GDAN Solutions Ltd.

R+W RICHARD WINTRUP

Winnipeg Goldeyes and Shaw Park

A Community Economic Development Asset Contributing to Winnipeg's Downtown Development and Quality of Life

September 2020



Source: Tourism Winnipeg

Introduction

The intent of this report is to provide a breakdown of how the Goldeyes, and Shaw Park contribute to the Winnipeg economy and quality of life for the citizens of Winnipeg and Manitoba. The report will look at how the Goldeyes and Shaw Park fit into the broader asset base within the City of Winnipeg, and more specifically it's Downtown and the Forks.

It is acknowledged that the right balance needs to be struck between the city and the Goldeyes regarding the term and financial details of the lease arrangement. However, community and economic impact considerations, the qualitative value of the Goldeyes and an active Shaw Park is a critical element in this decision-making process.

First and foremost, sports teams are a business and the direct economic impact of that business on the community needs to be taken into account. Unlike other businesses, sports teams and their facilities have a higher qualitative impact to a community in terms of adding to a community's quality of life and urban form. The following sections will touch upon both the quantitative and qualitative impact of the Goldeyes and Shaw Park to the Downtown, the Forks and broader Winnipeg Metropolitan Region.

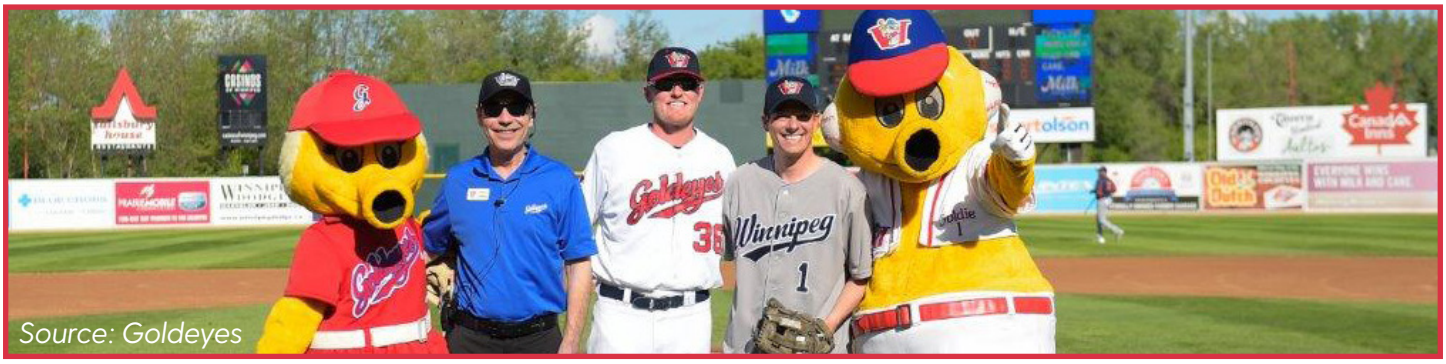
City Building:

