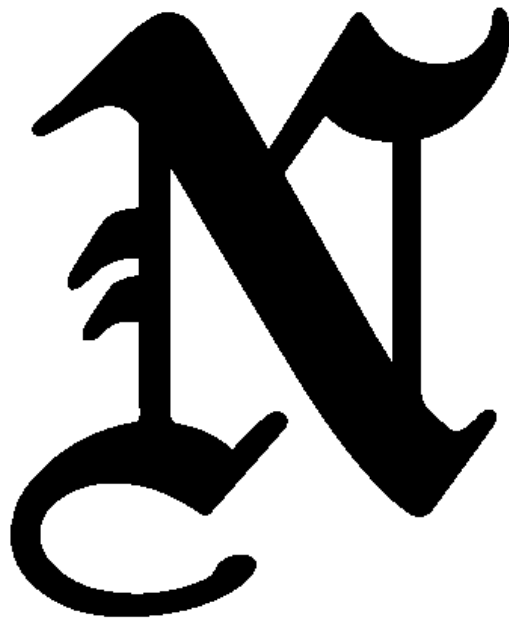


## *Youth Baseball/Softball RFP #1819-22*



*Organization Name: Norman Baseball Academy Association*

*Address: 4310 48<sup>th</sup> Ave NW*

*City, State, Zip Code: Norman, OK 73072*

*Organization Contact Person: Terry Utley*

*Telephone Number of PCP: (405) 606-1953*

*Email Address of PCP: [admin@normanbaseball.org](mailto:admin@normanbaseball.org)*

## **I. Background/Introduction**

The Norman Baseball Academy Association, doing business previously as the Norman Youth Baseball Academy (NYBA), has been dedicated to improving the quality of baseball in Norman since its inception in 2014. We provide dedicated training facilities and instruction to Norman area youth for the purposes of developing the sport specific knowledge, skills, physical fitness, and teamwork/social tools necessary for teams to compete in both league and tournament play.

Upon notification of being selected as the winning bid of the Youth Baseball/Softball RFP, we will immediately begin filing paperwork to change our name to "The Ball Clubs of Norman" to more accurately reflect our new mission and scope of work.

Membership of our Board of Directors making this proposal include:

Terry Utley, President

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## **II. Operational Overview**

The aforementioned Board of Directors will be responsible for developing strategic plans and associated goals for the organization which will be carried out by a staff of both volunteer and paid staff while monitoring the implementation of directives, making course corrections, when necessary, in order to maximize operational efficiency and participant safety/satisfaction.

The organizational chart for business operations includes a consolidated leadership structure with sport and age specific coordinators in place to facilitate proactive communication and problem resolution. For a detailed diagram of the organizational structure, please see Attachment "A".

### **A. League/Tournament Format**

Baseball/Softball leagues and tournaments will be offered in both spring and fall seasons. Our organization is currently evaluating options for becoming affiliated with an established governing body and may pursue this upon approval from the Board of Directors, however, we will operate officially as "unsanctioned" until such time. In the interim, we will be planning to offer the following playing schedule (on or around):

- Age/Birth Date Cutoff: January 1
- Ages/Divisions Offered:
  - Baseball – 6U, 7U, 8U, 9U, 10U, 11U, 12U, 14U
  - Softball – 6U, 8U, 10U, 12U, 14U
- Playing Rules:
  - Baseball – USSSA / MLB
  - Softball – USSSA
- Registration Opening Dates:
  - Spring – First week of January
  - Fall – Last week of July
- Registration Closing Dates: Three Weeks Prior To Season Start
- League Start Dates:
  - Spring – First Week of March
  - Fall – Late-August
- League End Dates:
  - Spring – End of June
  - Fall – End of October
- First Tournament Dates:
  - Spring – Mid-February
  - Fall – Mid-August
- Last Tournament Dates:
  - Spring – First Week of July
  - Fall – First Week of November

In both baseball and softball, league play will consist of at least 12 regular season games in the spring and at least 10 regular season games in the fall with no preseason or postseason tournament. Within each season's tournament schedule, we will offer at least one league only tournament opportunity for teams who wish to compete. We will offer at least 12 tournaments in the spring and at least 8 tournaments in the fall, dependent upon weather and participation levels. Tournament registration will occur at the team level and will be carried out by a team representative who will complete registration information online prior to the tournament registration deadline each week tournaments are offered.

Concessions will be provided for league and tournament games/events and may be provided by volunteers, contracted third-parties, or a combination of both, with the ultimate goal of providing the best possible fan experience while maximizing revenue to assist with the operational expenses of the organization.

