

BOARD OF COUNTY COMMISSIONERS
SARPY COUNTY, NEBRASKA

RESOLUTION

WHEREAS, pursuant to Neb. Rev. Stat. §23-104(6) (Reissue 2007), the County has the power to do all acts in relation to the concerns of the county necessary to the exercise of its corporate powers; and,

WHEREAS, pursuant to Neb. Rev. Stat. §23-103 (Reissue 2007), the powers of the County as a body are exercised by the County Board; and,

WHEREAS, pursuant to Neb. Rev. Stat. §23-2901 to 2905 (Reissue 2007), a County may acquire facilities for social, athletic, and recreational purposes; and,

WHEREAS, pursuant to the above authorities, Sarpy County is in the midst of the construction of as a stadium for minor league baseball and other activities; and,

WHEREAS, in order to best serve the Stadium Project, including the solicitation of funds, the organization of events and the improvement of the stadium and the surrounding area can best be accomplished through the formation of a separate corporate entity.

NOW, THEREFORE, BE IT RESOLVED BY THE SARPY COUNTY BOARD OF COMMISSIONERS THAT the Board hereby supports the formation of a sports and events authority to support the improvement and continuing activities associated with the Sarpy County Stadium Project as well as other projects in Sarpy County.

BE IT FURTHER RESOLVED that it is the intent of the Board to participate in the governance of said entity and to enter into such agreements as may be needed to accomplish the purposes described in this Resolution.

DATED this 15th day of June, 2010.

Moved by Rusty Hiko, seconded by Rich Jansen, that the above Resolution be adopted. Carried.

Sarpy County Sports & Events Commission

Mission Statement

The Sarpy County Sports & Events Commission will seek to identify and attract events of a local, regional and national level that will encourage the social and economic development of the community.

Functions

- To work with and provide a means of coordination with the various existing organizations within the community for staging events.
- To establish contacts with regional and national organizations in order to attract various events to Sarpy County.
- To coordinate efforts with other nearby communities in order to maximize all facilities and venues.
- To encourage the economic development of the area, specifically near the Sarpy County ballpark.
- To facilitate the development of area organizations and individuals to in order to achieve their greatest potential.
- To attract the participation of agencies, organizations, foundations, businesses and individuals to accomplish the goals of the commission.

Membership

The Sarpy County Sports & Events Commission will consist of an appointed board of directors. Membership in the organization will then consist of these levels:

- Individual -- Open to any individual with an annual membership fee of \$.
- Organization -- Open to any organization with an annual membership fee of \$.
- Corporate -- Open to any business or individual with an annual membership fee of \$.

Funding

The commission will be funded through membership sales, donations, grants and lodging tax revenue. The commission will be a non-profit organization with a 501 c (3) status.



Listed below are the most common questions asked when starting a sports commission. The NASC has provided some assistance with the answers that follow.

We're thinking about starting a sports commission, but we do not know what to do.

If this sounds familiar, welcome to the wonderful world of sports promotion! Many communities have pondered this same dilemma. Fortunately, over a decade ago, a group of promotional pioneers engaged in sporting activities across the United States realized that they could accomplish their goals more effectively by working with communities with similar interests. This collaboration resulted in the formation of the National Association of Sports Commissions (NASC). NASC was legally established in the spring of 1992 and is the national leader in the sports industry. Strong bonds have been established, not just among member communities, but with other athletic organizations involved in producing sports activities.

Why do we need a sports commission?

Let's start with a bit of history that almost every community can relate to. For many years in hundreds of communities throughout the United States, all promotional efforts for the area were conducted through the local chamber of commerce. Over time, these promotional efforts became so specialized that separate chamber divisions, or totally independent corporations were formed to handle these unique markets, such as industrial development and tourism promotion.

Today, one of the grandchildren of these first promotional efforts is the sports commission. Throughout the United States, these organizations have originated in several manners. Many had their beginnings as chamber of commerce committees. A large number were (and still are) associated with the local convention and visitors bureau. Some have been formed as independent, non-profit entities. All across the nation, communities are realizing the massive economic and public relations impact sports can have on a city. Capitalizing on this impact requires special people with unique insights into this market.

A special, dedicated effort led by community volunteers and ably assisted by quality staff members can make sports a major force in economic development or revitalization. If you feel that your community has the combination of people and facilities, which will give you opportunities to serve the sports industry, serious consideration should be given to establishing a sports commission.

How should the commission be organized?

There is more than one answer to this question. Initially, one should look at the ultimate goal: hosting more sporting events in your community. How can you best accomplish this in your area?

Currently, the three major forms of sports commissions are:

- Independent, non-profit corporations
- Division of local convention and visitors bureau
- Government agency (city, county, state)

A normal growth pattern for many sports commissions entails beginning as part of some other entity, and eventually becoming independent. This is not necessarily the best for all communities; however, it is one natural process of evolution. Once again, the most important factor is the final outcome you wish to achieve. You know the alliances, which need to be formed to make this concept happen. Choose the form which best combines your goal with the ability to obtain that goal.

