

**PROPOSAL  
TO THE CITY OF SAN RAFAEL  
TO BRING  
PROFESSIONAL BASEBALL  
TO  
ALBERT PARK FIELD**



**PRESENTED BY:**

**CENTERFIELD PARTNERS, LLC**  
**OCTOBER 3, 2011**

## I. INTRODUCTION

Professional baseball was once played in San Rafael. During the 1910 season of the Class D Central California League, the “Cubs” shared their home games between San Rafael and Hayward in the short-lived league, finishing its one year of existence with a 7-17 record. In the early part of the century, semipro baseball teams filled ballparks from Sausalito to Point Reyes. Indeed, as legend has it, even the world’s most legendary and celebrated sports figure - Babe Ruth - rode the ferry to Sausalito and graced Marin in search of a game. Babe showed up unannounced one day in 1926 during a semipro baseball game in Point Reyes that featured the late great Vernon "Lefty" Gomez who lived in Marin. The local team was playing a semipro team from San Francisco, and Babe knew some of the players. Less than four years later, Lefty became Babe's teammate and buddy with the Yankees. They eventually wound up in baseball's Hall of Fame together.



San Rafael/Hayward Cubs, 1910

**“From the 1920s through the 1960s, Marin boasted as many as a dozen town teams from Tiburon, Mill Valley, Fairfax, San Rafael and Novato. Marin teams got to be so good that for many years the top teams chose their best players, formed all-star squads and then invited other top amateur clubs to come over to San Rafael's Albert Park to play a series of games. In 1954, a visiting team from El Cerrito that featured future major-league stars Frank Robinson, Vada Pinson, Curt Flood, Ernie Broglio and Tommy Harper came in for a memorable visit.”**

MARIN II, 6/21/08

San Rafael and Marin County have a rich baseball heritage from semi-pro teams to high schools and youth leagues. Many major league players came out of the area, such as Sam Chapman (Philadelphia A's 1938-1951), who was born in Tiburon and went to Tam High; Catcher Jerry Goff went to San Rafael High, as did current major leaguer Will Venable; Buddy Biancalana and Chad Kreuter went to Redwood High; and Giants, Tim Lincecum and Barry Zito, currently reside in Marin County.

Baseball is a part of the culture that makes the San Rafael area such a wonderful place to live. Since its construction in the early 1950’s, Albert Park Field has hosted thousands of games and events while establishing itself as the primary baseball venue for the County’s many youth leagues, high school teams and softball leagues. The park, located in downtown San Rafael between the business district and the Gerstle Park community, is a charming throw-back to the days of small “band box” ballparks where the game was played close to the fans; where the cost of a ticket, a drink and a hot dog was affordable; where the players were thankful to the fans for coming to see them play and where the team was a real part of the community.

***This proposal to bring a professional minor league team back to Albert Park Field represents an opportunity for the City of San Rafael and Marin County to recapture that spirit of “old time” baseball and to realize all the benefits minor league baseball brings to the social fabric of the community.***

## II. THE NORTH AMERICAN LEAGUE

Centerfield Partners, LLC (“CP”) owns the exclusive Bay Area territorial rights to enter a newly formed team into the independent North American League, a league recently created by merging the 8 year-old **Golden Baseball League** with the **Northern League** and the **United League**. Teams will operate in multiple countries and in multiple regions across the United States. Each league will retain its own identity while playing roughly one fourth of their games against teams from the opposing leagues. The new league will feature 12 teams playing in two 6 team divisions as follows:

### THE NORTH AMERICAN LEAGUE

DIVISION	TEAM	FOUNDED	CITY
Eastern	Edinburg Roadrunners	2006	Edinburg, TX
	Lake County Fielders	2009	Zion, IL
	Rio Grande White Wings	1994	Harlingen, TX
	Rockford River Hawks	1993	Rockford, IL
	San Angelo Colts	2000	San Angelo, TX
	Schaumburg Flyers	1993	Schaumburg, IL
DIVISION	TEAM	FOUNDED	CITY
Western	Calgary Vipers	2005	Calgary, Alb.
	Chico Outlaws	2005	Chico, CA
	Edmonton Capitals	2005	Edmonton, Alb.
	Henderson Road Runners	2007	Henderson, NV
	Na Koa Ikaika Mauai	2010	Wailuku, HI
	Yuma Scorpions	2005	Yuma, AZ

Teams play a 90 game regular season with each team playing 45 home games between late May and early September. The caliber of play is generally considered to be between Class A and Class AA. Salaries for players can range from \$850 per month for rookies to \$3,000 a month for veterans.