The Importance of Community Partnership

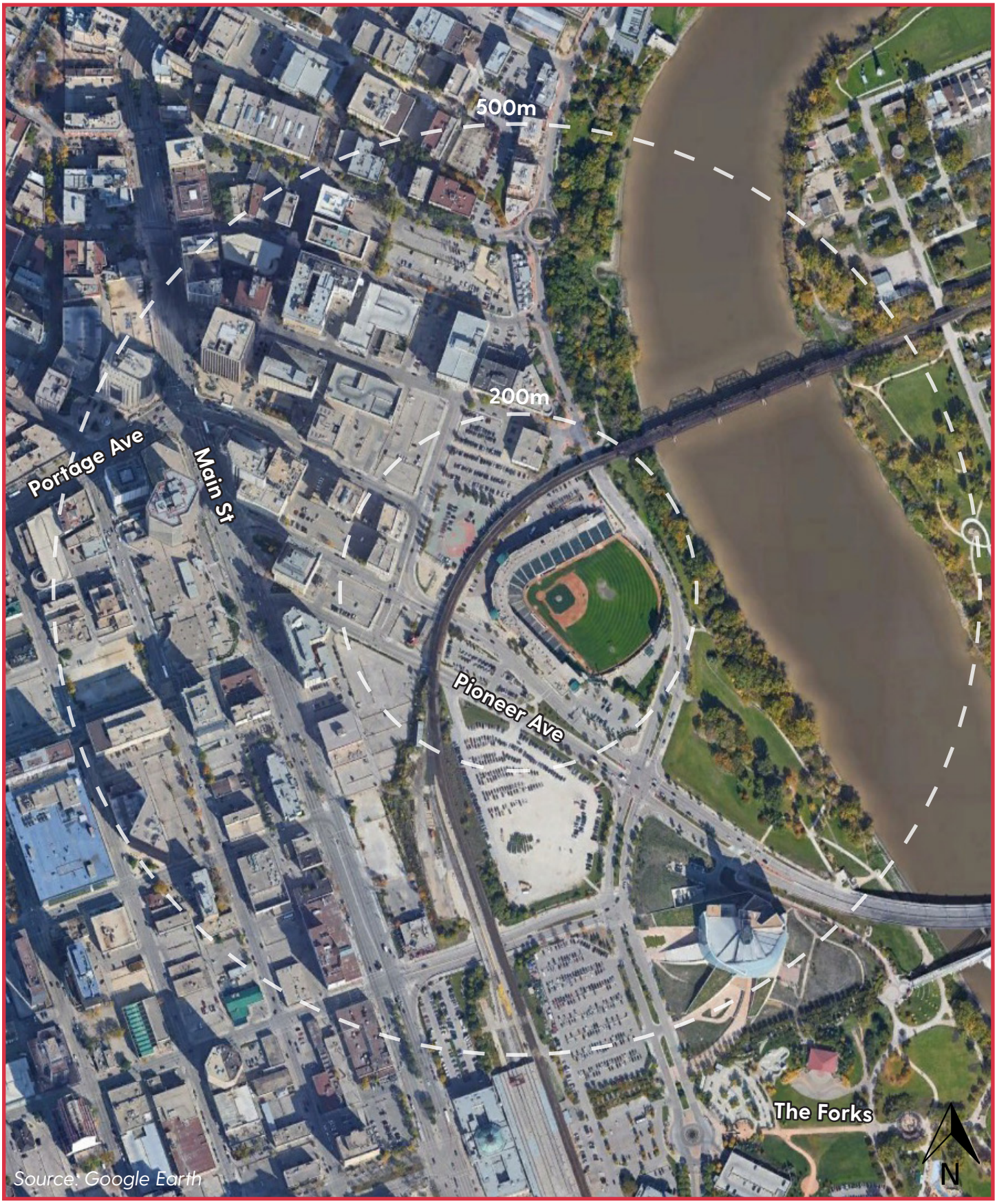
For the last 21 years Downtown and The Forks have benefited from an active downtown ballpark because of the commitment shown by the local ownership of the Goldeyes to create a vibrant sports and entertainment destination. This commitment has been integral to bringing thousands of people downtown and to The Forks annually. A similar commitment and acknowledgment of the community economic impact of an active Shaw Park and successful baseball team needs to underpin city council's decisions to maintain and enhance these community assets.

"...virtually all of the cities on the myriad of "best places to live lists" are located close to the facilities that are home to professional sports teams. The real opportunity for a city's leadership is not to choose between sports and public safety or education, but to understand how some communities were able to use sports facilities to advance the quality of life, community development, and their image without minimizing their responsibilities for other public services."

> Sport Facilities, A New Arena In Edmonton, And The Opportunities For Development and A City's Image: Lessons From Successful Experiences Mark S. Rosentraub, Ph. D.



Source: Goldeyes


500m
200m
Portage Ave
Main St
Pioneer Ave
The Forks
N
Source: Google Earth

Economic Impact of the Goldeyes and Shaw Park

As stated in the introduction, the Goldeyes and Shaw Park have a direct economic impact to the economy generating tax revenue, local spending, and employment. The following details are the economic impacts the Goldeyes and Shaw Park have brought to the community since 1999.

	Economic Impact	Details
Property & Business Tax	$6,389,600	City property tax amounts of $5,175,261 and Business tax of $1,214,339.
City Parcel 4 Parking	$6,000,000	In the past 10 years, the City of Winnipeg has generated approximately $1,000,000 in game day parking and $5,000,000 in monthly/daily revenue from the Parcel 4 parking lot that was constructed by the Goldeyes.
Attendance	5,751,270 people in attendance	Average of 273,870 spectators to downtown Winnipeg each year since 1999
Accommodations	51,660 hotel rooms purchased in downtown Winnipeg	Since 1999 Goldeyes players and staff account for approximately 25,200 Hotel nights in downtown Visiting teams bring in 30 employees for approximately 60 nights a year or 22,680 hotel nights. Umpires from the United States account for approximately 3,780 hotel rooms.
Food & Beverage	$2,671,200 based on average per diem for each team	American teams travelling to Winnipeg spend roughly $1,000 on food per night in Winnipeg. This has generated in excess of $1,260,000 in revenue for local restaurants since 1999. (Majority of Goldeyes players and staff live in a downtown hotel in Winnipeg and eat at local establishments. Part of the food is tracked by the team and can easily match the $1,260,000 out of town teams have spent on food and beverage). The umpires spend 60 nights a year in Winnipeg and based on per diems the food spent would be approximately $151,200 since 1999.
Local Suppliers	$63,000,000	Where possible, the Goldeyes use local suppliers and companies for the goods and services used in its operations. Since 1999 the Goldeyes have spent approximately $63,000,000 with local suppliers.
Staff Employed	$1,700,000 annual compensation	Over 300 Staff Employed (22 full time and 280 part time)

The Goldeyes and Tourism Manitoba have a partnership to market Shaw Park and Goldeyes baseball games to fans outside the City of Winnipeg. When tickets are purchased, the addresses are tracked through the online ticket platform and can be broken down for 2014-2019 as follows:



