for a variety of different visitor experiences.
As Table 3 shows, 83 percent of all families attending the tournaments pay for some form of accommodations by staying in hotels/motels, campgrounds, rental properties and bed & breakfasts.

Table 3 – Accommodations

	Overall
Hotel/motel	71.4%
At home, we live in the area	10.0%
With a friend or family member who lives in the area	7.3%
Campground	5.2%
Rental property	2.8%
Bed and Breakfast	0.6%
Other	2.8%

Those families staying in hotels, motels and bed and breakfasts typically occupy multiple rooms, 1.7 on average. Altogether, families attending the tournaments will occupy more than 353 hotel, motel and bed and breakfast rooms per night.

These youth tournaments last for four days so that teams can have multiple games and compete in championships. This ensures that players and their families stay in the region for multiple nights….and average of 3 nights. These multiple day, multiple room stays ensure that one of the biggest areas of direct spending is for accommodations. The average family visiting from outside the Capital District spends approximately $439 on accommodations while in the region.

Beyond accommodations, the economic impact of these tournaments is spread across several business segments. Table 4 shows that the majority of attending families

purchase restaurant meals, gasoline, groceries and other retail products.

Table 4 – Activities and Spending

Activity	Overall
Ate at one or more restaurants	85.6%
Purchased gasoline	79.5%
Purchased groceries	53.0%
Visited downtown	53.0%
Shopped at one or more retail stores	50.1%
Visited a park, trail or beach	39.7%
Visited one or more other towns in the area	22.6%
Paid for entertainment, e.g. movies, bowling, etc.	17.0%
Visited one or more shopping malls	14.8%
Visited medical facilities	1.0%

Average spending per non-local family attending the tournaments is as follows:

Accommodations	$439
Restaurant meals	$185
Groceries	$62
Concessions or other food	$41
Fuel	$89
Other (sporting goods, souvenirs, entertainment, etc.)	$169
TOTAL	$985

With more than 1827 families brought to the Fulton County area for these tournaments, total direct spending in the region is $1.8M.

Note: In terms of total economic impact, this number is quite conservative. Typically, events use multipliers of 1.3 or more to reflect the indirect results of visitor spending. Because there is some debate as to which multiplier is appropriate for events of this type, the research team has chosen to present direct spending figures only.

While most families do stay only for the duration of the tournaments, there are some family groups that spend several days in the region either before or after these tournaments going to beaches, shopping, and enjoying various recreational activities. This amounts to no more than 4.5 percent of the total, but could be an important area of growth, especially when we tie in the Sacandaga Region to the equation.

Table 5 shows that of those attendees who have visited the area in the past, 59 percent indicate that they have returned to the area for an overnight visit/vacation because of their experiences of the tournaments they attended. Nearly three-quarters (74.2 percent) indicate that they recommended the area to friends and family because of their tournament experiences. 14 percent say that they have considered relocating to the area permanently.

Table 5 – Specific Actions Taken by Past Attendees of Tournaments

Action Taken	%
Recommended the area to friends or family	74.2%
Returned for an overnight visit/vacation	58.6%
Considered purchasing a second home or cottage in the area	18.5%

In addition to bringing direct tourism dollars, serving as gate¬way experiences to promote the region and build long term tourism revenue, and attracting talent, youth tournaments allow for more recreation activities for those who live in the region.

What economic impacts does tourism have?

According to the World Travel & Tourism Council's 2015 Benchmarking Report, when measuring the direct, indirect, and induced impact, the Travel & Tourism sector supported 13.7 million jobs or 9.3% of total employment in the US in 2014. Out of the eight researched sectors, Travel and Tourism is the second biggest job generator in the US, supporting 18 jobs for every US$1 million spent – larger than the economy average of 16 jobs per $1 million in spending. Based on the conservative estimate of $1.8M direct spending in the region, the Parkhurst Field project would support over 32 jobs in the area once opened. In addition, the construction of Parkhurst Field would support approximately 20 construction jobs, based on most national construction reports.

Donor Recognition Programs

The Parkhurst Field Foundation has established two permanent recognition programs for donors to honor loved ones. These programs demonstrate that you, your family or firm, are dedicated to redeveloping Parkhurst as a destination and giving children across America the ability to play baseball on and enjoy the connection to its rich history.

Dedication and Memorial Opportunities Program:
Commonly known as "Named Gifts," the Dedication and Memorial Opportunity Program will consist of plaques with donor approved wording affixed to structures, dugouts, benches, tables, flag poles, fields, fences and other highly visible infrastructure around the Park.