## **A. Independent League Baseball**

Independent baseball leagues are professional baseball organizations located in the United States and Canada. They are not operated in conjunction with either a major league team or an affiliated minor-league team. Being independent allows teams to be located close to major-league teams without their consent.

Independent baseball leagues have a long tradition in baseball. They've been around since the early days of baseball and were once known as "outlaw leagues" due to their position outside the rules of affiliated minor league baseball. Until the 1950's there were independent teams along with affiliated teams in the minor leagues, however newly formed rules under the National Baseball Congress made that impossible and for years it was thought to be the end of independent baseball.

The Northern League and Frontier League both started play in 1993, and the Northern League's success paved the way for other independent leagues like the Texas-Louisiana League and Northeast League. The Atlantic League has had more marquee players than any other independent league, including José Canseco, Rickey Henderson, Ozzie Canseco, Rubén Sierra, Carlos Baerga, and John Rocker. The Northern League alumni include Leon "Bull" Durham, J. D. Drew, and Darryl Strawberry.

Because they are not subject to the territorial limitations imposed on affiliated minor-league teams, independent clubs can relocate as close to affiliated teams (and one another) as they choose to. For example, San Rafael cannot have an affiliated team because of its proximity to the San Francisco Giants and Oakland A's. Another example is the greater New York City metropolitan area, where there are many independent teams: the Bridgeport Bluefish, Long Island Ducks, New Jersey Jackals, Newark Bears, Somerset Patriots, and Sussex Skyhawks; and three affiliated teams: the Brooklyn Cyclones and Staten Island Yankees in New York City and the Lakewood BlueClaws in New Jersey. Not only is the Kansas City area home to the major-league Kansas City Royals, but also the independent Kansas City T-Bones. The St. Paul Saints share a market with the American League's Minnesota Twins; both teams have frequently worked together to promote baseball in the Upper Midwest.

The Golden Baseball League combined with [United League Baseball](#) and the [Northern League](#) into a new [North American League](#) for the 2011 season to form the first nationwide independent professional baseball league.

## **B. The Golden League**

The Golden League was formed in 2004 and began play on May 26, 2005. The league has featured several well-known players with MLB experience (Rickey Henderson, Jose Canseco, Alex Arias, Desi Wilson, Jose Lima, Hideki Irabu, Junior Spivey, Mark Prior). Over 100 players have been sold to MLB organizations since it began play, with six players already making it to a major league uniform – Adam Pettyjohn, Scott Richmond, Chris Jakubauskas, Sergio Romo, Bobby Cramer, and Daniel Nava.

The GBL's presenting partner is Safeway Inc. Other investors in the GBL include *Wheel of Fortune* host Pat Sajak, [http://en.wikipedia.org/wiki/Golden\\_Baseball\\_League](http://en.wikipedia.org/wiki/Golden_Baseball_League) - cite\_note-2 former National Football League players Mike Sherrard and Christian Okoye, and executives from Cisco Systems, Taleo and Draper Fisher Jurvetson.

***This proposal to enter a team from San Rafael into the North American League will be the first team from the Bay Area to join the league.***

## **III. THE PROPOSAL FOR PROFESSIONAL BASEBALL AT ALBERT FIELD**

***“Minor league baseball is on the map because it is essentially baseball in its purest form. Fans come to minor league games because the tickets are inexpensive, because it’s family-oriented entertainment and because it’s not focused so much on winning and losing but love of the game.”***

***Forbes Magazine, March 25, 2002***

On 45 summer nights and Sunday afternoons the lively scene in downtown San Rafael will be joined by the sights, sounds and smells of minor league baseball. Parents and kids, teenagers and senior citizens will come to San Rafael from throughout the Bay Area to experience professionals playing the game of baseball in its purest form, in a treasured gem of a ballpark, at very reasonable prices for a ticket and a hot dog. What makes San Rafael so special: the restaurants, shops and neighborhoods, can only be enhanced by the presence of its own team that will add to the diversity of cultural and entertainment options offered in the city. Minor league baseball plays a significant role in a community's quality of life and economic vibrancy.