211,290 tickets purchased with an address outside Winnipeg in Canada





42,358 tickets purchased with US address

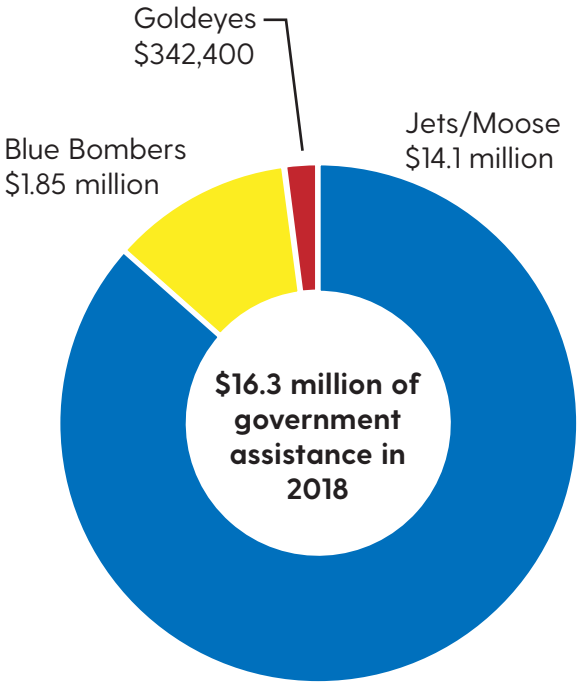
Other data for the 2014-2019 season

- 145,308 Group tickets purchased by groups outside Winnipeg
- 6,240 tickets provided to US teams for their fans
- Of the totals above, 37,891 ticket purchasers identified a Winnipeg hotel as their address

Return on Public Sector Support

In 2018, a combined $16.3 million (2018 dollars) of government assistance was provided to three of Winnipeg's sports franchises the Goldeyes, Winnipeg Jets (True North) and the Winnipeg Blue Bomber Football Club. The Goldeyes received the least at a total of $342,400 through an Amateur Access agreement* with the city. There is little doubt that each of the sports franchises contributes to community and quality of life. However, with a single tenant facility such as Shaw Park (Bell MTS has both Jets and Moose as tenants and Investors Field has the Blue Bombers and Valour FC) the private sector ownership group of the Goldeyes provides an even more enhanced economic and community impact because of the facility's prominent location adjacent to the Forks and East Exchange. What is clear is that the level of public sector support for the Goldeyes has far reaching community value by ensuring an active and maintained Shaw Park for the long term.

**Amateur Access agreement granted in recognition of private sector funding. Amateur Access provides entertainment tax refund of approx. $300,000 per year and municipal tax rebate of $42,400 per year.*



OurWinnipeg

Complete Communities

The Complete Communities Direction Strategy supporting the OurWinnipeg Development Plan sets out a framework for the city's future physical growth and development. Shaw Park is part of the Downtown area designated in this document, which is "the entertainment, cultural and economic heart of our city and our window to the world." One of the key directions for this area is to support the expanded presence of sports and entertainment.



KEY DIRECTION

SUPPORT THE EXPANDED PRESENCE OF ARTS AND CULTURE, SPORTS, ENTERTAINMENT AND LEISURE THROUGHOUT DOWNTOWN TOGETHER WITH COMPLEMENTARY SERVICES AND ATTRACTIONS, SEEKING TO:

- DRAW MORE PEOPLE AND CREATE MORE EXTENDED HOUR ACTIVITY STRATEGICALLY THROUGHOUT DOWNTOWN.
- ESTABLISH DOWNTOWN AS A PLACE OF VIBRANCY AND CELEBRATION.



Source: Goldeyes

Goldeyes/Shaw Park:

A Supporting Asset to the Downtown and Forks Post-Pandemic

What the 2020 COVID-19 pandemic has amplified is the fragility of local economies when people are unable to be active consumers. Retail and commercial enterprises saw their revenue streams dry up as mandatory public health measures required to keep people safe were imposed. These restrictions have forced the cancellation of Goldeyes games at Shaw Park in 2020 resulting in anticipated operating losses of $850,000-$1,000,000. Districts or "nodes" such as The Forks have been hit hard as people stay away from congregating in public and private spaces.

The Forks CEO, Paul Jordan, stated that the absence of the 2020 Goldeyes season, which bring an average of 5,000 people to Shaw Park during home games, is a significant financial hit. The Forks acknowledges that Shaw Park is an important asset to the Forks destination and would have long lasting impacts to the Forks retail, commercial and cultural operations if Shaw Park were to go "dark" without its main tenant the Goldeyes.

The COVID-19 experience exposed a point in time reality that foreshadows a more long-term systemic impact to the Forks and Downtown if the Goldeyes were to move or fold. Shaw Park without a main tenant removes over 270,000 people annually from engaging as consumers at the Forks and broader Downtown.

+5,000
people Downtown during home games

270,000
people Downtown annually



Source: Stadium Journey

Attracting and Retaining People and Talent: How Do We Compete?

