



## Legislation Details (With Text)

**File #:** 17-520 **Name:**  
**Type:** Agendas **Status:** Agenda Ready  
**File created:** 4/25/2018 **In control:** Board of Aldermen  
**On agenda:** 5/1/2018 **Final action:**  
**Title:** Partnering Opportunity - Becoming a Play Ball City  
**PURPOSE:** To share with the Board of Aldermen an initiative to foster a partnership surrounding baseball and softball related activities.

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### TITLE:

Partnering Opportunity - Becoming a Play Ball City

**PURPOSE:** To share with the Board of Aldermen an initiative to foster a partnership surrounding baseball and softball related activities.

**DEPARTMENT:** Mayor's Office and Recreation and Parks Department

**CONTACT INFORMATION:** Mayor Lydia Lavelle (919)918-7309 and Anita Jones-McNair - (919)918-7381

**INFORMATION:** On June 20, 2015, Major League Baseball and the United States Conference of Mayors (USCM) launched a new Play Ball initiative. The focus of this initiative is on the sport of baseball and to encourage sustained participation in the sport for years to come. The Town currently has a popular baseball and softball program for all ages that fosters activities for families and friends. Play Ball will serve as a platform to connect with those who are currently involved in the game, while also providing alternative ways for those looking to get involved, with a specific focus on youth participation.

Staff is working with the Mayor's office to become a partner in this growing initiative across the country. The Town of Carrboro will proclaim A Play Ball Day, Week or Month and planning for A Play Ball event is underway. The department recently hosted the Scotts MLB Pitch, Hit & Run Competition on Sunday, April 22, 2018 at Wilson Park. This is an example of a program that we currently implement that supports our designation. We anticipate enhancing our current program.

More information is available on this website: <http://uscm.wpengine.com/play-ball/>

**FISCAL & STAFF IMPACT:** Unknown at this time. Staff is working on coordinating the effort around current baseball and activities.

**RECOMMENDATION:**     Accept the report and support the initiative.