## **B. League Registration**

For league play, our primary method of registration/payment will be for individuals to register online via our website. Additionally, we will offer at least two in-person opportunities per season where families of individuals can register and pay in person. Registration forms and payment may also be mailed into the league office. For mailed registrations, the postmark date will be considered as the day of registration.

Payment methods will include credit card, debit card, and electronic check. Written checks or money orders are accepted in person and via USPS mail delivery.

Individuals who submit registrations after the registration deadline has passed will be considered a "late registration". These participants will be allowed to be placed onto a team for that season, however, there will be a 20% late fee penalty assessed. Additionally, if a participant registers after the start of the season, they will be subject to the late fee penalty as well, however, there will be no guarantee as to placement on a team or participation in league play for that season. We will make every effort to accommodate registrations into the first two weeks of the season, but if it is not possible to place the late registrant, registration fee will be returned in full.

## **III. Program Fees**

Program fees for league play will be comprised of both a standard per player league fee, plus a shared team cost of the umpire fees which will be paid to the umpires before the start of each league game.

Tournament fees will include a team registration fee as well as a gate fee component which will be paid in advance. This prepayment of gate fees, per team, will lessen the

overall cost of admission, encourage greater attendance, and reduce the number of paid staff necessary to operate tournaments.

Below is an estimate of the cost breakdown to participate in league and/or tournament play:

### Baseball

- The cost below reflects the per player fee, not including a distributed equal share of umpire fees distributed per player for league play. There will be no charge for attendance to league games.
  - 4U/5U - \$45
  - 6U - \$55
  - 7U - \$55
  - 8U - \$55
  - 9U - \$65
  - 10U - \$65
  - 11U - \$75
  - 12U - \$75
  - 14U - \$85

### Softball

- The cost below reflects the per player fee, not including a distributed equal share of umpire fees distributed per player for league play. There will be no charge for attendance to league games.
  - 6U - \$55
  - 8U - \$55
  - 10U - \$65
  - 12U - \$75
  - 14U - \$85

### Tournaments

- The cost below reflects participation fees due per team, plus a standard team gate fee. There will be no additional attendance cost or umpire fees collected during tournament play.
  - 4U - \$50 + gate fee
  - 5U/6U - \$75 + gate fee
  - 7U/8U - \$100 + gate fee
  - 9U/10U - \$125 + gate fee
  - 11U/12U - \$150 + gate fee
  - 14U - \$175 + gate fee

The cost for league play may change from one season to the next dependent upon an increase of the cost of operational overhead (field prep, maintenance, umpires, etc.) or if the number of league games offered for that season are increased. Any increase, if

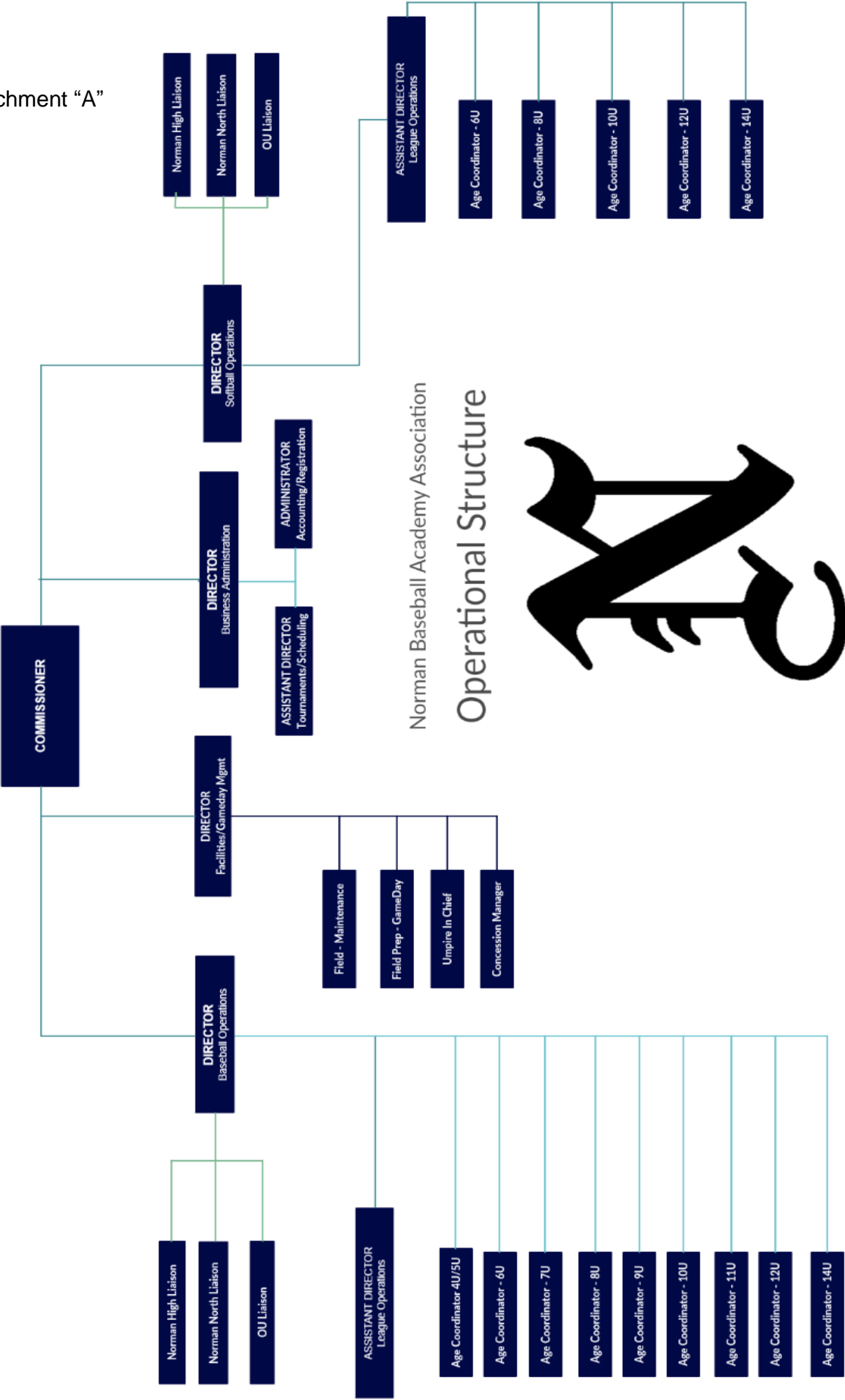
implemented, will not be higher than 10% of the registration cost associated with the previous season.

