

To: Fort Williams Advisory Commission, Town of Cape Elizabeth
From: Steve Bromage, Maine Historical Society
Re: 19th Century Baseball/June 30th
Date: February 27, 2012



Maine Historical Society is exploring the possibilities of bringing a group that puts on 19th century baseball games to the Portland area for an event on **Saturday, June 30**. (Please see attached for a description of their program.)

The group we have been talking to, the **Essex Base Ball Organization**, has a growing league and well-established program based in Newbury, Massachusetts that plays nine-inning games by baseball rules and customs of the 19th century. They wear period uniforms and play on an open field. (They don't need a perfectly-groomed diamond.) MHS sees many proposals for these kinds of re-enactments; few have been as impressive as this group. The league is run by a teacher, and their program focuses on education and engagement as well as playing the games themselves.

The event would consist of the following: teams from Essex Base Ball Organization would play two nine-inning games (60-90 minutes each). Between the games, they would talk about baseball in that era, and provide an opportunity for kids to run the bases, interact with the players, and ask questions. **The entire event would last approximately three hours, and be held between 10am-2pm on Saturday, June 30.**

Maine Historical's interest is in putting on an event that is fun, loosely-educational, and entertaining for a diverse audience, whether they are explicitly interested in history or not. Our goal would be to keep the event relatively simple—that is to find a good location, let the teams play their games, and to do extensive outreach and marketing. We are less interested in creating a broader, carnival-like event with additional features and attractions.

Location

At the moment, we are in the process of identifying the best location for the event. Fort Williams Park in Cape Elizabeth and Deering Oaks Parks in Portland both are strong, logical candidates. We are in the process of determining the costs and process of securing each site.

Fort Williams has great advantages. The site, potentially on the Parade Grounds where the Little League plays, is a spectacular setting with views of the ocean and nearby parking and facilities. The event would both draw on and feed regular weekend visitor traffic to the Park. Deering Oaks has advantages, too. It is in the city, and geographically central.

From a municipal perspective, we are hoping that the town/city that hosts the game will consider waiving site/field/park usage fees, and help absorb/minimize additional, pre-determined infrastructure costs that might arise (e.g. trash collection, porta-johns, etc.). In that case, the town/city could be listed as a partner/sponsor for the event. Maine Historical Society, other partners, and sponsors would be responsible for all associated costs. We are determining the entire project budget now.

Partners

Partnership and outreach will be the key factors to this event's success. Getting the word out and people excited will be essential. To that end, our first priority, along with securing the location, is making this event a partnership between Maine Historical Society and at least several other organizations in the Greater Portland area.

Local Little Leagues are a logical and potentially key partner. This event will promote interest in baseball, and is ideally suited to families with children (in addition to baseball fans). The Little League in the host community (Cape Elizabeth or Portland) would be a natural and ideal major partner. To that end, we have had preliminary conversations with Cape Little League (through Jeremy Lombardo); they have expressed initial interest in participating and will discuss the opportunity more fully at an upcoming meeting. Their role would potentially include helping to make arrangements for the site with the town, helping with event logistics (e.g. staffing the event), and, importantly, outreach. They would actively promote the event within the Cape Little League community, as well as doing outreach to Little Leagues in neighboring communities.

There are many other potential interesting opportunities to reach out to businesses and other organizations who might partner and help sponsor the event. As soon as the site is secured, we will move quickly to approach such partners. One obvious and potentially key partner would be the Sea Dogs. (They will be in town that weekend, with both Friday and Saturday evening games.)

Cost

One of the nice aspects of this event is that the Essex Base Ball Organization will not charge to put the game on or travel to Maine. They have played in Maine previously (in Freeport), have wanted to come to Portland, and see outreach as an important aspect of what they do. Even so, our goal is to keep project costs to a minimum. Likely possible costs include site costs (e.g. municipal fees, porta johns, trash), possibly insurance, and marketing. The latter is the most important component of the event's success: it's essential that we build awareness, interest, and expectation for the event in order to attract a substantial audience. Once we have a field lined up and know the associated costs, we will develop a project budget that defines additional costs and sponsorship opportunities.

