



# Jacksonville Jumbo Shrimp 2019 Community Report

# Letter From Our Owner/CEO

Dear Jumbo Shrimp Fans and the Jacksonville Community,

On behalf of the entire Jacksonville Jumbo Shrimp family, we want to thank you. Our Fast Forward Sports Group team is so grateful for how the Jacksonville community has embraced the Jumbo Shrimp. Your passion, loyalty and support has created a special place for us to call home, greatly humbling our staff as we continue to build many memories for fans of all ages at the Baseball Grounds of Jacksonville. It has been a thrilling ride so far, and we look forward to many more years of Affordable Family Fun in the future.

Perhaps the most important part of what we do at the Jumbo Shrimp is to give back to the Jacksonville community. In 2019 alone, we raised nearly \$145,000 for non-profit and local organizations, impacted 55 local youth individuals through internship programs, honored 38 individual military members and their families and generated over \$27,000 worth of items through donations in-kind.

In this Community Report, you will read about several different innovative initiatives like our Jackson 5 internship program with Jacksonville's Andrew Jackson High School and our partnership with The Arc Jacksonville to produce a work readiness program for Jacksonville's community members with intellectual and developmental differences. Both endeavors promote long-term occupational skills that equip residents with tools needed to succeed in the workplace.

Our organization is grateful for your backing in our mission to inspire and positively impact the Jacksonville community and improve the lives of our fans. We are eager to continue our positive change and cannot wait for another season of Affordable Family Fun when the Jumbo Shrimp return to the Baseball Grounds on April 15!

- Ken Babby

Owner, Jacksonville Jumbo Shrimp



# Letter From Our EVP/ General Manager

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Dear Jacksonville, Jumbo Shrimp partners and fans,

Myself and our front office team have so much gratitude for your support for the first three memorable and historic seasons of Jumbo Shrimp baseball at the Baseball Grounds of Jacksonville. These last three years have not only put Crustacean Nation on a national landscape, but also provided the opportunity for our team to truly engage the Jacksonville community through active participation for our players, coaches, mascots and front office team.

This last season saw our organization reach several benchmarks in the community. I am also proud to say our front office team individually helped benefit 33 different organizations across Jacksonville. It is humbling to see the reaction of our fans and neighbors as we strive to continue to make the Jacksonville community a better place each year.

In looking through our 2019 Community Report, I know you will see an organization that has stretched past single-game fan-engagement initiatives to create unique long-term programs that directly impact Northeast Florida. Thank you for your passion and loyalty and I cannot wait for the next season of Affordable Family Fun with the Jumbo Shrimp to begin on April 15!

- Harold Craw

Executive Vice President/General Manager, Jacksonville Jumbo Shrimp



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# Mission Statement



The Jumbo Shrimp strive to connect with the Jacksonville community through active participation in programs dedicated to improving the lives of our fans and community. We hope to inspire the surrounding community to help and become a part of an overall greater cause through emphasizing the importance of social responsibility, education, and the power of sport to create positive change.

The Community Relations department is committed to providing impactful educational efforts, supporting members of our military and making our community more inclusive for all.