"Many cities throughout the U.S. and Canada have applied policy and made investments to create recreational and cultural hubs in cities to attract talent. In addition to creating attractive places for cultural purposes, place-based policies can also be used to cultivate hubs for innovation that have strong indirect effects on regional talent attraction and retention." (Workforce WindsorEssex Study)

As the city aspires to reach 1 million inhabitants over the next number of decades it needs to ensure that it supports existing assets that enable "City Building". It is not a time to remove quality of life options or move to have an asset such as Shaw Park go dark. The private ownership group has built a regional sports and entertainment brand and continues to strengthen that brand which supports community and economic growth at a time when Winnipeg and region are competing to attract and retain people and talent.

Winnipeg needs to ensure:

- Its Downtown offers high quality experiences that can compete with other Canadian jurisdictions
- It has a downtown plan that is innovative and implementable to reflect its commitment to creating an enhanced quality of life for its citizens specifically in the Downtown
- It can work collaboratively with the private sector to maintain and enhance existing assets, such as Shaw Park, that are critical in creating a vibrant and connected Downtown.
- It supports options for families of all socio-economic classes to be active participants in a Downtown and Forks experience (Goldeyes game day tickets start at $11)

+$2.6 million
for children's charities

+$200,000
annually in ticket donations

Giving Back to the Community

The Goldeyes go beyond just providing sports entertainment to the community. The organization has built a culture of using its profile and brand to give back to the community.

In 1995, the Winnipeg Goldeyes created the Field of Dreams Foundation. The foundation has raised more than $2.6 million for children's charities across Winnipeg and Manitoba, including Children's Hospital Foundation Ronald McDonald House, Pediatric Oncology Family Centre, and dozens more.

The Goldeyes Community Zone provides over $200,000 annually in ticket donations to community organizations in partnership with countless Manitoba corporations

Annually, the Goldeyes directly donate to various events and fundraisers held by charitable organizations. The average annual donation amount is $75,000, so since 1999, the Goldeyes have donated over $1.5 million in Sky Suites, tickets, food vouchers, gear, and autographed items to charitable organizations, to help raise funds for those organizations.

For the past 20 years the Field of Dreams Foundation provides Baseball Manitoba with three annual scholarships of $1,000. The scholarships are awarded to members of the baseball community, who are continuing with post-secondary education and maintaining their involvement in the baseball community.

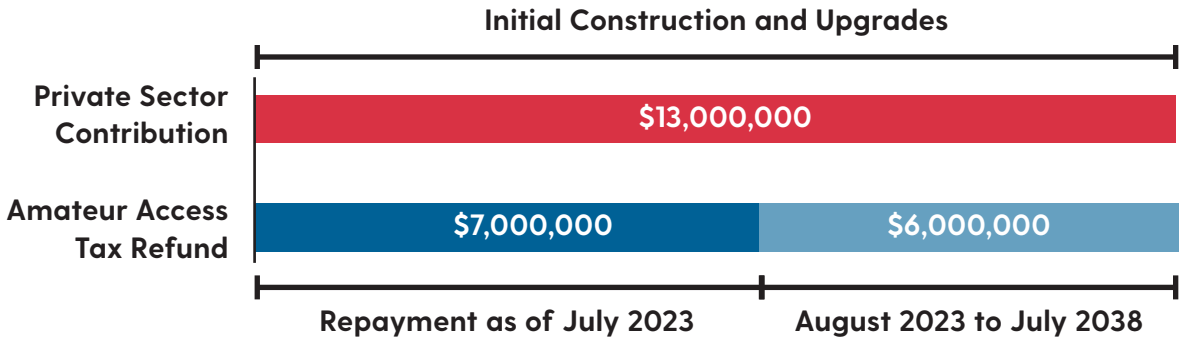


Delivering on their Commitments

The Winnipeg Goldeyes have contributed more than $13,000,000 towards the construction of Shaw Park. In consideration for constructing and operating the new facility the city and Goldeyes entered into an Amateur Access agreement to refund the Entertainment Tax and municipal taxes on the baseball park land. Since its construction, the Goldeyes have invested millions into the facility through two expansions and major facility enhancements to ensure it continues to be an important building block to the future development of the Downtown and Forks. The refund of the entertainment and municipal tax was intended to be a form of repayment for the original and on-going investments in Shaw Park. By the end of the current lease the City will have rebated approximately $7,000,000 in Entertainment Tax and municipal taxes on a total private sector investment of approximately $13,000,000, leaving $6,000,000 of private investment in Shaw Park.

The city will receive an updated, well-maintained and strategically located downtown sports and entertainment facility as a result of the ongoing financial commitment to Shaw Park by the Goldeyes.

Subsequently, it would seem the most equitable approach would be for the City to extend the Amateur Access agreement in alignment with the proposed new 15-year lease agreement for the Goldeyes as Shaw Park's primary tenant.



Conclusion

It seems clear that the Goldeyes impact both the economic and quality of life elements the city envisions for its Downtown. As stated at the outset, unlike other businesses, sports teams and their facilities have a higher qualitative impact to a community in terms of adding to a community's quality of life and urban form.

