

Attachment C



Application Summary Form

APPLICATION SUMMARY	
Name of Event	Yarmouth-Dennis Red Sox Baseball Games
Date of Event (Date must be firm. Funding will be subject to scheduled date)	June 7, 2023-August 10, 2023
Location of Event	Red Wilson Field, Yarmouth-Dennis Regional HS
Amount Requested	\$10,000
Total Event Budget	\$10,000
Is this a first time event?	No
Have you received Tourism Funds before?	Yes

Please provide contact information for the person with primary responsibility for the event.

APPLICANT INFORMATION	
Applicant's full legal name	Yarmouth Dennis Red Sox Baseball Club, Inc.
Primary Contact Name (person who will manage project and is authorized to execute contracts)	Paul Izzo, President
Secondary Contact Name (authorized to act in the place of the Primary Contact)	John Markella, Treasurer
Mailing Address	P.O. Box 1423, South Yarmouth, MA 02664
Telephone	(617) 306-5936
Email	pizzo@ydredsox.com
Website	www.ydredsox.com
Federal Tax ID or 501 C3 number	04-2742579
For Profit or Not for Profit?	Not for profit
Applicant Signature*	

* Signature acknowledges that Applicant has read Request for Proposals.

Yarmouth-Dennis Red Sox Baseball Club, Inc. Narrative

2023

NARRATIVE - Provide a narrative and supporting materials where relevant that answer the following questions:

- **Event Summary** - Describe the event, its target audience, and projected attendance figures noting how attendance is tracked and/or projected. Describe what makes the event unique and how it serves as a draw for visitors to come to Yarmouth. Note explicitly how you plan to use the requested Tourism funds.

For decades, the Yarmouth-Dennis Red Sox of the Cape Cod Baseball League have offered family-friendly entertainment to tens of thousands of Cape Cod summer vacationers. The team plays all 22 regular season games, as well as all playoff games, at Red Wilson Field at Yarmouth-Dennis Regional High School in Yarmouth. The team typically draws 1,000-2,000 fans to each regular season game and many more fans to each playoff game. These figures are determined by our executive team, league officials on site and a gate count. Based on interviews with fans and social media visitors, approximately 40% of our attendees are out-of-state tourists, including many that look forward to our games as an important part of their annual Cape Cod vacation, with approximately 25% coming directly from Yarmouth. The Yarmouth-Dennis Red Sox are the only Cape League team in Yarmouth, and are one of the most successful teams in the league, having won six league championships in the last eighteen years. Tourism funds will be used for the following, among other things: radio advertising, designing and printing a yearbook and digital marketing.

- **Event Logistics/Management** - Describe how your event or program will be managed and how the management of the event has evolved over time. If you rely on volunteers, note how you recruit new volunteers, provide training, and assign responsibility. Provide information for key volunteers regarding their experience and areas of responsibility. Describe in detail your planning efforts/logistics associated with your event as well as any associations you may have with community organizations or businesses, noting the specifics of how these organizations/businesses will support your event.

The Yarmouth-Dennis Red Sox are a non-profit organization managed by an all-volunteer Board of Directors. We recently expanded our board significantly, bringing on a number of professionals with significant backgrounds in business, fundraising, law, merchandise and marketing. We also have a group of volunteers that work in a variety of important areas including, but not limited to, marketing, merchandise, concessions. Many Yarmouth residents offer their residences as places where our baseball players can live for the summer. In addition to our stable of board members and volunteers, each summer we bring on approximately two dozen college interns, providing them onboarding sessions, daily training and real-world experience in areas as diverse as game-day management, broadcasting, writing and concessions. Many of these interns have gone on to successful careers in these fields at places such as ESPN and Major League Baseball teams. Our board meets monthly, year-round, to coordinate these important activities with an eye toward continuous improvement. In 2023,

we plan to introduce new concessions offerings, improvements to the baseball field itself, and a rebuilt website and social media presence. Our local business partners include Ryan Family Amusements, Cape Cod 5, Red Jacket and many others. They support our team financially and in exchange, we advertise these local businesses in our fan-facing materials, website and ballpark announcements. Many of our business partners have been with us for more than seven years. Finally, we are proud to say that our franchise has been awarded the Commissioner's Cup for organizational excellence in 2009, 2016, 2019, 2021 and 2022. This award reflects our continuous effort to run a first class organization that provides visitors a great experience.