# Community Impact

\$144,768 raised in-stadium  
for non-profit and local  
organizations

Over 55 local youth  
individuals were impacted  
through internship  
programs

Over 38 individual military  
& families honored

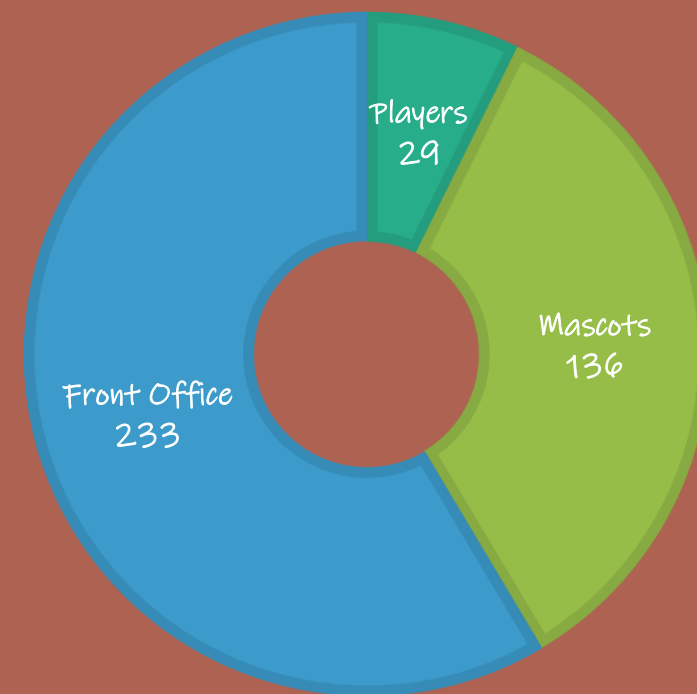
Over \$27,000 worth of in-  
kind donated items

33 organizations Jumbo  
Shrimp front office staff  
helped individually



## APPEARANCES

■ Players ■ Mascots ■ Front Office





# Speaking Engagements



Jumbo Shrimp front office leaders are committed to telling our story to the Jacksonville community. Owner/CEO Ken Babby, general manager Harold Crow and other Jumbo Shrimp staff routinely speak to local civic groups, chamber groups, and on speaking panels. The total number of public speaking engagements in 2019 was over 30!



# Player Appearances

With the support of the Miami Marlins organization, each player participates in at least one public appearance each month during the season.

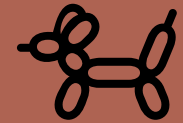
Players help us create lifelong memories by being committed to building a thriving community through visits to Jacksonville's local hospitals, attending autograph sessions, promoting the importance of youth health, fitness and education, and supporting local non-profit initiatives.







# Mascots



Southpaw and Scampi are favorites in the Jacksonville community! They have made over 130 appearances at non-profit events, community youth initiatives at schools and partner events in 2019.









# Donations

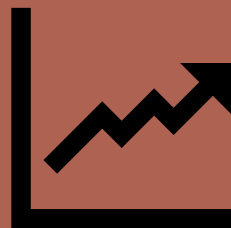


The Jacksonville Jumbo Shrimp take pride in our support of our community through fulfilling donation requests. Throughout the season, tickets, baseball equipment and merchandise are donated to local groups and offer experiences for the underserved in local communities.

In 2019, the total value of items donated was \$27,105!

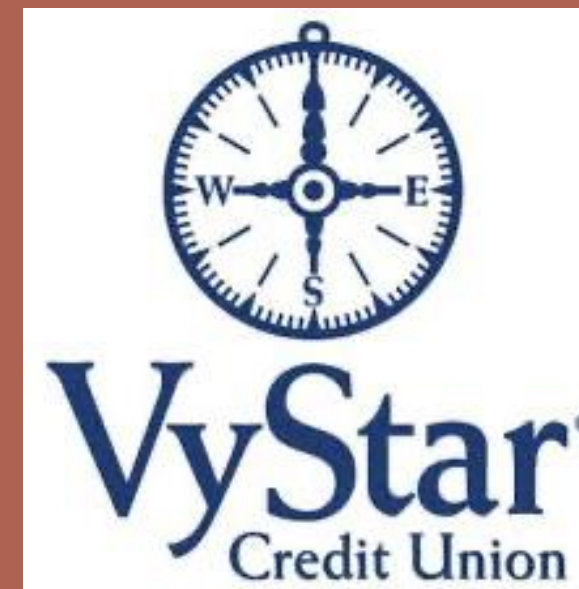


# Fundraising



The Jumbo Shrimp's partnership with VyStar Credit Union offers Jacksonville organizations the opportunity to raise money and awareness while enjoying a night at the ballpark with the *Charity Begins at Home* program!

Through this program, non-profit organizations gain the ability to engage the local community by sponsoring a game which features discounted tickets, a display table on the concourse, banners, PA & radio announcements, logo recognition on the video board, a ceremonial First Pitch and a chance to raise additional funds through our gameday fundraiser, Launch-A-Ball.