The long-term viability of Shaw Park and its position as a critical asset to the Downtown and Forks is underpinned by the Goldeyes, which:

- Pay over $300,000 annually in Property and Business taxes
- Generate over $100,000 annually in game day parking revenue for the City
- Brings over 270,000 people to the Forks annually
- Employs 300 + full and part-time positions with an annual payroll of $1,700,000
- Secured 52,500 hotel rooms since 1999
- Attracted visitors from the US who purchased 42,258 tickets and 145,308 Group tickets purchased by groups outside Winnipeg (between 2014 and 2019)
- Supported Local Suppliers with $63,000,000 worth of products and services purchased since 1999
- Has raised over $2,500,000 to Children's Charities through the Winnipeg Goldeyes Field of dreams foundation

These economic impacts and others will end if a long-term agreement can not be reached with the Goldeyes.

Similarly the Goldeyes enable Shaw Park to remain an integral "Node" in Winnipeg's Downtown, which:

- Support the on-going development of Downtown Winnipeg "Nodes" and "Corridors" creating pedestrian connectivity between the Forks, East Exchange and other Downtown destinations
- Enhances Quality of Life options for Winnipeggers'
- Creates a Sports and Entertainment destination to attract visitors from outside Winnipeg
- Enhances Winnipeg's Quality of Life offerings to attract and retain people and talent
- Supports significant spin off activity and foot traffic for the Forks during game days
- Supports OurWinnipeg's Complete Communities Vision for Downtown and its various "Nodes" of activity

These outcomes can not be realized if the Goldeyes are unable to secure a long-term arrangement to be the primary tenant of Shaw Park.

> *As Mark Rosentraub and Michael Cantor's study of San Diego, California, shows, cities that have actively integrated their sport facility projects into a broad urban development agenda tend to get more returns on their investment. In their article they review the Ballpark District in terms of broader aims that civic leaders have for development projects, including increasing or sustaining property values, the economic integration of residents, population growth in targeted areas of a city, and the attraction of more diverse socioeconomic groups.*
>
> Daniel S. Mason, University of Alberta, November 2012.

Appendix A: Letters of Support

To whom it may concern,

I'm writing you today to lend my voice to highlighting the important role that the Winnipeg Goldeyes Baseball Club plays in our community. I'm sure that many will share stories about how well the team has performed on the field, or about the importance of maintaining a professional baseball team in our city.

While those stories are valid and true, my personal experience with the Goldeyes leads me to share another important, but often understated, role that they the organization plays; as both a builder and supporter of our community.

The Goldeyes was home to my first job — a Fan Services Representative at age 15. Over the next eight years, it was home to many other jobs too: production assistant, group sales, account executive; and (reluctantly) occasional mascot. I worked at the ballpark throughout both high school and two university degrees; and I credit my time there for so much of my success.

Everything I know about relationship building, work ethic, customer service; I learned at "Camp Goldeyes". Whether it was becoming familiar where season ticket holders sat and the names of their grandchildren, explaining to a "Baseball Buddy" the difference between left and right field, or rushing to pull the tarp in the midst of a downpour — these experiences provided me with skills and values that became essential to my character.

Through University I became involved with UWinnipeg's business faculty; where the Goldeyes proudly supported our efforts as a sponsor of countless student development and community events.

Today, as a fundraising professional working with The Dream Factory, I am proud — but unsurprised — that the Goldeyes have both provided support and opened their doors to our organization year over year to help make more dreams come true in Manitoba.

The Winnipeg Goldeyes has been a supportive part of many different communities I have been fortunate to be a part of. While this experience may be unique to me, it's also not unique at all.

Between the incredible fans, family of staff, and those who have otherwise been a part of the Goldeyes community; I bet you will find many more stories of folks in our city who have experienced the Goldeyes' propensity to "pop up" in many different communities — as sponsors, as supporters, as family — providing support and making an impact where they are able.

While a city without the Goldeyes would certainly be a great loss for baseball in Winnipeg; it would also be a loss for so many members of our city who have and do rely on this organization for support and community.

Respectfully,

Andrew Kussy
Development Manager
The Dream Factory

Dear Mayor Bowman and Councillors at the City of Winnipeg:

"If you build it, they will come." Field of Dreams, 1989

No truer words have been spoken about so many things in Winnipeg- a new arena in downtown Winnipeg, a new stadium in the south side of Winnipeg- but most aptly- the beautiful gem accessible to SO many- the Winnipeg Goldeyes' home- Shaw Park.

I write to you today to offer my humble words as an average fan of the Goldeyes and the beautiful Shaw Park. Our family has been a long time supporter of the Winnipeg Goldeyes beginning when our children were small and we attended games at the Winnipeg Football Stadium where a tiny corner of the beautiful field was transformed into a ballpark for many young families and fans to attend the closest thing Winnipeg had at the time to major league baseball.

We were all so excited when we first heard of plans and then were able to experience the first home game at the then CanWest Global Park, which opened on May 24, 1999. Although the Park has been since renamed and expanded already 3 times, nothing could replace the excitement and NOISE of that first game so many years ago. (Well, maybe when the Goldeyes won the Northern League and American Association Championships it might have been a tad louder!!!)

Throughout our family's years at the ballpark, we have been able to share so many wonderful experiences. Amazing games and championship wins and runs, amazing community support activities, amazing marketing events all performed by or created by the very talented players and staff of the Winnipeg Goldeyes.