- **Financial Management** – Describe how the event is managed financially, noting how budget/funding decisions are made and how funds are raised (i.e. fees/sponsorships/ticket sales/vendors/etc.). Describe how budget shortfalls are handled. How does the event plan for long-term financial stability? Is there a rainy day fund?

The Yarmouth-Dennis Red Sox Board of Directors appoints a treasurer. Our current treasurer is an experienced professional with many years in the field. He tracks all financial activity and provides monthly updates to the Board. This year, we improved our budgeting process by drilling down further into each functional area: general management, concessions, merchandising and so forth, and required each area to provide details and justifications for all anticipated expenditures. The 2023 budget was approved after a lengthy meeting of the entire Board of Directors. Our primary sources of revenue are concessions, merchandise, 50-50 raffle and general donations and grants. We do have a capital account, which is managed conservatively, as well as cash available which would serve adequately as a "rainy-day fund."

- **Marketing** – Utilizing the table in Attachment D (Marketing Plan), provide details regarding your marketing plan for the event and how you plan to track your marketing efforts. Describe in detail your planned use of social media and other online marketing and how you will track performance for each.

We anticipate spending marketing funds in the following areas:

Redesign and buildout of our new website: \$2,500

Graphic Design for marketing materials: \$750

Yarmouth Chamber of Commerce Wall Advertising and Kiosk Brochure: \$3,000

Radio Campaign: \$1,000

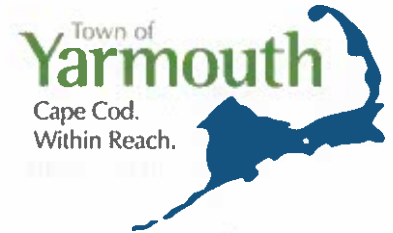
Yearbook Graphic Design: \$1,500

Printing of Yearbook: \$5,000

- **Economic Impact** – Describe the direct and indirect impact of your event on local businesses. Quantify the impact as much as possible.

Many of our local business partners return to us year after year because we advertise their goods and services to literally thousands of Cape Cod residents and visitors alike. Annually, the team pays

employees and players approximately \$50,000, provides approximately \$3,000 in scholarships to Yarmouth-Dennis High School students, and banks locally at Cooperative Bank of Cape Cod. We also do business with the local Chamber of Commerce, and about \$40,000 in business with Signorama, Seaside Alarm and other local businesses and contractors.



Yarmouth Special Events Grant Program MARKETING PLAN TEMPLATE (Attachment D)

Use this Marketing Plan to identify the action items and expectations that surround marketing your event.

BACKGROUND

Please provide history/background on your event:

The Yarmouth-Dennis Red Sox have been proud members of the Cape Cod Baseball League since 1946. In 1963, the team became part of a newly-constituted college summer league that has a formal association with the NCAA. For many years, the Red Sox have played their games at Red Wilson Field, located at the Yarmouth-Dennis Regional HS in Yarmouth, MA. The quality of baseball is very high. Games are attended by several major league scouts.

The Red Sox currently play at 22 game schedule, with playoff games if the team qualifies. Approximately 1,000-2,000 fans attend each game, with greater attendance during the playoffs. Many of our patrons are tourists that make attendance at one of our games an annual tradition. Fans are treated to a family-friendly experience. Reasonably priced concessions and merchandise are offered.

OBJECTIVES

The event's marketing objectives will be the following:

We market our team in a variety of ways: print advertising, radio and social media.

A primary goal, of course, is to increase attendance at our games. This helps us increase revenue, which in turn allows to make improvements in areas such as fan safety (e.g., netting around the field); rest room upgrades; new uniforms and hats for players and coaches; more concession offerings; improvements to the playing field (e.g., this year we are investing in new on deck circles and home plate protection devices) and painting and building upgrades.

Another goal of our marketing efforts is to increase awareness of our local businesses, many of whom partner with us financially or with in-kind contributions of services. We do this by giving them space in our yearbook, website and game-day announcements.

TARGET AUDIENCE

Please describe who your target market is (demographics):

We draw fans from tourists that visit the Yarmouth area on an annual basis. Many return to our games year-after-year, some with grandchildren attending a game for the first time.

We also draw fans from the local communities, many of whom attend a large number of games and support our efforts through volunteering.