Donor Recognition Program:
Five gift levels have been established to honor donors. Participants in the Donor Recognition Program will be entitled to have their names permanently displayed in a highly visible area of the Park. The six levels are:

Founder	Benefactor	Patron	Sponsor	Donor
($50,000+)	($25,000+)	($10,000+)	($5,000+)	($2,500+)

Ways of Giving

The Foundation has created the following ways for interested individuals, families, corporations and foundations to help provide the financial resources necessary to meet the Foundation's redevelopment and sustainability goals. The mechanism for giving to the Capital Campaign will be through the Parkhurst Field Foundation, a 501(c)(3) non-profit foundation, formed to help promote and preserve Parkhurst Field in Gloversville, NY, the oldest baseball grounds used by any Little League® in America. Our mission is to chronicle its rich history dating back to its opening in 1906, promote its historic significance through media and events, attain grants and donations to fund the revitalization and preservation of the park's infrastructure to ensure its sustainability and to use its success as a model for other communities looking to preserve their athletic parks. All contributions to the Parkhurst Field Capital Campaign are tax-deductible to the fullest extent of the law. Individuals, families, businesses, corporations and foundations can make donations to the Capital Campaign through gifts of cash, securities, life insurance, real property, life-income gifts or other deferred gift options. Gifts may also be made as memorials or tributes to loved ones.

Cash Gifts

Donors may wish to consider supporting the Campaign through an outright gift of cash or by making payments over several years on a pledge. Cash gifts provide donors with an immediate income tax deduction for the full gift amount.

Gifts of Securities and Securities Transfers

Donors may wish to consider the benefits of making a gift of securities. Some donors find that a gift of this type can provide significant tax advantages. The Parkhurst Field Foundation is fully capable of receiving securities transfers. If you would like to transfer securities in support of the campaign or would like further information, please contact the campaign office at (518) 772-JAGS (5247).

Matching Gifts

Many corporations sponsor Matching Gift Programs under which the corporation matches an employee's charitable donation with a contribution. In this way donors can easily leverage the value of their contribution; in some cases the matching contribution is as high as three to one.

Memorials and Tributes

The Foundation gratefully acknowledges gifts in honor or in memory of friends and loved ones. Without mentioning the amount of the contribution, acknowledgments are sent to those honored or to the families of those being memorialized by the gift.

Bequests

Some donors may consider helping the Parkhurst Field Foundation through their wills or estate plans. One way to help is by making a general bequest designating specific assets to the Foundation. Another is by making the Foundation a contingency beneficiary of assets in the event that a beneficiary predeceases you.

Charitable Gift Annuities

A charitable gift annuity is an easy way for donors to provide for themselves while giving the Parkhurst Field Foundation greater security in the future. Each charitable gift annuity pays a long-term annual income to the donor and/or another person, and eases annual income tax burdens. In addition, donors who fund a charitable gift annuity with appreciated long-term assets may reduce a portion of their capital gains taxes. These annuities help secure Parkhurst Field's future by sustaining programs, staffing and the overall mission. Gift annuity rates are determined by the age of the person receiving the income.

ABOUT THE PARKHURST FIELD FOUNDATION –

The Parkhurst Field Foundation, a 509(a)2 non-profit foundation, was formed to promote and preserve Parkhurst Field in Gloversville, NY, recognized as the 'Original Field of Dreams' and the oldest baseball grounds used by any Little League® in America.
Our mission is to chronicle its rich history, promote its historic significance through media and events, attain grants and donations to fund its re-development as a baseball destination and ongoing economic revitalization diamond for the region. Our success will ensure its sustainability and create a role model for other communities looking to preserve their athletic parks.

PARHURST FIELD FOUNDATION EXECUTIVE BOARD –

David Karpinski – Executive Director & Founder of Parkhurst Field Foundation. VP of Sales & Marketing, Taylor Made Products. President, Sacandaga Group, Inc.
Mike Hauser – Vice President. National Sales Manager, Taylor Made Products. Founder, Fulton County Baseball & Sports Hall of Fame
Pam Lott – Treasurer, Taylor Made Products.

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Joey Caruso – Campaign Chair, President of Caruso Broadcasting Inc. of Saratoga
Priscilla Parkhurst – Ferguson, Honorary Chair, Professor, Department of Sociology, Columbia University & Great Grandaughter of E.S. Parkhurst, Owner of Parkhurst Field 1918-1991
Ann Malagisi – Campaign Coordinator, Executive Director of Family Leadership Giving, Skidmore College
Andrea McMaster – Grant Coordinator, Owner of Four Corners Energy, LLC
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