We have celebrated family birthdays and anniversaries at the Ballpark both in our seats, which we continue to renew, and even sometimes in the SkySuites which are amazing to treat one selves to once in awhile. Our son, who as a little guy at the Winnipeg stadium and then at CanWest park, used to dance his little heart out at games, was brave enough to apply for a job and started first as a Fan Services Rep and eventually moved on to have the honour of being Goldie for seven years at the ballpark. As a parent who watched how a young man, could entertain multiple generations with his antics- it was then that we realized that access to **ALL** was the most important gift the Goldeyes organization has given this city.

We have been fortunate over the years at the ballpark to have extended our life circle to include our numerous new friends we have met at the ballpark throughout the years- our seat neighbours and "section" friends, the wonderful game day staff who have become like family, even some of the vendors who from year to year always have big, "Great to see you!" as the season starts.

We have attended games through our business organizations above and beyond our own ticket commitments and through events in which Carpathia Credit Union, of which I represent as a Board member, have hosted at the Ballpark. Our son was a member of the Hoosli Ukrainian Male Chorus and it has been amazing to see the support Hoosli has had as they beautifully perform the national anthems annually at the Park.

Though our son's employment with the organisation, we have met even more of the behind the scenes personnel. I have been gifted the opportunity to work alongside these amazing people assisting with

the Ukrainian Night at the Ballpark event which not only celebrates our culture but has also aided the Taras Shevchenko Foundation financially in hosting these nights. To be allowed to work alongside professionals that care so much for the greater community has truly been a joy.

We are of course not the only recipients of the generosity of the Goldeyes- so many organizations have relied on the Goldeyes for their continued support. From community and ethnic groups, to groups selling 50/50 tickets, school and daycare groups, churches and their youth groups, and of course the Field of Dreams recipients- I think one would be hard pressed to find any other sports organization who has been able to do so much, with so little.

As you have likely deduced by now- our family has a varied and extensive connection to the Goldeyes and it beautiful Home at Shaw Park. We as a family have season tickets for the Winnipeg Jets, MTC and MTC Warehouse, Rainbow Stage, Manitoba Opera, often attend offerings of the WSO, and are all involved with Folklorama's Ukraine-Kyiv Pavilion. You can see that are interests are spread through all types of events throughout the year around the city- but what we cherish the most-is our evenings spent outside, as a family, with our extended family at the Ballpark, enjoying great baseball with some of the hardest working, most passionate players around.

Please consider this letter as a passionate plea to extend the lease of Shaw Park for as many years as you can. It is not just for us- it is for so many who may not otherwise be able to experience any type of sports or entertainment opportunities at such a reasonable cost.

They built it- we came – and we hope with your kind consideration- many more will be able to come for many generations to come.

With respect and appreciation,

Donna Korban and family

September 4, 2020

City of Winnipeg
510 Main Street
Winnipeg, Manitoba
R3B 1B9

Attention: Mayor Brian Bowman and City Councilors

RE: Winnipeg Goldeyes Support

My name is Sarah Wallace and I was a full-time employee with the Winnipeg Goldeyes from 2008 until 2012. I am writing to share my story in support of keeping the organization in the city. They have been a staple in Winnipeg since 1994 and have provided thousands of jobs and opportunities for people like myself. Losing this organization would be a tremendous loss for our great city.

It was the fall of 2008 and as a recent university graduate, I saw a job posting for my dream job - Promotions Coordinator for the Winnipeg Goldeyes. With over 200 applicants and countless interviews, I was the lucky candidate selected. They took a chance on someone with very little corporate experience but a ton of big ideas.

Throughout my time with the organization, I was responsible for producing various communications and marketing materials, in-game promotions, theme days, and corporate events. They taught me what exceptional customer service looks like and how to resolve various staff, operational, and public relations issues. I led a small team of 10 part-time staff members, which also helped me build my management skills.

Since leaving the Goldeyes in 2012, I have been employed with Multi-Material Stewardship Manitoba, now as the Director of Marketing & Communications. I'm responsible for large scale public awareness campaigns, public relations, schools programs, and much more. Without the Goldeyes taking a chance on that new graduate, I may have never had this opportunity.

Something that has always stayed with me was how the organization gave opportunities to people that maybe didn't fit in, in other settings. They were always supportive, inclusive, and focused on working together as one team respecting what everyone brings to the table. I can't even count how many people I've spoken to throughout the years, who have similar fond memories of their time working with the team.

In addition, supporting communities throughout the province is the essence of who the Goldeyes are. The Field of Dreams Foundation has raised more than $2.4 million for children's charities in Manitoba over the last 25 years. Goldie requests and player requests are rarely turned down because they know they joy it will bring others.

The Winnipeg Goldeyes are essential to this city and province. They provide opportunities for youth, jobs for thousands, and happy memories for families in the summer.

Sincerely,

S Wallace

Sarah Wallace

Dear Mayor Bowman and Councillors at the City of Winnipeg:

I hope this note finds everyone well. My hope in reaching out to you is to help shed some light at City Hall as to help understand the sort of impact the Winnipeg Goldeyes have had on myself, my family, this city and the entire Province.