These teams tend to reflect something almost temporal to their home towns, something genuine and original, and something to be treasured and shared.

The allure of fun and affordable family entertainment will stimulate new economic growth in San Rafael not only among locals who will have an additional reason to remain downtown after work or to stay in town on weekends, but also in attracting new, incremental visitors from out of town who will, perhaps, stay overnight in local hotels, eat in local restaurants and shop in town before and after games. With a seating capacity of 800 at Albert Park, fans each game night will be within a short walk of the city's downtown business district, offering a unique opportunity to further enhance the downtown experience and solidify San Rafael's image as the center of business, sports and cultural activity in Marin County.

***This Proposal to Bring Professional Baseball to Albert Park Field envisions a number of improvements to Albert Field to: 1) create a fun and safe fan experience; 2) develop a financial model that meets the team's and community's expectations and 3) deliver substantial community service benefits.***

## **A. The Use of Albert Field**

Sports, like most entertainment options, depend primarily on attendance. Ticket sales, concessions and sponsorships are driven by the fans that attend games and, as such, it is the operators' highest priority to provide a safe, fun and exciting experience for the fans. The fan experience is formed by the totality of each fan's interaction with the game. It begins with ease of access to the ballpark and readily available, proximate parking. It means that every interaction with team staff (parking lot attendant, ticket seller, usher) and City staff (police, traffic control, etc.) is pleasant, informative and helpful. It means that the food and beverage options are low-priced, varied and accessible. It doesn't mean that the home team will always win, but it does mean that every fan had a great time.

To best assure fans will enjoy their ballpark experience at Albert Field, CP proposes the following operating plan that sets forth protocols for scheduling, traffic and parking, safety/security, and stadium improvements.

### **1. Scheduling:**

The North American League schedule includes 45 regular season home games for each team. In addition the teams schedule several pre-season exhibition games, try-out camps and, hopefully, post-season games. The regular season begins in late May and ordinarily stretches out to early September. The league endeavors to meet the unique scheduling demands of each team and, in an effort to accommodate individual club needs, proposes an initial draft schedule in late November or early December for consideration and comment among all of the clubs.

CP understands and agrees to the following scheduling restrictions:

- a. Albert Field is available for CP use after the third week in May through September each year. Pre-season tryouts and exhibition games may be scheduled on a date available basis. The field is available for CP team practice before 3 p.m. Monday through Friday only if a portable batting cage is used.
- b. Games may start at, but not before, Monday – Thursday, Saturday nights: 7:15 p.m.; Friday night: 7:30 p.m.; Sunday: 1:05 p.m. CP agrees to use commercially reasonable efforts to avoid scheduling Thursday evening games, and Sunday afternoon games prior to approximately the third week of June.
- c. CP recognizes potential traffic and parking issues with major downtown events such as Thursday evening Farmers Market; May Madness (second Saturday in May), Street Painting Festival (second weekend in June), Criterium Bike Race (second Saturday in August) and will use commercially reasonable efforts not to schedule games simultaneously with these events

In consideration of the multiple uses of Albert Field, the following scheduling protocol is proposed in an effort to balance competing usages, fan comfort and team requirements:

- a. CP will deliver the proposed draft schedule to the City's designated representative promptly upon the Team's receipt of the schedule from the league;
- b. Both CP and the City will meet to discuss proposed changes to schedule and CP will submit mutually-agreed upon revised schedule to league;
- c. The City agrees to provide CP with scheduling priority over any other events at Albert Field except as to those uses that pre-exist the agreement between CP and the City.

## **2. Parking and Traffic:**

It is critical to the success of this proposed use of Albert Field that fans attending games are able to easily reach the park. As public transit access to Albert Field is limited to bus service from the San Rafael Transit Center (3 blocks from Albert Field), most fans are expected to access the park by foot from downtown or nearby residential neighborhoods or by cars primarily exiting from Highway 101, about 1/3 mile to the east. Industry standards generally assume that one out of every three fans will arrive by car and the City requires a 2.5 average vehicle occupancy calculation be applied, thus, parking and traffic planning is required. CP estimates that between 500 and 800 fans will attend its games at Albert Field and, thus, approximately 160-256 parking spaces will be needed.

