

I. BASIC INFORMATION FORM AND PROPOSAL SUMMARY:

APPLICANT NAME: Lehigh Valley IronPigs
1050 IronPigs Way
Allentown, PA 18109
TELEPHONE: 610.841.7447 *DUNS NUMBER:* 02-116-4920
ORGANIZATION PRESIDENT: Kurt Landes (President, General Manager)

WHO WILL BE THE PERSON RESPONSIBLE FOR THE OVERALL OVERSIGHT OF THE PROPOSED PROJECT?

Alvin H. Butz Construction
Dirk Friend, Senior Project Manager
840 W. Hamilton St., Suite 600
Allentown PA 18105-0509
610.395.6871 dafriend@butz.com

WHO WILL BE THE ALTERNATIVE PERSON RESPONSIBLE FOR THE OVERALL OVERSIGHT OF THE PROPOSED PROJECT?

Stranix Associates LLC
John Stranix, President
2155 Harithy Dr.
Dunn Loring, VA 22027
Office: 703-281-2379 Cell: 703-915-0116 jjs@stranixassociates.com

WHO WILL BE THE PERSON RESPONSIBLE FOR THE FINANCIAL OVERSIGHT OF THE EXPENDITURES AND FISCAL COMPLIANCE?

GMS Funding Solutions
Marissa Price, Client Manager
354 Alexander Spring Rd.
Carlisle, PA 17015
717.552.2639 x204 717.385.2935 mobile mprice@GMSFundingSolutions.com

PROGRAM/PROJECT: Coca-Cola Park Amenities and Renovations
PRIMARY PROGRAM/ PROJECT LOCATION: 1050 IronPigs Way, Allentown PA 18109
AMOUNT OF FUNDS REQUESTED: \$1,500,000

AMOUNT OF OTHER FUNDS NEEDED/AVAILABLE: \$5,491,000
TOTAL PROGRAM/PROJECT BUDGET: \$6,991,000

AUTHORIZED SIGNATURE: _____
NAME AND TITLE: Kurt Landes, President & General Manager – Lehigh Valley IronPigs
DATE: May 4, 2022

PROPOSAL SUMMARY

NAME OF AGENCY: Lehigh Valley IronPigs

NAME OF PROGRAM: Coca-Cola Park Amenities and Renovations

SUMMARY OF PROGRAM:

The project includes both new construction as well as renovation of existing spaces. These spaces include updating several areas within Coca-Cola Park including items such as a safer fan entrance gate and plaza, expanded locker rooms, employee spaces, training areas and more.

The Minor League Baseball facility standards were last updated in 1994 until January of 2021. With Major League Baseball assuming full authority over Minor League Baseball, MLB has now mandated operating and physical changes to update ballparks. As a direct licensee of MLB, the IronPigs are forced to update the facility to meet the new mandated standards prior to the 2023 season, or risk losing the franchise and affiliated baseball in the Lehigh Valley – and the tourism and community benefits associated with Coca-Cola Park.

The project has received financial support from multiple government municipalities, including:

State of Pennsylvania (through RACP funding) -	\$2 million
Lehigh County (ARPA Funds) -	\$1.5 million
Northampton County (Grow NorCo grant, Hotel Tax grant) -	\$200,000

The IronPigs are also contributing \$1,500,000 to the project's funding.

<i>AMOUNT OF FUNDS REQUESTED:</i>	\$1,500,000
<i>AMOUNT OF OTHER FUNDS NEEDED/AVAILABLE:</i>	\$5,491,000
<i>TOTAL PROGRAM/PROJECTED BUDGET:</i>	\$6,991,000

II. PROJECT NARRATIVE

Without funding, the IronPigs will not be able to make the required updates to Coca-Cola Park and the region would risk losing affiliated Minor League Baseball at the ballpark. With the City of Allentown's support at the requested total, the IronPigs will be able to proceed with the project as other funding sources have been formalized.

By receiving this funding, the IronPigs will be able to continue to provide charitable and tourism events for the region. Since the team's inception in 2008, the ballpark has drawn just over 7.7 million guests to Coca-Cola Park for IronPigs games alone. But it goes beyond the sport and experiences. With financial support for the Lehigh Valley IronPigs and the stadium improvements, the Lehigh Valley IronPigs can continue to host 119 non-IronPigs events per year (on average), build on the over \$1.9 million given in cash grants since 2008 to local non-profit partners, and continue to provide to over 1,500 non-profit organizations *annually* (on average) with in-kind donations.

The Lehigh Valley IronPigs have never requested, nor has the City of Allentown ever contributed, any funding towards the Leigh Valley's Triple-A ballpark or the operation of the IronPigs since their inception in 2008. But this request is a necessity in order to keep the IronPigs and Minor League Baseball in Allentown.

Due to Covid, the IronPigs entire 2020 season was outright cancelled. In addition, portions of the 2021 season were also canceled, or limited with attendance restrictions and guest hesitancy. The IronPigs lost millions of dollars and were severely impacted due to Covid. Despite the losses, the IronPigs took out loans and still maintained their entire full-time staff with no layoffs, furloughs or salary cuts. With Minor League Baseball as a Covid impacted industry, the ARPA funds (via the State and Local Fiscal Recovery Funds program), may absolutely be secured to fund the project appropriately. The IronPigs would qualify as a travel/tourism/hospitality sector business. Without funding from the City of Allentown and other municipalities, the IronPigs would not be able to solely provide the required facility upgrades to keep professional baseball at Coca-Cola Park.