STRATEGY

How will you achieve your objectives?

Strategy	Timeline
Example: Print advertising	Date xx/xx – xx/xx
Print advertising in Chamber of Commerce materials	March-June 2023
Print advertising in team yearbook	March-June 2023
New, rebuilt and redesigned website	February-June 2023
Radio campaign	June 2023
Best Read Guide and Rack Cards in 300 locations	June 2023

PARTNER ORGANIZATIONS

Please list any organizations you are partnering with on your event.

We have no formal partnership arrangements, per se. However, this year we are working with the Dennis Highlands Country Club to hold our first annual golf tournament in June 2023. We also work with many Cape Cod businesses.

BUDGET SUMMARY

Please provide an overall summary of your budget for each objective.

Outlet	Cost
Example: Radio Ads	\$
Graphic Design for Marketing Materials	\$750
Yarmouth Chamber of Commerce Materials	\$3,000
Radio Campaign	\$1,000 [✓]
Yearbook Design and Printing	\$6,500 [✓]
Best Read Guide and Rack Cards	\$1,500
	\$
	\$
	\$

TOTAL: \$ 12,750

**TOURISM REVENUE PRESERVATION FUND GRANT PROGRAM
MODEL BUDGET FORM**

INCOME	2021 Actual	2022 Estimate	2023 Budget
Reserves/Revenue Sharing	39857	7750	7750
Grants	19900	10000	0
Vendor Fees			
Parking Fees/Contributions			
Ticket Sales		675	700
Program Advertising	10161	9571	10000
Sponsorships (list below)			
Various	10538	9537	10000
Golf Tournament	0		20000
Sponsor 3	0		
Sponsorships - Sub-total	10538	9537	30000
Contributions (list below)			
Various	1490	2942	3500
Various	0	0	0
Various	0	0	0
Contributions - Sub-total	1490	2942	3500
Other (describe below)			
50/50 Drawings & Games	9181	12214	12000
Gate	24381	31518	29000
Clinics	40302	41005	43000
Concession	53781	83184	86000
Merchandise	80661	105080	104000
Other Sub-total	208306	273001	274000
TOTAL INCOME	290252	313476	325950
MARKETING EXPENSES	2021 Actual	2022 Estimate	2023 Budget
Print Media (list below)			
Print Media 1	3134	4000	5000
Print Media 2			
Print Media 3			
Print Media Sub-total	3134	4000	5000
Yearbook	6949	6250	6500 ✓
Rack Cards		1000	1000
Direct Mail & Packages			
Posters/Flyers			
Other media sub-total	6949	7250	7500
Radio Ads (list below & include stations)			
Radio Ad 1		900	1000 ✓
Radio Ad 2			
Radio Ad 3			
Radio Ads - Sub-total	0	900	1000
TV Ads (list below)			
TV Ad 1			
TV Ad 2			
TV Ad 3			

TV Ads - Sub-total	0	0	0
Online Media			
Online Display		4000	4000
Internet Broadcast	450	650	650
Website and Domain	1000	500	500
Online Media - Sub-total	1450	5150	5150
Other Marketing			
Design Services	1950	950	950
Printed Program	10000		
Professional Media Consultant			
Professional Photographs	800	500	500
Partner Orgs - Chamber	3045	4000	4000
Other Marketing - Sub-total	15795	5450	5450
MARKETING - Sub-total	27328	22750	24100
PROGRAM EXPENSES	2021 Actual	2022 Estimate	2023 Budget
Entertainment/Golf Tournament			17000
Food & Beverages	21500	37000	39000
Transportation			
Set up & Clean up			
Equipment Rental	1000	1000	1000
Insurance	3500	5000	5000
Office Supplies	738	500	500
Postage (other than advertising)	210	125	125
Other Supplies	38000	48000	50000
Rent	10000	10000	10000
Salaries	27800	34000	37000
Security	300	750	750
Miscellaneous & Depreciation	69800	75000	82000
PROGRAM EXPENSES - Sub-total	172848	211375	242375
TOWN FEES			
Use of Town Land			
Police Admin			
Police Detail	4300		
Police Equipment			
Fire Admin			
Fire Detail			
Fire Equipment			
Trash Pickup	1780	2700	4700
Licensing (i.e. Alcohol, Special Entertainment)		130	150
Building Dept (i.e. Signs, Tents)			
Board of Health (i.e. Food)			
State Meals Tax	2120	2300	2500
TOWN FEES - Sub-total	8200	5130	7350
TOTAL EXPENSES	208376	239255	273825
NET PROFIT/LOSS	81876	74221	52125

