



## **CITY SUITE at the FREDERICKSBURG NATIONALS STADIUM USAGE GUIDELINES**

The City suite shall be used by the City of Fredericksburg to promote the community for business and tourism development, foster intergovernmental relations, and other official City uses. The policies below are designed to create a list for distribution of tickets to 1) ensure that the benefits of the City's suite are fully utilized throughout the Baseball Season and 2) set forth the scheduling standards for the City suite.

The City suite is reserved for use by the City for the specific purposes in this Policy and cannot be used for activities not reserved for those purposes. Suite usage and allotted tickets are not to be utilized for active political campaigning (i.e., campaign fundraisers, etc.). Any activity in the Suite that is deemed in violation of federal, state, or local laws, codes or ordinances is prohibited.

### **SUGGESTED USES**

1. Economic development activities - the promotion of industry and development of trade by the Economic Development Authority, by inducing manufacturing, industrial, governmental, nonprofit and commercial enterprises, and institutions of higher education to locate or remain in the City.
2. Marketing opportunities to promote the resources and advantages of the City; including event sponsorship; promotion of tourism (travel trade, meeting/event planners/familiarization tours for media and booking agents/visiting conference attendees/conference package proposal)
4. Intergovernmental relations -Elected and appointed officials from federal, state, regional, and local governments and public agencies that promote the City or with which the City conducts business or has mutual interests; including Fredericksburg City Schools; University of Mary Washington, or neighboring counties.
5. City Boards, Commissions, EDA, and other City Volunteers Appreciation or City Staff Appreciation Night(s).
7. Philanthropic. Use of the suite by Internal Revenue Code 501(c) (3) non-profit charitable institution or association, located within the City or outside City limits if it provides services to residents of the City; however, such institution or association shall not be controlled in whole or in part by any church or sectarian society. The suite may be donated by City Council members to a philanthropic organization's use, in recognition of the contributions provided to the community.

### **STADIUM USE CONDITIONS**

The City's grant of the use of the City suite consists of 25 tickets to a Home Baseball Game, but not the food or drink of ticket-holders or any parking or transportation fees or costs.

Organizations using the City suite are responsible for compliance with the City's terms and conditions, including responsibility for the cost of repair of any damage done to the City suite during the organization's use. A Stadium Use Committee has been established including: Director of Parks, Recreation and Events, Director of Economic Development and Tourism plus additional designees, Supervisor of Special Events, representative of City Manager's Office and Public Information Officer to help coordinate the use of the suite. Main point of contact for suite and schedule is Kim Herbert, Supervisor of Special Events.

## MEMORANDUM

**TO:** Timothy J. Baroody, City Manager  
**FROM:** Jane Shelhorse, Director Parks, Recreation and Events  
**DATE:** April 29, 2021  
**SUBJECT:** Baseball Suite Usage Update.

Staff has established a set of guidelines for the usage of the suite for baseball games at the Fredericksburg Nationals Stadium (attached). Within the guidelines are 7 (seven) suggested uses to include: economic development activities; marketing opportunities to promote the resources and advantages of the City; intergovernmental relations; City boards, commissions, EDA, and other City volunteer appreciation or City staff appreciation night(s); and philanthropic uses.

In order to facilitate these uses Parks, Recreation and Events staff have set up the following procedures for reserving the suite:

### Organizations:

- An email will be sent out inviting the local organization or non-profit to be our guest in the City Suite.
- Within the email will be:
  - Instructions to book the suite and a link to a calendar in which they will reserve their date.
  - Terms and Conditions for Suite Use - they will need to fill out the release form and then sign that they agree to the terms and conditions.
- Once a date is chosen, it will no longer be available on the calendar and an email will be automatically sent to Kim Herbert and Danelle Rose.
- Kim will contact the organization to confirm the reservation date and to arrange for ticket pick up.
- Kim will update the Google calendar.
- A ticket check out log will be kept to verify receipt of tickets.
- Food and beverage is not included with the suite reservation. Those wishing to order food and/or beverage for the suite attendees can do so by contacting [FredNatsSuites@gmail.com](mailto:FredNatsSuites@gmail.com) at least 48 hours prior to game day.