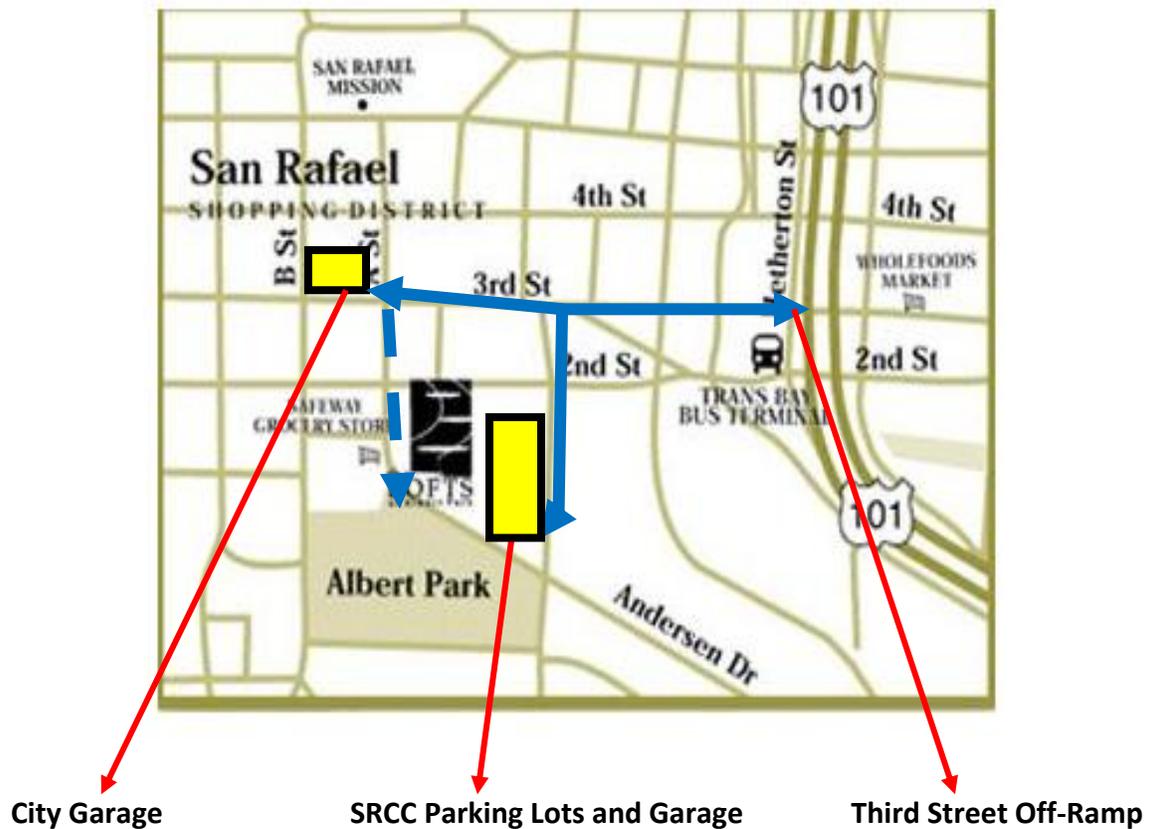
Pursuant to agreement with Seagate Properties, owner of the San Rafael Corporate Center (SRCC) located across Andersen Drive from Albert Field, the surface lot and garage accommodating approximately 609 cars will be made available free to fans attending games at the park (see letter from Dennis Fisco, attached hereto). The use of the SRCC lots assures fans will have proximate and plentiful parking spaces and assures the local community that traffic and parking will be directed away from neighborhood streets.

Additionally, approximately 700 additional spaces in City parking lots at A Street and C Street will be available to accommodate any additional parking needs.