Audience

We believe that this event has the potential to draw a large, diverse audience ranging from ardent baseball fans, to enthusiastic Little Leaguers, to families, to casual park-goers looking for weekend entertainment and recreation. Exact audience size will be affected by our promotion and outreach efforts. It's hoped that, perhaps, at least 200 hundred people might attend.

Administration

Maine Historical Society will take responsibility for the majority of administrative tasks: working with Essex Base Ball Organization, publicity, and other arrangements.

Conclusion/Opportunity

We think this will be a fun, visible event that has the potential to energize and promote each organization that chooses to participate. The basic event—the games themselves—will be put on by a committed group that seems to have a solid program in place. The partners primary responsibility will be to help spread the word and staff the event, providing many opportunities to raise awareness about what each of us does and to benefit from the interest and good will the event generates. Beyond that, it will give participating organizations an opportunity to work together and to develop relationships that may well lead to additional opportunities in the future.

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Essex Base Ball Organization



VINTAGE BASE BALL

FEATURING

Essex Base Ball Club

AUTHENTIC 19TH CENTURY BASEBALL PLAYED AT HISTORIC NEW ENGLAND'S SPENCER-PEIRCE-LITTLE FARM

2012 SEASON

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OUR MISSION

Who We Are and What We Do



The Essex Base Ball Club after a recent game at Fort Warren, a Civil War-era fortress on Georges Island in Boston Harbor.

Who we are

Established in 2002, The Essex Base Ball Organization plays vintage base ball – baseball according to the rules and customs of the 19th century. What began as a single team – the Essex Base Ball Club – is now four teams: The Newburyport Clamdiggers, the Lowell Base Ball Club, the Lynn Live Oaks, and the Essex Base Ball Club. Each team is named for an actual baseball team that played in Massachusetts during the 1860s-1880s.

The teams in the Essex Base Ball Organization play most weekends from mid-May through early October – against each other, and against other vintage baseball teams from all over the country. In 2012 we will have a three-team league based out of Newbury, MA.

The Essex Base Ball Organization is a 501c3 non profit organization.

Why we do what we do

Obviously, the members of the Essex Base Ball Organization love to play the vintage game. But our organization was founded by people with a passion for history, and from the beginning our goals have been to *educate people on the history of the game, and to expose more people to the unique style of play in the 19th century by playing at a variety of different historical sites.*

OUR HOME FIELD

Spencer Peirce Little Farm, Newbury, MA



The Essex Base Ball Club squares off against Maine's Dirigo Base Ball Club at Spencer Peirce Little Farm

In 2010 we established our home field at Spencer Peirce Little Farm in Newbury, MA, a working farm operated by Historic New England. In addition to playing frequent double- and triple-headers that help increase paying visitor traffic, we've participated in major events that draw thousands to the property, including several festivals and an

annual beer dinner hosted in conjunction with the Ipswich Ale Brewery.

In the most recent (2011) season we participated in a Father's Day triple-header featuring Red Sox great Jim Lonborg, the annual Ipswich Fall Fest, and the Newburyport Music Festival.



Left: Jim Lonborg (in shorts) with Umpire Jeff 'Graybeard' Peart, Ralph Hebb and Brian 'Cappy' Sheehy. Right: A hush falls over the crowd as a visiting Boston Red Stockings striker steps to the line.






'Away' games and events



Waltham Historic Days (for the Greater Boston Civil War Roundtable)




Sayville, NY

The Brewery Ommegang Base Ball Championship

June 11-12, 2011
Cooperstown, N.Y.



Featuring the Finest Ball Clubs from the East Coast and Midwest

- Bay City Independents
(Bay City, Michigan)
- Cleveland Blues Base Ball Club
(Cleveland, Ohio)
- Essex Base Ball Club
(Boston, Massachusetts)
- Flemington Neshanock Base Ball Club
(Flemington, New Jersey)
- Forest City Base Ball Club
(Chagrin Falls, Ohio)
- Ipswich Brewers
(Ipswich, Massachusetts)
- Melrose Pondfielders Base Ball Club
(Melrose, Massachusetts)
- Pittsburgh Franklin Sons of Thunder BBC
(Pittsburgh, Pennsylvania)

Vintage Base Ball is the game played by 1860's rules. Clubs use period uniforms, equipment, customs and jargon during match play. The Brewery Ommegang Tournament features 4 clubs from the Midwest versus 4 clubs from the East Coast in a two day tournament to determine the skills of the gentlemen of each region. Clubs will be playing for a case of regional beer, and the game ball. There will be a total of 16 matches played by the rule sets of 1864 (Bound Rule) and 1867 (Fly Rule) on two different fields.

