Baseball... America’s Pastime!
The Expedition League

Summer Collegiate Baseball League
North Dakota, South Dakota, Nebraska, Wyoming, Manitoba Canada and Montana

Rapid City, South Dakota
2019 Season
Expedition League Mission Statement

The Expedition League’s mission is to provide fun, affordable, wholesome family entertainment; to contribute positively to the communities in which team affiliates play; to provide the tools and experience needed to optimize the players’ development and their potential to reach professional baseball; and to ensure the success of the league affiliated teams.
The Expedition League

- Summer collegiate wood bat baseball league
- Top tier collegiate players from across the country, including players from local colleges and players with local ties to Rapid City
- Players are on their way up, not on their way down
- The league emulates the minor league baseball experience and prepares the players for professional baseball
- 64-game season from late May through mid-August
- Right-sized footprint… manageable distance between league affiliated cities and a more heavily weighted intra-divisional schedule
- Strong league with a solid, recognizable brand
- The league provides standardized contracts, best practices and league-wide sponsorship agreements, which greatly benefit the league affiliated teams
Expedition League Philosophy

• Fun, affordable, wholesome family entertainment
  ✓ Average ticket price of $8.00-$10.00
  ✓ Fun for the entire family with outstanding promotions and between inning activities
  ✓ A family oriented outdoor entertainment destination
• The Rapid City community is involved in naming of team and mascot
• Partner with the community to promote baseball at the youth level
• Maintenance of McKeague Field and the related facilities by the league affiliated team in conjunction with Rapid City High School Baseball Association is of paramount importance
• The players are positive role models – league requirement of 5 community appearances over the summer including involvement in local charitable organizations
• Players stay with local host families – build sense of community and pride in the local team
• The team and the league are involved in charitable community organizations through promotional events, raffling/selling of team merchandise such as jerseys and bats, donation of time and talents, and cash donations
Expedition League Markets

- 8 teams in the inaugural season of 2018, including a team in Spearfish, SD
- 4-6 teams added in 2019; ultimately 22-24 teams in the league
- Key drivers of success exist in the markets identified for teams in the league:
  - Good demographics
  - Strong business climate
  - Experienced, proven team owners – entrepreneurial, business-minded individuals
  - Outstanding ballparks – there are an abundance of historic, beautiful ballparks in the markets identified in the league and McKeague Field, with some improvements, has tremendous potential to be a first-class ballpark for high school baseball, amateur baseball and the Expedition League
  - A long, rich history and deep pride in baseball exist in the Dakotas, Nebraska, Wyoming and Montana
  - There is a strong sense of community in the cities that have league affiliated teams
- Solid marketing and business development plan for promotion of the team in the community, including player appearances during the season and team ownership and mascot appearances all year long
- Top tier collegiate baseball players – local and regional players as well as players from across the country
Expedition League Advantages

- Positive selling point for the community – a fun entertainment destination for residents, visitors and tourists… having a team in the Expedition League showcases the community and enhances Rapid City’s quality of life
- An Expedition League team will draw fans from the region into Rapid City
- The team will help drive interest and involvement in youth baseball
  - An awareness of baseball played at a very high level – top tier collegiate talent
  - Clinics performed for the youth with the participation of the team’s players
  - The host family dynamic – players get ingrained into the community
- Provides an infusion of dollars into the community
  - Team will participate in McKeague Field improvements
  - Part-time and full-time jobs of the Expedition League team will be created
  - Purchases from local suppliers and vendors
  - Sales tax paid to the State, County and City
  - The fans will not only spend money at the game; they will also spend money at neighboring hotels, restaurants and bars
- Internship opportunities for students at local universities
Expedition League Economic Impact

- The Rapid City Expedition League affiliated team will generate a significant positive economic impact in the community:
  - New, full-time annual payroll of approximately $150,000 (3-4 FTEs).
  - Seasonal labor of approximately $50,000.
  - Team annual operating budget of approximately $600,000, which turns over in the community 6-7 times resulting in an economic impact of $3-$4 million in Rapid City.
- An Expedition League team in Rapid City will draw over 1,000 fans per game, which will provide a fun family entertainment destination for Rapid City’s residents and serve as an additional selling point for the community when marketing to potential new residents of Rapid City.
- Projected attendance in 2019 of 32,000 fans… these fans will spend money at local restaurants, bars, convenience stores, gas stations and hotels.
- The Expedition League team will hold extra events including concerts, festivals and other family friendly events which will generate additional economic activity in Rapid City.
McKeague Field Preliminary Drawings

MAIN ENTRY VIEW

VIEW FROM RIGHT FIELD

MAIN ENTRY / TICKETS

SECOND FLOOR PLAN

FIRST FLOOR PLAN
McKeague Field Preliminary Drawings

VIEW TO LEFT FIELD

MAIN CONCOURSE VIEW

FAN SHOP FLOOR PLAN

VIP SEATING FLOOR PLAN

PARTY DECK FLOOR PLAN

BLACK HILLS STADIUM
McKEAGUE FIELD
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