Based on the assumption that most fans driving to the ballpark will seek to park as close as possible it is anticipated that the SRCC lots will become the primary parking site and ingress/egress to these lots will require coordination with, and the approval of, the City's Traffic Engineer. Among the issues to be resolved with the Traffic Engineer are:

- a. Directional signage
- b. Crosswalk control
- c. Need for traffic control officers
- d. Parking lot ingress/egress points

### PROPOSED INITIAL PARKING/TRAFFIC PLAN



See Exhibit B, Parking Plan and Exhibit C Traffic Estimate

### **3. Safety And Security:**

Of the utmost concern for both the fans' enjoyment of attending the games at Albert Field and the viability of CP's business is assurance of the fans' and neighborhoods' safety and security on game dates. In order to accomplish this critical goal CP, in coordination with the San Rafael Police Department, will engage the services of Barbier Security Group, a local qualified event security firm to provide security services inside the ballpark, around its immediate perimeter and at the SRCC parking lots. In addition, CP will engage the services of a local medical services provider to station a qualified nurse or EMT at the ballpark for each game. See Exhibit D, Safety and Security Plan.

### **4. Stadium Improvements:**

Albert Field is a charming throw-back to the golden years of community-based baseball. It remains perfectly functional for high school, senior league, softball and youth league play but as the home field for a professional team with greater financial, safety and functional requirements the facility is in need of a face-lift and upgrade in a few significant areas. CP has identified a number of initial improvements that are needed to launch its first year of operations:

- a. Seating
  - 1) The ballpark currently seats about 700 in the grandstand – CP needs to expand seating to approximately 800 seats.
    - i. ***Additional on-field seating on the 1<sup>st</sup> and 3<sup>rd</sup> base lines just past the end of the dugouts will be added with appropriate fencing/netting to protect fans and players***
- b. Safety
  - 1) The backstop screen needs to be replaced by more secure netting
    - i. ***CP will provide the netting if the City can arrange to have the old "chicken wire" removed and the new netting hung***
  - 2) Warning signs are needed
    - i. ***CP will propose a signage program to the City for approval***
  - 3) Light poles are in play without any protective padding
    - i. ***The City may have excess padding from other uses and, if so, would provide padding to CP***
  - 4) There are fencing gaps along the outfield fence
    - i. ***Depending on league rules these gaps may or may not need to be temporarily closed***
- c. Signage
  - 1) Signage posts are needed around the scoreboard
    - i. ***CP will install posts to permit temporary scoreboard signage***
  - 2) The scoreboard needs to be cleaned/repainted
    - i. ***CP will seek to power wash or replace stained panels***
  - 3) Additional signage options may be considered subject to approval by City.

- 4) Broken windows behind grandstand should be repaired
  - i. ***The City will repair the broken windows***
- d. Paint
  - 1) Grandstand exterior needs painting or power wash
    - i. ***If the City does not have internal resources to paint the exterior of the grandstand, CP may undertake to do the painting***
  - 2) Backstop wall needs painting
    - i. ***If the City does not have internal resources to paint the exterior of the grandstand, CP may undertake to do the painting***
  - 3) Locker room/rest rooms need painting
    - i. ***See below***
- e. Locker/Storage Rooms
  - 1) Both locker rooms require clean up and modest enhancements such as lockers, carpet and tables
    - i. ***CP will renovate locker rooms as needed and pursuant to agreement with City***
  - 2) 1 storage room is needed for team equipment and non-perishable concessions – current storage rooms are used to store files and theatrical gear
    - i. ***The City will provide room in its on-site storage area and use its reasonable efforts to assist CP in finding additional storage***

See Exhibit G, Site Improvements Plan
- f. Concessions
  - 1) There are no concession stands – need to install main concession stand and several portables
    - i. ***Pursuant to County Health regulations, CP intends to provide a mobile concession stand and several barbeque/portable stands***
  - 2) Location of concession areas needs to be identified  
See Exhibit E, Alcohol Management Plan, Exhibit H, Concessions Plan
- g. Miscellaneous
  - 1) Banners/Flags needed on grandstand façade, behind grandstand seating section, on top of grandstand
    - i. ***At CP's cost and sole determination, flags, banners and bunting may be installed to enhance the ballpark's appearance***
  - 2) Flag pole needed
    - i. ***The City will seek to locate or acquire a flag pole. CP's fencing contractor has agreed to install the pole at no cost***
  - 3) General clean-up and repairs
    - i. ***CP and the City will mutually agree upon a clean-up, repair and maintenance program***
  - 4) See Exhibit F, Noise Management Plan for reference to noise mitigation.