It is important to remember that organizational status is not etched in stone. At the correct time, a commission may alter its organizational structure in order to accomplish the goals of its mission. However, it is imperative to ensure that all of the "players" are involved in determining the appropriate time for change. In all cases, a set of bylaws should be developed that best fit your needs. Examples of the various types of bylaws are available through the NASC.

National Association of Sports Commissions

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Phone 513.281.3888 Fax 513.281.1765 www.SportsCommissions.org www.NASCsymposium.com



What kind of board should we have?

Currently, boards for local sports commissions vary in size from 5 to 150 members. There are a high number of commissions with board memberships between 15 and 30 people. The higher the number, the more important it is to have a smaller group, such as an executive committee, which can do the real work of the commission.

You may be thinking, "If someone else does the work, why have a larger number on the overall board?" In most cases, a large board of directors serves as a means to establish consensus in a community. People like feeling they are a part of the action, and the more individuals involved, the more people you are going to please.

Some commissions also place a large number of high profile members of the local business community and/or sports celebrities on the board. This is great for the image, but if you need your board to be a working group of people, make sure you have a core committee who can give you the "go" in addition to the others who give you the "show."

Where do we get our money?

It is critical for you to develop a regular, dependable source of funding. Some of the main sources of revenue currently being used by various sports commissions throughout the United States include the following:

- Membership sales
- Corporate donations (cash and/or in-kind services)
- Grants
- Bed tax
- Managing Events (i.e., operating tournaments to hosting an annual awards banquet)

As you prepare a case to receive funding from any source, remember that it is more important to have a product people want to buy than it is to have something you wish to sell. Your responsibility is to satisfy a need for your potential donor. Therefore, learning about that need is the true challenge of fundraising.

What do we have to sell to sports organizations?

A critical first step in the establishment of any sports promotional group is an inventory of sports facilities and sports organizations in your community. Secondly, it is important to know when the facilities are available. Finally, you need to determine whether or not a local volunteer base and supply of officials exist to support sporting events.

New authors are told to write about things they know. Likewise, it makes sense for a community just beginning its efforts to attract sports, to start with the sports strengths of the area. For example, if you have excellent softball facilities and appropriate access to people and materials, you should work to host as many softball tournaments as possible. Are there sports your area is known for? Initially, go after events based on them, and eventually other types will follow.

For more answers to questions about business development opportunities in the sports event industry, contact the NASC at 513.281.3888 or NASC@SportsCommissions.org.

Sherman Field a poor pick for the state baseball championship

BY SHON BARENKLAU
PUBLISHER

Sherman Field in Lincoln — fit for a state baseball championship or light industrial site? Sherman Field built in 1947 by the City of Lincoln has outlived its usefulness by about 30 years.

It's difficult to believe the baseball field in the middle of an industrial area of Lincoln satisfied any criteria set by the Nebraska School Activities Association as a suitable site for any high school game, let alone the state championship game between Papillion-La Vista South and Creighton Prep. Let's begin with the facilities.

There was seating for only about one-third of the fans in attendance; translation — two-thirds of us stood for seven innings. That's unacceptable by any criteria.

There was a two-window — very small windows — concession stand for 1,500 to 1,800 spectators. There was a line at both windows until the last out was made. You have to wonder how much money was left on the table because fans didn't want to stand in line and miss at least a half an inning of play. That's unacceptable by any criteria.

There were three portable toilets on the Papillion-La Vista South side. Again, anywhere from 750 to 1,000 Titans fans were there supporting their team. That's unacceptable by any criteria.

The bullpen was outside the playing field — way outside. Pitchers and catchers had to work their ways through the fans to get to the bullpens. That's unacceptable by any criteria.

Parking was limited at best.

The game, which was delayed by rain, was moved to Sherman Field



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because the Huskers were hosting Texas Tech at Haymarket Park. It's difficult to understand how the Class A State Baseball Championship didn't fit into the Haymarket schedule earlier in the day. I don't think the Titans or Junior Jays or their fans would have objected to a 10 a.m. start for the privilege of playing the title game at Haymarket Park.

There had to be a more suitable site somewhere in Lincoln or Omaha to host the baseball final. I realize weather played a role in the NSAA selecting Sherman Field, but why not play the game at Westside's turf facility? Both teams were from Omaha and the NSAA would have better served the players' and fans' interests. The same is true for the Class B final between Omaha Gross Catholic and Omaha Skutt Catholic.

There was talk during the game that Lincoln may invest in renovations to Sherman Field. Don't waste the money. Beginning next year, a brand new stadium will be sitting on hill just west of Papillion, and the NSAA would best serve the interest of its student-athletes and the fans by moving the state baseball tournaments — Class A and Class B — to Sarpy County. The College World Series has flourished by having a permanent home so, too, would the state baseball championships.

The advantage of such a move is the NSAA would have more options — Westside, Seymour Smith, Roddy Field — should conflicts arise or the weather cause delays. Also, it would be a better draw for the casual baseball fan to attend the state tournament if it were held in Sarpy County.

The only good thing to happen last Friday at Sherman Field was the Titans won their first state baseball championship. It's the first major sports title for the Titans since the high school opened seven years ago.

Congratulations to Papillion-La Vista South and Gross but Sherman Field should go the same way as the Sherman Tank. Acceptable by all criteria.