**Town of Yarmouth
Tourism Revenue Preservation Fund Grant Program
Final Report**

Grantee: Yarmouth-Dennis Red Sox (YDRS)

Project: Marketing Yarmouth and YDRS as a tourist destination

Event Date: 2022 CCBL Season

1. How many people were in Attendance? How many were Yarmouth residents? How many were not Yarmouth residents? How many were new to Yarmouth? (Please describe how attendance is calculated or estimated):

We welcomed an estimated 33,613 fans to our games during the regular season with another 5,307 during the playoffs, for a total estimate of 38,920 people. This estimate is determined by the Team President and official CCBL scorer reviewing the gate count, seating in the stands, and people seated on the sidelines.

Comparatively, our estimated attendance during the 2021 season was 17,765 attendees. We hosted 18 home dates in 2021 and 23 in 2022, so a better comparison is the average attendee per game. In 2021, we averaged 987 attendees per game, but thanks to improve marketing efforts, fan experience improvements, and on-field performance, we averaged 1,692 attendees in 2022.

Based on the survey responses that we received, the breakdown of attendees was as follows:

Yarmouth – 25%

Other Cape Town- 15%

Other Mass Town – 20%

Out of State – 40%

40% of our 705 attendee increase per game date in 2022 is an average 282 out of state tourists coming to Yarmouth for each game.

2. Was the Event, Program or Project successful? Explain.

Absolutely. This grant enabled us to reach a wider range of people and draw a high percentage of tourists to our games. Through conversations with attendees, we were able to confirm the survey responses and learn that many attendees were from out of state and “found” us via our advertising.

3. What was the overall economic impact of the event, program or project?

YDRS experienced a 40% increase in revenue generated over the 2021 season. Considering we also incurred a 36% increase in expenses, the results of our marketing were a key contributor to finishing the season profitably.

4. What factors contributed to the overall successfulness of the event, program or project?

Our marketing efforts played a significant role in bringing people to Yarmouth to attend our games. The improvements we made for the fan experience, such as redesigning the flow at our concessions

stand to reduce wait times, improve the sound system to avoid complaints of the speakers being too loud, and improving our overall customer service played a significant role in having people return to Yarmouth to attend additional games.

5. Was the marketing for the Event, Program or Project successful? If so, what elements of marketing were most useful?

Yes, the marketing was successful as is evident by the increase in attendance and overall revenue. The most useful element of marketing was our radio advertising. We ran paid ads on Pixy 103 and also had their radio talent come setup a vendor table at our home games every Tuesday. They promoted the game on the air and we saw a significant increase in attendance on Tuesdays due to this.

6. How could marketing in connection with Event, Program or Project be improved?

To improve our marketing next year, we plan on increasing the amount of our digital marketing both before the season (to encourage tourists to schedule a trip to Yarmouth to attend some games) as well as in-season.

7. How could the Event, Program or Project's execution be improved?

We will continue to focus on improving our fan experience. While we were awarded the Cape Cod Baseball League's Commissioners Cup for the third consecutive time this season, we have identified areas for improving the fan experience even more, such as additional events at the games and more involvement from Yarmouth businesses. The Commissioner's Cup is awarded to the team that displays the highest level of professionalism and integrity both on and off the field.

8. Do you intend to undertake any future related Event, Program or Project?

Yes, we've already started planning for our 2023 season.

9. Comments or suggestions for future similar Events, Programs or Projects?

We are very appreciative of the grant we received in 2022. In addition to bringing tourists to our games, we also participated in marketing and events to bring tourists to support Yarmouth businesses, such as Ryan Family Amusements, Cape Cod 5, and Red Jacket.

10. Submit the Event budget and actual expenses.

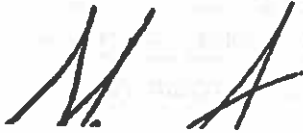
The budget was \$10,000 and we're submitting \$10,000 for reimbursement.

