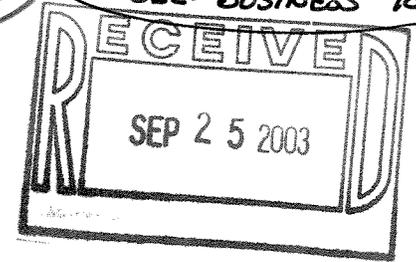




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TOWN OF ACTON
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Nancy McShea
Recreation Director

Date: September 23, 2003
To: Don Johnson, Town Manager
From: Nancy McShea, Recreation Director *Nancy McShea*
RE: Ball field advertising signs at 2A/27 field.

The Acton Recreation Commission recently met with the Acton Boxborough Youth Baseball program to discuss the advertising signs on 2A/27 (Veterans) Field. Three years ago the Board of Selectmen granted Little League full rights to the revenue generated from these ball field signs. The end of that three year period will be approaching this spring and Little League is seeking to continue receiving the revenues from these signs.

The Acton Recreation Commission supports the efforts of the AB Youth Baseball program in it's' creativity in financing this program. At this time we do not see a need to take this revenue, approximately \$9,000, away from the Little League Program; we do however feel that this agreement should be revisited in three years. We would however like to see this formal agreement take place and ask that Little League (LL) contribute to their own field maintenance programs in a manner that is consistent with other sports programs in town do. To this end we would like to have an agreement with Little League that allows them to maintain the advertising revenues and in return they will be responsible for the following items:

- Electrical costs associated to the lights at 2A/27. (currently LL pays this)
- All fertilizing, grub control and seeding done on this field. (currently LL pays this)
- Replacement of any infield mix. (currently LL pays this)
- Lining this field for games and/or practices.(currently LL pays this)
- All other maintenance with the exception of mowing, trash removal, weed whacking and any other items that our staff would be doing on any other fields in town. (Currently paid by LL and rec. dept.)

The Recreation Commission feels that this would benefit both organizations and would allow Little League to continue the positive rapport that it has with town businesses that currently sponsor field signs and sponsor teams. If the Recreation Department were to take over the revenue from these signs then the items listed above would be covered through our department. The Recreation Commission would be available to discuss this further with the Board of Selectmen if necessary. Thank you for your consideration of this matter.

The Acton Recreation Commission voted unanimously to accept this agreement on September 23, 2003. Attached with this memo is the official proposal presented to the Acton Recreation Commission for consideration.

Sign Revenue Proposal to Acton

**Nancy McShea
Recreation Commission**

**Allan Fraser
AB Youth Baseball Fundraising Coordinator**

Proposal:

To continue to strengthen the partnership between the Little League and the Town of Acton, with each concentrating on their area of expertise to the benefit of the 1000 AB youth who play LL baseball.

Little League Enjoys a Strong Partnership with Acton:

0 Over 1000 A-B children play LL on 80+ teams

0 The town contributes a lot of expertise and labor to maintain the fields (i.e. Dave Lee and crew saved us \$4K on netting project at 2A/27 this summer).

0 LL raises revenues in many different ways:

- player registrations
- team sponsorships
- sign sponsorships
- snack shack

Field Expenses Paid by Town of Acton 2003 :

- Veterans Field (@2A/27)

Perma-lines	\$ 1 000
Infield Grooming Machine	\$ 8 500
(also used at Jones and NARA)	
Warning Track	\$ 2 000 + labor
Replaced Bleachers	\$ 2 000 + labor
Installed Foul Poles	\$ labor
Installed Netting	\$ labor (est. \$4 000)
Installed picnic tables	\$ 500 + labor

- Jones Field (off Central)

Replaced Bleachers	\$ 2 000 + labor
Installed Bulkhead	\$ labor

2003 Total \$ 16 000 + labor

Field Expenses Paid by AB Little League

2003 :

- Veterans Field (@2A/27)

Safety Netting	\$	4 000
Fertilizer	\$	3 500
Infield Mix	\$	700
Lime	\$	150

- Jones Field (off Central)

Sod Infield	\$	10 000
Fertilizer	\$	3 500
Lime	\$	150

- Hart Field (@Conant)

Infield Mix	\$	700
Lime	\$	150
Infield	\$	7 000 (Fall 2003)

- MacPherson Field (@Conant)

Infield Mix	\$	700
Lime	\$	150

2003 Total	\$	30 700
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Field Expenses Forecast

To be Paid by AB Little League

2004:

- Veterans Field (@2A/27)

Fertilizer	\$ 3 500
Infield Mix	\$ 700
Lime	\$ 150

- Jones Field (off Central)

Fertilizer	\$ 3 500
Lime	\$ 150

- Hart Field (@Conant)

Infield Mix	\$ 700
Lime	\$ 150

- MacPherson Field (@Conant)

Fencing & Backstop	\$ 11 000
Sod Infield	\$ 7 000
Lime	\$ 150

2004 Total \$ 27 000

Veterans Field Sign Details:

0 LL sign revenue at 2A/27 is approximately 9K per year.

0 Sign sponsors pay \$500 per sign per year X 18 signs.

0 Sign costs are \$350 for sign (sponsor pays), LL procures sign, and annual maintenance (wash once per year) and check (lost or fallen down signs).

0 LL desires to continue the relationship with sign sponsors as many of them are also team sponsors.

Little League Sign Revenue Proposal:

LL proposes to collect sign sponsor money and pay the town for services they provide to help maintain the fields
(like fertilizer this year

- \$7K for fertilizing 2A/27 and Jones was paid by LL, where the town paid this expense in the past).