### Boards and Commissions:

- 5 game dates will be set aside in which each member will be eligible for 2 tickets to one game.
- An email (coming soon) will be sent out by staff liaison inviting the members to contact Brenda Martin as to which game they would like to attend.
- Brenda will fill in the names into a Google Sheet to keep track of allotted tickets.
- Tickets can be picked up at the Dorothy Hart Community Center Monday – Friday 9:00 a.m. till 4:00 p.m.

### **Council Philanthropy Nights:**

- Each Council member will be eligible to reserve the suite for a Fredericksburg based charity of his/her choice
- An email (coming soon) will be sent out by staff liaison inviting Council to contact Kim Herbert [Ksherbert@fredericksburgva.gov](mailto:Ksherbert@fredericksburgva.gov) with the name and contact information for the charity of their choice, and whether or not he/she would like to attend the charity's night at the suite.
- An email will be sent out inviting the charity to be the council member's guest in the City Suite.
- Within the email will be:
  - Instructions to book the suite and a link to a calendar in which they will reserve their date.
  - Terms and Conditions for Suite Use - they will need to fill out the release form and then sign that they agree to the terms and conditions.
- Once a date is chosen, it will no longer be available on the calendar and an email will be automatically sent to Kim Herbert and Danelle Rose.
- Kim will contact the organization to confirm the reservation date and to arrange for ticket pick up.
- Kim will update the Google calendar.
- A ticket check out log will be kept to verify receipt of tickets.
- Food and beverage is not included with the suite reservation. Those wishing to order food and/or beverage for the suite attendees can do so by contacting [FredNatsSuites@gmail.com](mailto:FredNatsSuites@gmail.com) at least 48 hours prior to game day.
- Tickets can be picked up at the Dorothy Hart Community Center Monday – Friday 9:00 a.m. till 4:00 p.m.

NOTE: Council has stated that they would like to see children who are currently in the Loisann's Hope House, Thurman Brisben Homeless Shelter, Empowerhouse, or recently transitioned into housing to have the opportunity to attend a game. In working with the Continuum of Care Coordinator the following has been decided;

### **Families in Shelters:**

- 3 game dates will be set aside for the above organizations to have access to the suite.
- An email (coming soon) will be sent out by staff liaison, working with the Continuum of Care Coordinator with the game dates, asking the organizations members to contact Kim as to which game they would like to attend, and the responsible party for each date.
- The responsible party will book the suite and sign off on the terms and conditions.
- Kim Herbert will contact the organization to confirm the reserved date and to arrange for ticket pick up.
- Tickets can be picked up at the Dorothy Hart Community Center Monday – Friday 9:00 a.m. till 4:00 p.m.

For games in which the suite is not reserved for the suggested purposes above within one week of a game, or a last minute cancellation by an invited organization, tickets will become available to City employees. Employees will be made aware of their option to sign up for these tickets by an announcement in the Employee Burg Buzz, and through an email sent to all department directors and Constitutional officer.

**City Employees wishing to receive 2 tickets to the suite may do so by:**

- Email Kim Herbert ([ksherbert@fredericksburgva.gov](mailto:ksherbert@fredericksburgva.gov)) with your name and cell phone number. Those without email may call or text Kim at (540) 369-5549
- When tickets come available, Kim will send a TEXT message to the first 12 employees on the list
- Those employees will have 24 hours to respond that they want tickets.
- Kim will fill in the names into a Google Sheet to keep track of allotted tickets.
- Tickets can be picked up at the Dorothy Hart Community Center Monday – Friday 9:00 a.m. till 4:00 p.m.
- Once an employee has attended 1 game his/her name will go to a second list that will be contacted again once everyone of the first list gets a chance to attend a game.