The event is free and open to the public. We encourage cranks (fans) to ask questions of the gentlemen during matches.

www.ommegang.com

2011 Brewery Ommegang Tournament in Cooperstown, NY (won by Essex)



Exhibition game in Freeport, ME



Youth Clinic in Dublin, Ireland

Work With Kids

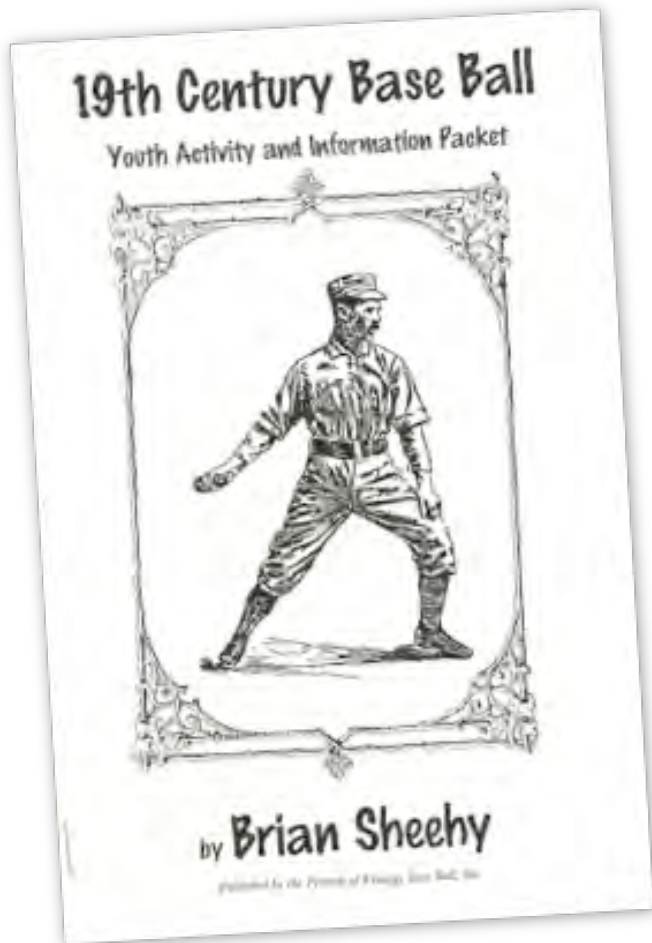


The Essex Base Ball Club designs programs that teach young children about the history of baseball through hands of demonstrations. We have hosted individual classes for kids, and have developed week-long clinics for kids to learn and play 19th century baseball. We believe that kids can get a unique appreciation for America's pastime by experiencing the early game through hands-on demonstrations and play.

In addition to our special programs, we always encourage young fans to take a few swings and shag a few flies between and after games.



Publications, exhibits and lectures



The Essex Base Ball Association produces literature and materials that helps fans understand the 19th century game as they watch – and lets them take some baseball history home with them. Brian ‘Cappy’ Sheehy, our president and a career educator, developed a rule book and youth activity pack that we distribute free at all our games. Last year we created baseball cards, complete with facts about 19th century rules and players, that we sell at every game.

At every home game we display an exhibit of authentic and replica vintage base ball equipment and memorabilia. Members of our organization – base ball experts and enthusiasts who have given lectures at events up and down the East Coast – are always available to answer fans’ questions.



Our Plans for 2012



In 2012 the Essex Base Ball Association hopes to expand its activities in two important areas.

Play more games in Newbury. We've recruited enough new players to create our own three-team 'league' based at Spencer Peirce Little Farm. The three teams – the Lynn Live Oaks, the Lowell Base Ball Club, and the Newburyport Clamdiggers – are each named for an actual team that competed in Massachusetts during the 19th century. With these three teams of our own, plus other vintage base ball teams in the area, we'll be able to schedule games at the farm just about every weekend from May through early October – providing lots more opportunities for people to watch vintage base ball, and helping draw lots more traffic to Newbury and Spencer Peirce. We're currently in the process of raising funds to provide uniforms and equipment for these new teams.