# More Fundraising!

Launch-A-Ball is a fun, postgame fundraiser where fans throw balls onto the field for a chance to win great prizes. The new Prize Wheel is full of great prizes from the Jumbo Shrimp and local businesses. Fundraising groups are encouraged to sell the launch-a-balls and get fans to purchase spins to raise money for their group!

Our Concession Fundraising Program allows non-profit organizations to operate concessions stands as a means of raising funds for their efforts. We are proud of our program helping organizations reach their fundraising goals!







# YOUTH SPORTS

# Youth Sports



## Chevy Youth Baseball Clinic

→ Jacksonville's kids ages 7-14 are invited to attend our annual youth baseball clinic where players and staff help develop our next baseball stars! It is a free clinic via grants and subsidies.

## Stars of Tomorrow

→ Jacksonville youth baseball players are given the opportunity to meet and take the field with the players during the national anthem

## Miracle League All-Star Game

→ Members of Jacksonville's disabled community are showcased at our annual Miracle League Game. Miracle league players play an actual game on the field while meeting the players and mascots!







# EDUCATION





# Schools



The Jumbo Shrimp continue their commitment to family and community engagement through their partnership with the Duval County Public School system. Front office members, mascots and players visit local schools to promote health, wellness and academic initiatives. The total number of school appearances in 2019 was over 25.





# Jackson 5



We partner with Andrew Jackson High School, located in downtown Jacksonville. Students in the Sports Management magnet program of the school obtain the skills experience needed to obtain a job with a sports team.

The Jumbo Shrimp provide hands-on experience to help the students gain four years of progressive sports business experience. This culminates with an annual final project, helping to plan and execute our annual Education Day game.



# The ARC



The ARC is a work readiness internship program providing opportunity for Jacksonville's community members with intellectual and developmental differences. They partner with the Jumbo Shrimp Food & Beverage department to learn critical skills in the industry, such as food handling and prep in a live kitchen. Participants become ServSafe certified and the lessons learned are beneficial for future employment at hotels, hospitals and restaurants.

"It is important to create awareness of the skills possessed by those with differing abilities. With more programs like this, we can work to improve the opportunities of more members of our community."