**ADDITIONAL 3<sup>RD</sup>  
BASE CHAIR  
SEATING**



**ADD NEW  
BACKSTOP  
NETTING**

**ADD  
PROTECTIVE  
DUGOUT  
FENCING**

**ADDITIONAL  
1<sup>ST</sup> BASE  
CHAIR  
SEATING**

## **B. Community Benefits to the City of San Rafael**

Sociologists may say that in our highly technological personal communications age people are less tied together and that we've lost a sense of community where people actually associate with one another. Minor league baseball, because of its historic and treasured place in our culture, tends to re-link people together with their local community. In fostering this reconnection, communities hosting minor league baseball gain favorable image and visibility from identification with a professional team; residents proudly point to the team as a positive factor in the city's quality of life; local businesses recognize increased economic activity; and community groups (like Little League, for example), senior centers and hospitals regularly receive player appearances and recognition at team games and events.

Minor league baseball, particularly independent ball, is dependent on a solid, symbiotic relationship between the team and the community. The financial model of such endeavors offer slim profit margins and the team's success will oftentimes hinge on the ability to leverage public assets and resources, relationships and marketing power to assist in assuring the team's viability. The public officials representing the community's interests are critical to the success of the team by helping to create both a perception and a practically functional public/private partnership that underscores the community's understanding of the benefits and value of having a minor league team in town.

In particular, however, CP proposes a number of community service programs, at minimum, to further emphasize the value the team will provide to the San Rafael and Marin County region:

### **1. Part-Time Jobs Program:**

A number of the team's day-of-event and seasonal positions will require staffing and CP will place highest priority in filling these positions from the local communities, particularly among teenagers seeking summer jobs. Among the positions currently contemplated are: ticket takers/sellers, guest services, concession stand workers ticket/sponsor sales representatives, and game officials. As these roles are so critical to the operation and success of this customer service-based business, CP will offer a training program to assure that employees are well-versed in the need for exceeding fan expectations and assuring their experience at the ballpark was favorable.

### **2. Community Outreach Program:**

The team will have a strong presence in the community by actively participating in civic activities, public events (such as the Farmers Market, May Madness and the Street Painting Festival, for example), local youth baseball programs, visits to care and hospice facilities and in City-based promotional programs. Players will make appearances at schools, hospitals and senior centers; the team will offer clinics to neighborhood kids; and the team will participate in a wide variety of other social events in order to develop a close connection between the team and the City.

It is hoped that the games at Albert Field will become “the place to be” for local families, teenagers and visitors looking for a low-cost, fun entertainment option during the summer months when school is out and the nights are warm. The team will develop programs to appeal to a broad public cross-section in an effort to offer a safe, positive and constructive place to congregate.

### **3. City Sponsorship Package:**

As mutually-agreed upon by the team and the City, an identification program will be developed to promote the team’s connection to San Rafael and Marin County. Among the assets to be considered for such a program is appropriate signage at the ballpark; promotional activities (such as local “hero” and public employee recognition, first pitch opportunities, ticket programs and special promo nights, for example); and identification in all team marketing and promotional materials.

The team and the City will meet in advance of the forthcoming season to discuss how the team can help promote the City and how the City can help promote the team. See Exhibit I, Community Benefits Plan.

## **C. Proposed Rental Agreement**

### **1. Term of the Agreement:**

- CP proposes a one-year agreement from October - 2011 through September 30, 2012.

### **2. Field Rental Rates**

- CP offers to pay:
  - Commercial rate rental fees for the use of the field and lights
  - Facility improvements as agreed
- CP agrees to pay 50% of field rental costs prior to or on March 1, 2012
- CP agrees to pay 25% of field rental costs prior to or on June 1, 2012
- CP agrees to pay 25% of field rental costs prior to or on September 15, 2012

### **3. Stadium Expenses**

- CP will pay for its own operating expenses including, but not limited to: cost of portable toilet facilities; concession stands; additional seating; post-game clean-up; in-stadium directional and way-finding signage; permits and licenses; repairs resulting from its use of facilities; sponsor signage and staffing

- Upon mutually agreed standards, the City will maintain the playing field, grandstand, and perimeter areas; and will prepare the field for each game
- The City agrees to cooperate and use its best efforts to determine if there are resources, assets and other benefits that the City can offer to help offset the team's cost of operations, marketing/promotion of the team games and improvements to the stadium

## **IV. TEAM MANAGEMENT**

Centerfield Partners, LLC owns the exclusive North American League territory rights for the Bay Area. As contemplated by this proposal, the first team it enters into the league will be located at Albert Park Field in San Rafael. CP is committed to providing the highest quality entertainment experience to its fans and to enhancing the quality of life in the San Rafael and Marin County communities through an aggressive community outreach program and identity campaign that promotes the partnership between the team and the community.

