

**CITY OF PALMER
ACTION MEMORANDUM NO. 12-031**

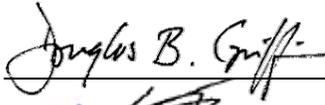
Subject: Authorize the City Manager to Renew the Mat-Su Miners Baseball Billboard Advertising, in the Amount of \$400, and Authorize Sponsorship of a Night at the Ballpark on July 2, 2012, in the Amount of \$900

Agenda of: April 10, 2012

Council Action: Authorized _____

Approved for presentation by:

City Manager
City Attorney
City Clerk





Certification of Funds:

Total amount of funds listed in legislation:	\$ <u>1,300.00</u>
This legislation (√):	
<input type="checkbox"/> Has no fiscal impact	
Creates:	
<input type="checkbox"/> A negative fiscal impact in the amount of:	\$ _____
<input type="checkbox"/> A positive fiscal impact in the amount of:	\$ _____
<input checked="" type="checkbox"/> Funds are budgeted from this (these) line item(s):	
➤ 01-02-10-6023 – Advertising	
➤ 01-02-10-6069 – Council Discretionary Funds	
➤	
<input type="checkbox"/> Funds are not budgeted. Budget modification is required. Affected line item(s):	
➤	
Unrestricted/undesignated fund balance (after budget modification)	\$ _____
Director of Finance signature certifying funds:	_____

Attachment(s):

- Invoice for advertising and Night at the Ballpark
- Letter of thanks for 2011.

Summary statement: In 2011, the City purchased the advertising at the Mat-Su Miner field. Action memorandum 12-031 renews the advertising. The cost for the advertising is \$400; the cost includes production of the ad.

Action memorandum 12-031 also approves the City's sponsorship of a Night at the Ballpark. Once sponsored, the City's night is July 2, 2012. The sponsorship purchases 1,500 tickets for \$900.

Administration recommendation: Approve action memorandum 12-031.

Monday 2/15/12



Mat-Su Miners Baseball
P.O. Box 2690, Palmer AK 99645-2690
Tel. 907-745-6401 Fax 907-746-5068
Email: GeneralManager@matsuminers.org
501(c)(3) Non-Profit Organization Tax Id. #92-0072147
State Tax Id. # 0001465449

2012 Invoice

1/8/2012

Business Name/Contact Person: City of Palmer – Attn: Douglas Griffin

Mailing Address: 231 W. Evergreen, Palmer, AK 99645

Official Program Advertising:

- \$150 Eighth Page (Business Card)
- \$225 Quarter Page
- \$300 Half Page
- \$400 Full Page
- \$550 Inside Front Cover
- \$500 Inside Back Cover
- \$600 Outside Back Color Cover

Outfield Billboard:

New billboard includes production cost:

- 4'x8' - \$700 **(\$400 renewal)**
- 8'x8' - \$1,400 (\$800 renewal)
- 4'x16' - \$1,400 (\$800 renewal)
- 8'x16' - \$2,700 (\$1,600 renewal)

Night at the Ballpark:

\$900 – 1,500 Tickets

Create a Package Including:

A Program Advertisement (minimum quarter page); A Billboard Advertisement
A Night at the Ball Park
10% Discount

Season Tickets:

- \$175 Box Seats (Approx. 25 Home Games)
- \$175 Family Season Pass - 2 Adults, 2 kids
(regular price \$300.00)
- \$ 30 Add a kid to Family Season Pass
- \$ 50 Adult Season Pass
- \$ 35 Youth (under 18) Season Pass
- \$ 20 Senior Citizens Season Pass

Passes \$ Cost

_____	_____
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_____	_____

Total: _____



TOTAL DUE: \$1,300.00

**10% Discount if Paid by:
February 15, 2012**

- We will use the same ad as last year.
- We will use a new ad.
- Payment enclosed
- YES, renew my sponsorship please bill me.

**QUESTIONS? Please call Pete Christopher, General Manager or
Denise Christopher, Marketing Assistant @ 745-6401 or 746-4914**



Mat-Su Miners Baseball, P.O. Box 2690, Palmer, AK 99645-2690

Alaska Baseball League

Tel. 907-745-6401

Fax 907-746-5068

Email: GeneralManager@matsuminers.org

A Non-Profit 501 (c) (3) Organization Tax id. #92-0072147



Date: 1/12/12
Dear MR. Griffin;

First and foremost ... THANK YOU for your support for the 2011 Season. It was a crazy season! By the end of the season we had only 18 players on the roster and that core group of guys was unbelievable. Our volunteers, fans, sponsors and entire community came out and showed diehard support! The players said they had the best fans in the league by far!!

We look forward to and ask for your continued support for 2012. In 2011, we averaged 664 fans for each of the 26 home games played at the Alaska State Fairgrounds @ Hermon Brothers Field in Palmer. Our record was 21-15 league and 23-17 overall, it was pretty unbelievable to win 8 of the last 10 games of the season to place 2nd (3 games out of first). This was the eighth year in a row that we have had 20 wins or more in a season and have won more league games than any other team in that time frame. This year was the seventh year for our Live Internet Broadcast. We had two (2) broadcast students here as interns giving us live play by play and also promoting our sponsors. The broadcast continues to be a success and we look forward to 2012. This year was also the second year that Q 99.7 KMBQ Radio Station broadcasted all of our games through our live internet broadcast. We had great feedback and many thanks from those folks that were able to tune in on their radio or sign in on the internet to hear the Miners play baseball. As you can imagine it takes a lot of funding to support what we do and we rely heavily on the community to help us.

The Mat-Su Miners continue to support local programs with the use of the field to Palmer High School, Colony High School, Wasilla High School and Palmer Little League. There was a lot of great baseball and we had a great time sharing our scenic and award winning field with numerous baseball programs. These programs cannot afford to maintain a field of their own and we are lucky to be able to share this facility with so many young baseball players. Hermon Brothers Field hosted the 2011 Alaska State High School Baseball Championships, Regional Conference Tournament and our Summer Youth Clinic served over 70 local youths. This year's clinic once again included healthy living education sponsored by the Mat-Su Health Foundation. Everyone learned a lot about healthy food and exercise! We continue to work hard to keep our field and promote it as the most scenic field in the state. We unveiled the new concession stand this season; had a great reception for all of our donors and on Opening Day Jacque, from Local 1281, made an awesome cake that she shared with everyone at the game!!

As soon as the 2011 season ended, we needed to re-do our infield because of frost heaves over the past years. We posted a message for free sod and the infield was gone. Two local families now have beautiful infield lawns! Northern Industrial Training came over and removed the thatch and then we had 140 yards of top soil delivered from T&J Gravel. Once Northern Industrial Training was all done leveling out the new top soil, Alaska Green Hydro Seeding sprayed it and we are watering daily. Go to our website for the latest updates @ www.matsuminers.org and friend us on Facebook.

Thank you for your consideration and renewal for the 2012 season!! Please feel free to call me with any questions 907-841-4589.

Denise Christopher
Marketing/Community Relations

Thank you!