#### **IV. Organizational Experience**

The Norman Baseball Academy Association has been working diligently to improve the quality of baseball and softball in Norman by offering both high quality instruction and facilities since 2014. We offer season-long team and individual training, through both spring and fall seasons, as well as numerous camps and clinics throughout the year. Our instructional staff is comprised of many former collegiate and professional baseball players with decades of experience who are dedicated to promoting skill development and the core principles of fair play, teamwork, sportsmanship. We maintain some of the finest training facilities in the area which include a dedicated indoor facility, indoor/outdoor batting cages and mounds, as well as six professionally manicured outdoor fields. We not only train individual players, but we also coach teams in both local leagues as well as area/regional tournaments.

#### **V. Supplemental Considerations**

- Our organization will assume the operation and maintenance of all baseball/softball related infrastructure and activities at Griffin Community Park for the consideration of \$1 per year.
- Will maintain a minimum insurance level of Comprehensive General (Public) Liability or its equivalent, including \$500,000 each person, \$1,000,000 each occurrence, and property damage \$250,000 per occurrence of \$1,000,000 combined single limit for bodily injury and property damage, including the naming of our officers, employees, and the City of Norman on the policy as additionally insured.
- We will undertake all maintenance including field dirt, conditioner, chalk, or any other field needs as required. The City of Norman has offered to undertake mowing of the facilities and we will accept this offer until such time as we can provide part or all of the mowing services internally.
- We would request that all existing infrastructure, supplies, and equipment currently in possession of the City of Norman pertaining the operation of the baseball/softball program be transferred to possession of our organization for continued use in supporting program operations. Additionally, we request continued use of storage facilities at Griffin Park for the storage of related equipment and supplies.
- In the interest of the seamless continuation of both the baseball and softball programs, our organization will assume the lease and ownership of the online TeamSideline sports management account and associated data.



OFFICE OF THE SECRETARY OF STATE



**NOT FOR PROFIT  
CERTIFICATE OF INCORPORATION**

*WHEREAS, the Not For Profit Certificate of Incorporation of*

**NORMAN BASEBALL ACADEMY ASSOCIATION**

*has been filed in the office of the Secretary of State as provided by the laws of the State of Oklahoma.*

*NOW THEREFORE, I, the undersigned, Secretary of State of the State of Oklahoma, by virtue of the powers vested in me by law, do hereby issue this certificate evidencing such filing.*

*IN TESTIMONY WHEREOF, I hereunto set my hand and cause to be affixed the Great Seal of the State of Oklahoma.*



*Filed in the city of Oklahoma City this  
23rd day of May, 2014.*

*Chris Benze*

*Secretary of State*