The team's success is dependent on the professional skills of its management team and their operational staff who will assure that the outlined goals are achieved.

### **A. THE CENTERFIELD PARTNERS MANAGEMENT TEAM**

#### ***Brian Clark, Centerfield Partners Chief Executive Officer and Team Owner***

Brian spent nearly 20 years in the airline and online travel search industries, most recently serving as the first commercial officer for Virgin America, a \$600m California-based airline, and Senior Vice President in charge of Fly.com, a travel search website with operations in the US and Europe. Now a Management Consultant and CEO of travel technology startup Vayant Travel Technologies LLC, he is also an Angel Investor, Advisor, and Board Member in various Travel and Social Media startups. Brian grew up in Cleveland, Ohio as an avid Indians and Browns fan. He currently resides in Dublin, CA with his wife and 3 children.

#### ***Michael Shapiro, Redwood Sports and Entertainment***

Mike is a veteran of over 25 years in the sports and entertainment industries. His career includes service as a senior executive and legal counsel of 5 sports franchises, with extensive oversight of all aspects of sports team management and operations, including legal, facility oversight, HR, and finance. Mike began his career as VP and General Counsel of the San Francisco Giants. He has served as Senior Counsel to the Atlanta Braves, Atlanta Hawks and Atlanta Thrashers. He recently served as the Washington Nationals SVP for Business Affairs. Mike currently resides in Larkspur, CA with his wife and two sons who both play baseball at Redwood High School; is Managing Partner of a sports consultancy, the Redwood Sports and

Entertainment Group (RSEG); and teaches Team and Facility Operations at the University of San Francisco Sport Management graduate program.

***Brian Sobel, Sobel Communications***

Brian Sobel has been the principal consultant for Sobel Communications, located in Petaluma, for over twenty years. Sobel has many years of experience in the corporate and public sectors. In the public sector Sobel has served as a planning commissioner and vice mayor of Petaluma, California, and been a candidate for the California State Assembly.

Sobel is past chairman of the Sonoma County Transportation Authority. Currently he is a member and past president of the 4th Agricultural District, appointed by the Governor of California. Sobel is also a member of the Golden Gate Bridge, Highway and Transportation District Board of Directors. His non-profit services include duties as president of the Board of Directors of Northbay Ecumenical Homes and a corporate officer and trustee of the Cedars Foundation of Ross. Sobel is also past-president of the Board of Directors of the Petaluma Area Chamber of Commerce and is currently a director of the Bank of Marin, headquartered in Novato, California.

## **B. THE OPERATIONS STAFF**

The day-to-day activities of operating the San Rafael franchise will be overseen by a team of experienced and proven minor league baseball executives who understand the importance of operating under tight budgetary constraints, integrating a team with its community and professionally marketing/branding both the team and the community's identities. CP will appoint an operating staff and field management team (manager and coaches) as soon as practical once an agreement between CP and the City is reached.

## **V. CONCLUSION**

**“Since the same players rarely stay with a team for more than a couple of years, loyalty should definitely be built up around the brand, the ballpark or simply the entertainment value of the game. Winning and losing has little to do with a minor league team's success at the gate”**

Lacy Lusk, Baseball America

This proposal is more than about bringing a minor league team to play at Albert Park Field. It is, however, everything about bringing a unique, new element to the vibrant mix of cultural and entertainment options that San Rafael and Marin County offer their communities. True, this is about a professional baseball team playing its home games at a wonderfully charming ballpark that evokes a sentiment for a bygone era, but it's also about offering a place for kids and teens to spend their summer nights; about ballplayers visiting hospitals and senior centers; about honoring policemen, firemen and teachers with throwing out a first pitch; about kids running the bases after a game. All this, for very low cost and close by - right in the middle of the county – just like it used to be. Just like it should be.