The IronPigs serve all of the City of Allentown as well as the entirety of the Lehigh Valley. On average, the IronPigs spend \$4.73 million annually with Allentown business partners. In fact, from 2008-2021 the IronPigs spent \$66.2 million with 769 unique City of Allentown business partners. On average, the IronPigs employ 148 City of Allentown residents annually.

Prior to the casino project being selected to be placed in Bethlehem, the IronPigs facilitated and made possible the 18 acres in the City of Allentown in order for the application by the City of Allentown and Lehigh County to be placed (along with Tropicana) for a casino license. The IronPigs never asked for, nor were ever rewarded, with any compensation from the casino process despite the City of Allentown receiving millions of dollars a year in host fees through the casino process and negotiation.

By facilitating this funding request, the IronPigs will be able to complete the project prior to April 2023 and maintain the franchise at Coca-Cola Park for decades.

III. AGENCY/COMPANY INFORMATION:

The Lehigh Valley IronPigs have been in continuous operation since their inception in 2007, with their first season in 2008. The IronPigs are a Limited Partnership and provide affordable, fun, family-entertainment via Triple-A Minor League Baseball games and other events at Coca-Cola Park. Just from IronPigs games alone, the team has drawn nearly 7.7 million fans to Coca-Cola Park beginning in 2008.

The IronPigs have 44 full-time staff positions, but hire up to 450 additional part-time and seasonal employees each year. The organization does have a personnel policy manual with an affirmative action statement and grievance procedures.

The IronPigs also started a separate 501c3 foundation, IronPigs Charities. This organization supports educational and recreational opportunities for Lehigh Valley youth, focusing on diversity and inclusion. Established in October 2007, before the IronPigs ever played a game, IronPigs Charities is the philanthropic arm of the Lehigh Valley IronPigs. The organization also assists local youth sports leagues with team-management tools, education programs and facility improvements. Together with the IronPigs the organization has donated nearly \$1.9 million to youth-serving non-profit organizations throughout the Lehigh Valley region.

IV. PLAN FOR MONITORING AND RECORDKEEPING:

The IronPigs will comply with all federal, state and local laws, ordinances, rules and regulations relating to the project. The IronPigs are receiving funding from the State of PA as part of this project via the RACP program. As such, there are significant mechanisms in place – in addition to those of the City of Allentown – relative to record keeping and monitoring as well as with anti-discriminatory rules, minority-owned and women-owned business enterprises, etc. The IronPigs have hired GMS Funding Solutions to maintain all such records and will be responsible for reporting all invoices, administrative tasks, project reports, bidding requirements and project expenses to the State of PA, as well as the City of Allentown should the IronPigs be selected.

The IronPigs, and their team of associates via Butz Construction, Stranix Associates and GMS Funding Solutions (and others) are more than qualified to handle the project and ensure the outcome of designing, engineering and building the appropriate amenities and renovations that will receive MLB approval for long-term retainment of the IronPigs franchise. The entire construction process, invoices and payments will be open to review by the City of Allentown at any time and the complete process will be full of transparency. The IronPigs also welcome site visits and will abide by all minimum standards for monitoring and recordkeeping by the program.

V. BUDGET REQUEST FORMS:

A. See the attached *PROGRAM BUDGET FORM*, and as provided below:

Provide Assistance to Impacted Industries	Total Program Cost	Other Funding Sources	Requested from the City of Allentown
Aid to mitigate financial hardship, such as supporting payroll costs, lost pay and benefits for returning employees, support of operations and maintenance of existing equipment and facilities	\$6,991,000	State of PA (RACP): \$2,000,000 Lehigh County (ARPA): \$1,500,000 Northampton County: \$200,000 Lehigh Valley IronPigs: \$1,500,000	\$1,500,000

B. *BUDGET NARRATIVE* (see attachment)

C. Listing of *OTHER RESOURCES* for the program, by source and amount. Please indicate whether each funding source is committed or pending. Include letters of commitment for funding sources which are committed (see attachment)

D. *FUNDING COMMITMENT LETTERS* (see attachments)

VI. OTHER REQUIRED DOCUMENTS AND FORMS:

Diversity, Equity and Inclusion Statement:

The IronPigs recognize the importance of creating a socially and culturally diverse employee base. We understand, value, and appreciate the unique perspectives that a diverse workforce can contribute to our organization. As a highly visible community organization, it's our responsibility that we model diversity, equity and inclusion at all times and to maintain an inclusive environment with equitable treatment for all.

We believe in a simple philosophy of "Different Together." Coca-Cola Park welcomes and celebrates everyone!

Diversity in the workplace is one of our most critical assets. It is our differences and unique experiences that contribute to our success. Moreover, by working with individuals that come from a variety of diverse backgrounds and experiences, we gain invaluable perspectives that further strengthen our ability to provide the best products and services; in turn creating intentional and meaningful connections with our customers.

To best create an environment that serves and welcomes everyone, we understand our employees need to best represent our fans. The more our customers are reflected in our workforce, the better we're able to serve them authentically.

We embrace the range of differences in race, ethnicity, sex, religion, national origin, ancestry, citizenship, age, marital status, gender identity or expression, sexual orientation, socioeconomic status, language, veteran status, physical and mental ability, political affiliation, as well as or any other characteristic protected by federal, state or local laws that contribute to the uniqueness of our employees. Employees are expected to respect ALL others and treat co-workers, customers, guests and suppliers with dignity and respect.