

BLACK BEARS

Celebrating Community and Baseball

2010 – 2013 Report

Creating a Regional Attraction

- Over **110,000** attendance in four years



- Approximately **27%** of on-line ticket purchasers are from outside of Longview-Kelso.

COWLITZ

BASEBALL ... THE WAY IT USED TO BE!



The Player Profile

- + 175 players
- + 60 college programs
- 16 players drafted
- 3 College World Series Champions



BASEBALL ... THE WAY IT USED TO BE!

COWLITZ



Internships and Summer Employment Opportunities

Black Bear Internship Program

- Stadium and game operations
- Marketing
- Accounting
- Ticketing
- Broadcasting



Game Day Internship Program



Providing a **foundation for career advancement**

- 80% of interns are local
- 20% have more than one internship experience
- College intern participants progress to full time employment or advanced internship programs.

COWLITZ

BASEBALL ... THE WAY IT USED TO BE!



Internships and Summer Employment Opportunities

- Summer staff of approximately 40



- More than 50% of staff members are college age or younger, providing much needed temporary employment

COWLITZ

BASEBALL ... THE WAY IT USED TO BE!



Support of Community and Charitable Organizations

Providing a **Forum to Create Awareness**

- Over 20 Community Organization Nights per season

Fundraising initiatives like the Black Bear Fund Raiser Card Program has helped community organizations raise over \$30,000.

Life Works

United Way

Parents' Place

LCC Head Start

Cowlitz Chaplaincy

LCC Foundation

Special Olympics

Longview Junior Service League



Community House

Youth & Family Link



Safe Kids Lower Columbia

Lower Columbia Professionals

Habitat for Humanity

COWLITZ

BASEBALL ... THE WAY IT USED TO BE!



Support of Community and Charitable Organizations

Player, Coach and Mascot Appearances



Community Events



Youth Baseball Initiative

- Black Bears Tournament of Champions
- Home Run Club

NEW FOR 2014!! Black Bears Care Ticket Program

- 20 tickets per game to charitable organizations

COWLITZ

BASEBALL ... THE WAY IT USED TO BE!





Thank You!!