In 1993 I returned to Winnipeg after a 5-year stint playing ball overseas, but not before turning down an opportunity to play in a new baseball league that was to have a franchise in St. Paul, MN. Fast forward one year later and it was announced that Winnipeg would be getting a franchise in this same league and an opportunity presented itself for me to continue in pro baseball, this time as a coach.

I can honestly say that the excitement generated by the Winnipeg Goldeyes in this city back in 1994 was something I had not witnessed since the arrival of the NHL Jets in the late 70's. Little did I know that the impact the Goldeyes would have on my life was just getting started.

As a coach for the Winnipeg Goldeyes for seven years, I was afforded the luxury of having a great sense of pride, just being a small part of what this Winnipeg team had created was truly special. Whether it was the opportunity to go to the stadium every day and see all the smiling faces pack the park night in and night out, or maybe it was knowing that many local ball players would not only get the opportunity to play at a magnificent facility but some would even have the opportunity to play for the big club.

The Winnipeg Goldeyes were always hitting all the right pitches, whether it be through their Field of a Dreams Foundation, holiday and summer kids skills camps, athletic scholarship programs or just their ongoing support of minor sports in this Province. The impact has clearly resulted in an independent baseball team that has truly weaved its way into the very fabric of this city and Province.

Recently on talk radio, a question was asked about what Winnipeggers miss most over this COVID-19 affected summer? The answer was overwhelming .... a night at Shaw Park watching a Winnipeg Goldeyes baseball game!

From a business perspective, not like many other businesses in our community, our company, Home Run Sports, has enjoyed an incredibly strong relationship that continues to flourish. This ball team, this facility and the people that run the Winnipeg Goldeyes organization are a lot more than just an independent baseball team that play out of an incredibly popular baseball facility. The Winnipeg Goldeyes, not unlike the other major sports teams in the city are truly a large part of what makes Winnipeg a place that I am proud to have raised my family, run our business and most importantly call home.

I truly hope that this letter helps your team at City Hall understand the true impact a ballpark and a baseball team can have on helping create a positive self-image of our City!

Stay Safe,

Scott Neiles
Owner – Home Run Sports


2

Dear Mayor Bowman and Councillors at the City of Winnipeg:

First, a confession: I am not a sports fan, have never been to a Jets or Bomber game, and don't follow major league baseball. So, how did I end up with a 25-year association with the Winnipeg Goldeyes, to the point where I schedule my life around the Goldeyes' schedule?

It all started in the spring of 1994, shortly after I had subscribed to the Winnipeg Sun newspaper. Brian was 11 years old and had asked for the paper because "it is better for sports". The newspaper was pretty well the only thing he read voluntarily, so I figured that if it got him reading, it was worth the cost of the subscription. One day, he hadn't finished reading the paper before it was time to leave for school, so he left it open on the table to finish later. I never bothered reading the Sun, but that day the headline on the open page caught my eye, so I read the article. It was about the new baseball team that was coming to Winnipeg, looking for host families to accommodate the players. As it happened, I was looking for a house sitter for part of the summer when we would be in Vancouver. This definitely had the possibility of being a win-win situation (i.e. solving my problem and helping someone out at the same time), so I picked up the phone and had my first conversation with John Hindle.

That summer was the best time we had since moving to Winnipeg in September 1990, even though we were away for a large part of it. The players we hosted that summer were with the Goldeyes for only one season, but we are still in touch with one of them – Steve Dailey. Brian has visited the Dailey family a few times, and Lisa had plans to meet their oldest daughter this year during a trip to San Diego, which unfortunately was cancelled due to the pandemic.

The spring of 1995, there was another article in the Sun about players being signed for the new season. Before I could ask the children if they wanted to host a player again, Brian asked "I wonder who we'll get this year?" So, that was that, and I signed up for another year, and another after that, and so on.

Brian and Lisa both moved out 14 years ago, which is when I started taking in 2-3 players instead of just the one. So why do I keep doing it? I guess it has become a part of what I do, to the point where it is hard to imagine life without the Winnipeg Goldeyes. Notice that I said "life without the Winnipeg Goldeyes", not "life without baseball". I can live without baseball, but this past summer without the Goldeyes made me feel like I had withdrawal symptoms. Darn that pandemic anyways!

Going to Goldeyes baseball games kind of reminds me of why I chose to move back to Winnipeg. (I grew up in northeastern Ontario, came to Winnipeg for university, married and got my first job here, moved to Alberta for 12 years when my husband was transferred, moved back after he died in a military plane crash.) It is the feeling of community. I can sit outside, watching a baseball game, enjoying conversation with companions or other fans, and feel like I am part of a community. I can walk along the concourse as leisurely as I want to while keeping an eye on the game, and never lose that feeling of being part of a community. More often than not, I run into someone I know who is doing the same thing!

Over the years, as a family we have made many friends through the Goldeyes. It also taught my children a lot about sharing, and it was good for them to learn that athletes are ordinary people too.

It is the baseball games that get me downtown – have no other reason for going!