11. Please provide copies of photos and/or videos from the event (please provide 1 hard copy and 1 cd).

Said materials become Town of Yarmouth property. The Town reserves the right to use and reuse, in any manner at all, in whole or in part, modified or altered, by itself or in conjunction with other materials, in any medium or form of distribution, for the purpose, including, without limitation, all Town materials.

I certify that the above information is accurate to the best of my knowledge.

Signature:

A handwritten signature in black ink, appearing to be the initials 'M.A.' written in a stylized, cursive font.

Date: 10-05-22

**TOURISM REVENUE PRESERVATION FUND GRANT PROGRAM
MODEL BUDGET FORM**

INCOME	2021 Actual	2022 Estimate	2022 Actual
Reserves/Revenue Sharing	39857	25000	7750
Grants	19900	19900	10000
Vendor Fees			
Parking Fees/Contributions			
Ticket Sales			675
Program Advertising	10161	9150	9571
Sponsorships (list below)			
Various	10538	2295	9537
Sponsor 2	0	1200	
Sponsor 3	0	494	
Sponsorships - Sub-total	10538	3989	9537
Contributions (list below)			
Various	1490	500	2942
Various	0	1400	0
Various	0	1000	0
Contributions - Sub-total	1490	2900	2942
Other (describe below)			
50/50 Drawings & Games	9181	8250	12214
Gate	24381	26000	31518
Clinics	40302	42000	41005
Concession	53781	55000	83184
Merchandise	80661	75000	105080
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TOTAL INCOME	290252	267189	313476
MARKETING EXPENSES	2021 Actual	2022 Estimate	2022 Actual
Print Media (list below)			
Print Media 1	3134	4000	4000
Print Media 2			
Print Media 3			
Print Media Sub-total	3134	4000	4000
Yearbook	6949	7500	6250
Rack Cards		1000	1000
Direct Mail & Packages			
Posters/Flyers			
Other media sub-total	6949	8500	7250
Radio Ads (list below & include stations)			
Radio Ad 1		8000	900
Radio Ad 2			
Radio Ad 3			
Radio Ads - Sub-total	0	8000	900
TV Ads (list below)			
TV Ad 1			
TV Ad 2			
TV Ad 3			
TV Ads - Sub-total	0	0	0

Online Media			
Online Display		3600	4000
Internet Broadcast	450	650	650
Website and Domain	1000	500	500
Online Media - Sub-total	1450	4750	5150
Other Marketing			
Design Services	1950	950	950
Printed Program	10000	6000	
Professional Media Consultant			
Professional Photographs	800	750	500
Partner Orgs - Chamber	3045	4300	4000
Other Marketing - Sub-total	15795	12000	5450
MARKETING - Sub-total	27328	37250	22750
PROGRAM EXPENSES	2021 Actual	2022 Estimate	2022 Actual
Entertainment			
Food & Beverages	21500	25000	37000
Transportation			
Set up & Clean up			
Equipment Rental	1000	1000	1000
Insurance	3500	4000	5000
Office Supplies	738	800	500
Postage (other than advertising)	210	150	125
Other Supplies	38000	40000	45000
Rent	10000		10000
Salaries	27800	25000	34000
Security	300	4000	750
Miscellaneous & Depreciation	69800	70000	75000
PROGRAM EXPENSES - Sub-total	172848	169950	208375
TOWN FEES			
Use of Town Land			
Police Admin			
Police Detail	4300		
Police Equipment			
Fire Admin			
Fire Detail			
Fire Equipment			
Trash Pickup	1780	1700	2700
Licensing (i.e. Alcohol, Special Entertainment)			130
Building Dept (i.e. Signs, Tents)			
Board of Health (i.e. Food)			
State Meals Tax	2120	2300	2300
TOWN FEES - Sub-total	8200	4000	5130
TOTAL EXPENSES	208376	211200	236255
NET PROFIT/LOSS	81876	55989	77221

**Town of Yarmouth
Request for Proposals
CALENDAR YEAR 2023
Tourism Fund Special Event/Programs**



Application Checklist

- Application Summary (Attachment C)
- Narrative with answers to all five questions
- Marketing Plan (Attachment D)*
- Complete Budget (Attachment E)*
- Final Report from last year's event (*if applicable*)
- Required Documentation
 - Tax Determination Letter
 - W9 Form
 - Form PC
 - Annual Corporate Report
 - Form 990

*Please make sure the expenses on your marketing plan correlate with the marketing expenses listed on your budget.