

Visit Fort Wayne 5/11/17



TODAY'S DISCUSSION TOPICS

- Structure and topics for discussion 5/11/17:
 - Bio
 - Fort Wayne TinCaps Team Overview
 - Front Line workers and the impact on Customer Service/Experiences.
 - Q & A



HARDBALL CAPITAL

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- Father and husband first-the balance of job/home is not always easy, but I'm improving !
- 26 Year veteran of Minor League Baseball
- 4 seasons during college in Chicago suburbs (Kane County), 1 in Brevard County, Florida, 3 in Nashville, TN and 18 years in Fort Wayne.



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- Our **MISSION** here is pretty clearly defined:
 - To provide exceptional affordable family-friendly entertainment for folks of this region while showing them the importance of this community and that we strive to make it a better place to work, live, and play.
- There shouldn't be any uncertainty about what we are trying do to here.
 - Different folks have come and gone over the past 8+ seasons, but the mission and goal remains the same.
 - Work for the right mission.
 - **Work for your team and your co-workers**
 - Work to continue to be viewed as one of the top franchises in the country.
 - Work to have one of the best facilities in the country.
 - Work to be someone on staff that folks want to be around.



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The Ballpark and project has continued to attract positive attention to Fort Wayne and has acted as a catalyst for downtown development.

- We are proud of the accomplishments for the team and our region.
- *There is a list of many of the accolades on your table.*

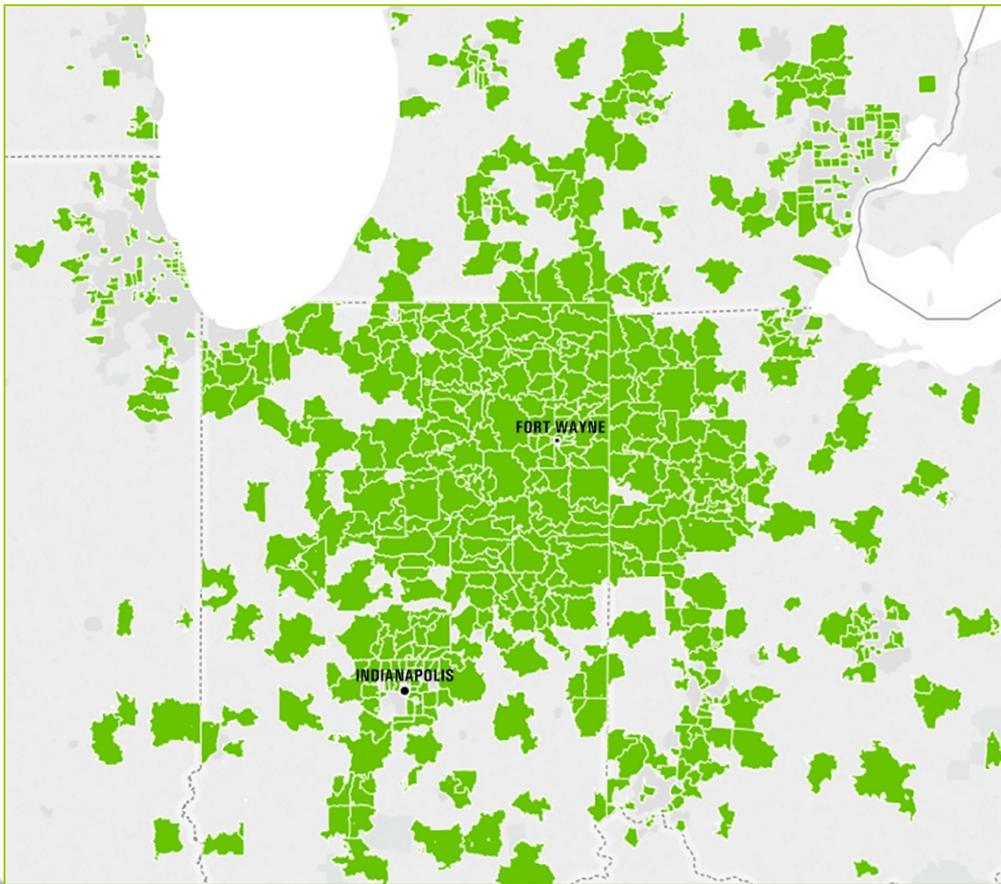


Experts on the Field, Partners in the Game.



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Parkview Field continued to attract visitors to downtown Fort Wayne
We are showing off our town!



In 2016, fans in 1,219 different ZIP codes purchased tickets for at least one TinCaps game.

The tri-state region accounted for 723 of those ZIP codes.



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- 2016 was our best attendance year ever. It was the first time we averaged over 6,000 fans per home game. We play 70 home games.
- Beyond TinCaps games, large contributions to ballpark attendance were made by events brought in or created by the team including:
 - Country Fest, The Bear Birthday Bash, The Fort For Fitness, High School Games, Etc. contributed to over 150,000 fans entering Parkview Field for non-TinCaps events. Focus on charity walks, community events, etc.



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- In all, in the 2,832 days Parkview Field operated through the end of 2016 (from April 1, 2009 through December 31, 2016) we have had 4,247 events and have served over 4,193,867 attendees. That is an average of 1,481 people at the ballpark (not counting employees) each day since the ballpark opened.
- TinCaps attendance (regular and post season games) has been 3,236,895.



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“What keeps you up at night?”

- The forecast!
- Poor Customer Service
 - Folks have a decision of where to spend their money.
 - They want to know you CARE
- FRONT LINE WORKERS ARE KEY!
 - If you are here today then you are a MAJOR influencer in your company!
 - Alex at day game!
 - Aaron on tour!
 - Have you ever heard, “There is nothing to do in Fort Wayne?!”
 - Is the glass half full, or half empty?



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“There’s nothing to do in Fort Wayne!”

- Really?!

- Ballgames, Zoo, Coliseum, Festivals, Concerts, Lakes, Golf, Trails, Shopping, Dining, Etc.
- I would contend that within each of the above there are TONS of things to do!
- Quick exercise: What can you do at a TinCaps game/Parkview Field?
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
 - 7.
 - 8.
 - 9.
 - 10.



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Front Line Workers

- When people ask me if I am the team president, I usually tell them yes, but also inform them of my other title:
- “Head of the Complaint Department!”
- Do you ever feel like nobody appreciates you or your work?
 - If we are being honest, we have all felt that way!
 - Everyone at Visit Fort Wayne appreciates you and are here to support you, your work, and your business.
 - Do you know who Disney appreciates as much as anyone on their staff?
 - Who as Disney identified as the people that interact most with their customers?



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Front Line Workers

- At Disney they are not “trash collectors.” They are Guest Services Representatives!
 - They know the entire park and interact with more guests than anyone!
 - Accept your role on the team and know you are KEY to success and make your co-workers feel the same.
- All of us on the front line have the ability to influence what a person thinks of your place of work, our town, and even our region. We get to boost the image of our town through our interaction with them to ensure they have a GREAT experience.
- Go to some of the resources available at Visit Fort Wayne so that the next time someone says “There is nothing to do in Fort Wayne,” you can let them know of several things going on that day, week, or weekend.



Question and Answer

- I will leave you with this today:
 - It doesn't take a ton of effort to ensure the guest has a great time.
 - The opposite is also true: It takes very little time to lose a customer for life.
- Thanks for your time today!
- Is there anything I did not mention that you want to talk about?