Sincerely,

Julie Bubnick

Dear Mayor Bowman and Councillors at the City of Winnipeg:

Our family has been attending Winnipeg Goldeyes games since the mid 2000's. My wife and I even longer. We made the decision to become a host family for the Goldeyes in 2009. It has been a fulfilling experience, and one that we hope to continue for years to come. Our children have grown up through it and been able to see the results of giving back. Our children both were able to get their first jobs through the team as many young people can attest. To say that the Winnipeg Goldeyes are an important part of this city would be an understatement. We have seen first hand how the organization has impacted people of all ages.

When a family friend discovered their son had an inoperable brain tumour, they asked us if the team might do something for him. The Goldeyes did not hesitate when it was brought up. They gave this boy a day that was beyond special. The team has always been there in times like this. Whether it be words of encouragement to a day someone will never forget, Goldeyes players and staff have always been there.

The impact the Goldeyes have on not only youth sports but in schools across the province is immeasurable. From reading and speaking to schools, to travelling throughout the province giving clinics, the organization always is giving back. Countless examples are out there on what the Winnipeg Goldeyes do in the community.

In 2020 we saw first hand how much the team meant. With no season at Shaw Park, it was tough for a lot of fans. Tough for seniors who for many, the summers spent at Shaw Park are a getaway. Those who may be alone and look forward to their summer family. The relationships made through Goldeyes games. It goes on and on. When you have children and grown adults brought to tears from the kindness and friendships made not only from each other, but from Goldeyes players, you come to realize how important and special this team is. The Goldeyes are Winnipeg. An essential part of the city and province.

We saw what it was like to not have the Goldeyes play at Shaw Park in 2020. It was odd, surreal but most importantly missed. We hope to have them back next season and the season after that, and so on. This is our team, but it's so much more than that. It's family. We hope that there will be a resolution so that the Winnipeg Goldeyes will continue to be an essential part of this city in the future. Thank you for your time.

Jill & Craig Kuhlman
Winnipeg G

Dear Mayor Bowman and Councillors at the City of Winnipeg:

Reasons why Goldeyes are essential to the City of Winnipeg.

Winnipeg is a Professional sports City, with the Goldeyes, Winnipeg Jets and Winnipeg Blue Bombers.
Goldeyes baseball has been part of this with the original Goldeyes teams from 1954 to 1969. Winnipeg Whips 1970-1971 to the current Goldeyes organization 1994 to today.

The Tax dollars back to the City of Winnipeg.

Affordable ticket pricing, for we season ticket holders, mini pack holders and game day walk up citizens.
Parents can bring their children and friends to games because of the affordable pricing. This translates into great concession sales.

Goldeyes baseball is a major venue for City and Rural Schools to bring their students for afternoon baseball this has always been a great day at Shaw Park.

Rural fans come in from all communities throughout the Province of MB, many staying overnight leaving money in the City of Winnipeg.

Goldeyes advertising potential for the City of Winnipeg, when they are on the road.

City of Winnipeg support should emphasize the community value for parents and their families.

Shaw Park – Winnipeg Goldeyes Baseball team - The place to be for your summer entertainment

Mickey Steen
Winnipeg Goldeyes season ticket holder since 1994

Mr. John Orlikow

City Councillor -River Heights – Fort Garry

(Disclaimer) From 2015-2020, I was President of Nostalgia Broadcasting Inc. which was, and is, 'The Official Radio Voice of the +Winnipeg Goldeyes'.

I have been a long time fan of baseball from the Senior Women's Games that were played in Wesley Park, through the Winnipeg Goldeyes at Winnipeg Stadium, The Winnipeg Whips, The Goldeyes again at the Stadium and now at Shaw Park.

In one relatively short summer season, Winnipeg becomes and outdoor city-the Fringe, the Goldeyes, Rainbow Stage, the Lyric Theatre. Each provides an outlet for Winnipeggers of all ages-essentially inexpensive family entertainment.

I can ill afford to take my grandchildren to the other professional sports venues, either because of cost or safety. Like other seniors and family men, the social aspects of a baseball game cannot be underestimated.

The Goldeyes bring Winnipeggers downtown, often by bus, to an area that closes down by 2pm. Shaw Park starts the activity by 6 pm most nights and it provides via the Goldeyes, flexible job opportunities for high school and university students, opportunities for local businesses (A Little Pizza Heaven, Clay Oven, Bodegoes, Danny's Whole Hog) This happens 60 times a summer in the 'Peg. Moreover, the nightly 50 / 50 sale and draw provides fund raising for local community groups as well as supporting the Goldeyes' Field of Dreams Foundation. The Foundation, in turns, supports a host of local charities with 'supports for kids.

At a critical financial juncture for many small business and organizations, governments must step carefully. The American Association has no national sponsors, no big TV contracts. It is a small independent league providing low cost family entertainment.

As I have stepped away from my official duties at Nostalgia Broadcasting, I am looking forward to many night at Shaw Park watching "The Boys of Summer".

On the accompanying page, I have included excerpts from two articles I wrote in previous years.

Sincerely,

Tom Dercola

472 Lindsay Street