

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.

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BASEBALL ... THE WAY IT USED TO BE!



The Player Profile

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



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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.

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

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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

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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

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Thank You!!