Our original team, Essex Base Ball Club, will continue host teams from all over the country at Spencer Peirce, and to travel around the country playing in tournaments and exhibitions.

Conduct more youth clinics and events. In addition to our games at Spencer Peirce, we plan to host the following youth programs:

- *1-day Game Clinics* (ages 8-13) in which we teach kids the history of the game and the evolution of the equipment and rules, then let them play a full vintage game.
- *Week-long Kids Camp: 18th and 19th Century Bat and Ball Games.* Kids will learn and play games like 18th century cricket, wicket, and stoolball, as well as 19th century townball (born here in Massachusetts) and the 1860's style baseball played by the Essex Base Ball Association. This is a great way for kids to understand the origins of baseball – and to learn games they can enjoy for the rest of their lives.

See page 10 for more details on these and other existing programs we offer.

HOW YOU CAN HELP

Sponsorship Opportunities

Sponsoring the Essex Base Ball Association is a great way to get positive visibility for your company or organization – at a single game, or all season long. Your sponsorship helps cover the cost of our game uniforms and equipment, and the cost of materials for our youth programs.

The Essex Base Ball Association is a 501c3 non-profit organization, so your sponsorship is tax-deductible. For more information contact Brian Sheehy at 978.790.5707 or historyball@yahoo.com.

Full-Season Sponsorships for 2012

	Long Drive Sponsor \$500	First Nine Sponsor \$1000	Home Run Sponsor \$2500	Silver Ball Sponsor \$3500 (limit 4)
Logo and link on our Web site	✓	✓	✓	✓
Display banner at all league games	✓	✓	✓	✓
Ad in our game program	Half-page	Full-page	Full-page	Full-page
Logo on t-shirts for sale at games		✓	✓	✓
Free t-shirts			5	10
Commemorative Game Ball trophy			✓	✓
Company table/booth at festival games*				✓
Inclusion in our game ads/promotions				✓

*Examples of Festival Games (but are not limited to) Father’s Day Festival/Beer Dinner (June 16), Fiber Festival (August 11), Harvest Fest (September 15).

Game-Day Sponsorship: \$250

Game-Day sponsorship allows a company to associate its name with a single, non-festival game during the season. The company’s name and logo will be included in all promotions of that individual game.



Advertising and promotion. Left to right: Our advertisement in Boston Baseball magazine, sold at every Red Sox home game; our popular Base Ball & Beer t-shirts; examples of display banners at games.



HOW WE CAN HELP YOU

Programs we offer

Since our founding in 2002, organizations have hired the Essex Base Ball Association to enhance their special events, educational programs, or other activities with:

Exhibition Games

The Essex Base Ball Organization can organize a game against another vintage base ball club at your event venue. Or we can organize a game between one of our teams and a team you assemble from your organization. In the past we've played against local fire departments, little league coaches, high school teams, alumni associations and even local celebrities. In addition to supplying players, an umpire and equipment, we'll also bring our exhibit and informational materials for your audience to enjoy.

Price: \$200.00

Kids Game/Clinics

- (Ages 8-13) A half- or full-day program in which we teach kids about the history of the game, the evolution of equipment, and then let them play in a game. This program is designed to show students the evolution of the game of baseball through hands on experience.
- (Ages 7-younger) A half-day program featuring arts and crafts designed to engage and educate younger students on the history of the game.

Prices for this vary depending on time and location but the usual charge for this is \$100-\$150

Week-Long Kids Camp on bat and ball games of the 18th and 19th century

This is a week long clinic in which we will introduce students to different bat and ball games from the 19th century. Topics will include 1861 baseball, townball, 18th century cricket, wicket, and stoolball. Students will learn the history of these games and see how they all influenced and played a part in the development of baseball. Students will get the opportunity to play games that they have never had the opportunity to play before.

Price: \$500-\$700 (depending on the time and travel)

Presentation/Lecture

A member of the Essex Base Ball Organization can come to your event and lecture on a topic related to 19th century baseball. Lectures usually last about 45-60 minutes. Topics can be discussed.

Price: \$100-150, depending on lecture topic and length

We're happy to discuss these, or any other ways we can contribute to your event or activity. For more information please contact Brian Sheehy at 978.790.5707 or historyball@yahoo.com.