- Ernest Hopkins, Jumbo Shrimp Director of Food & Beverage



***The Arc***<sup>®</sup>  
*Jacksonville*



# Summer Youth Programs

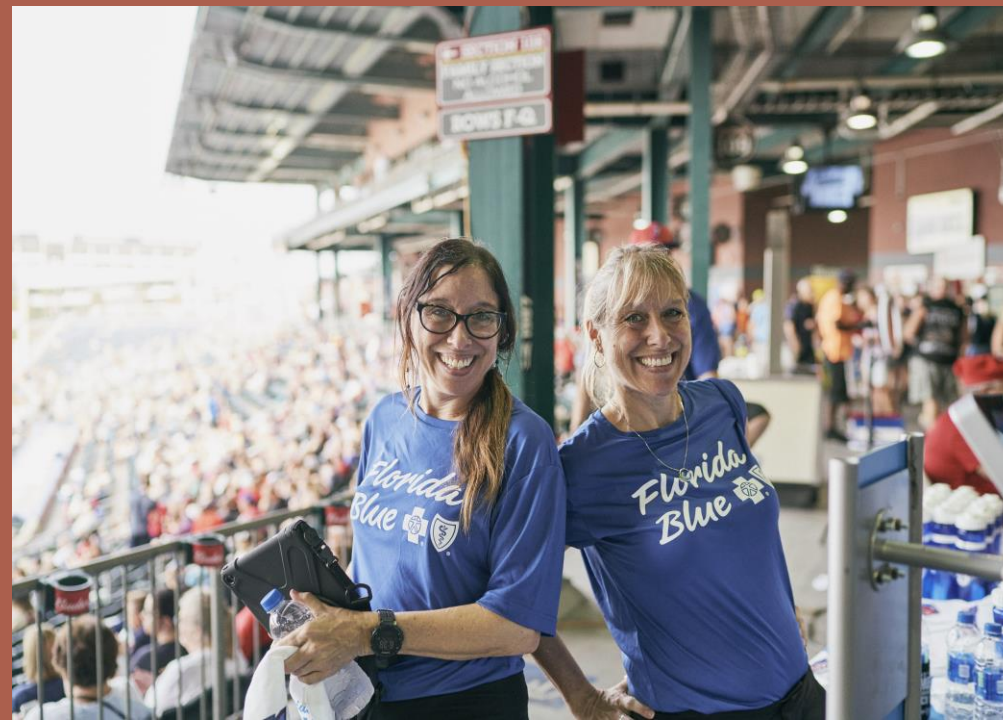


The Jumbo Shrimp partner with three different summer youth programs that provide an opportunity for underserved populations to intern with us. These three programs are:

- 1) Eckerd Support Services include job readiness training, assistance in high school graduation, national certifications, soft skills training and keeping the individuals safe from possible harmful environments.
- 2) The Mayor's Youth at Work Program is a partnership with the city of Jacksonville with a goal to build the local talent pipeline by connecting youth with career pathways.
- 3) The Jumbo Shrimp and CareerSource of NE Florida partnership strive to build practical work skills for Jacksonville's youth by giving participants hands-on experience within the sports industry.











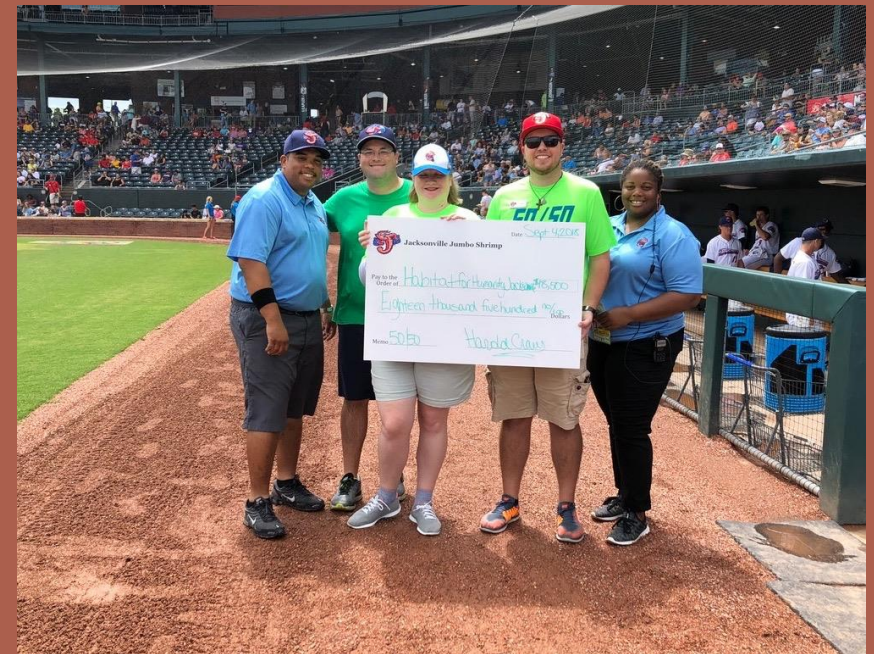
# Affordable Housing



# 50/50 Raffle

Affordable housing is an important tenant to the community efforts of the Jumbo Shrimp. Our gameday 50/50 raffle proceeds benefit Habitat for Humanity Jacksonville with 50% of the nightly pot benefitting Habitat for Humanity and the other half going to a lucky fan who purchased the winning ticket.

The total amount of money donated to Habitat for Humanity Jacksonville during the 2019 season was over \$14,000 and \$44,917 has been donated over the last three years.











Military



# Military Appreciation



- Military Family of Game
- Specified Military Section
- JROTC Color Guard
- Red Shirt Friday

→ every Friday home game, red is the color of the Jumbo Shrimp! Players wear our red “Bold City” jerseys and fans are encouraged to wear red to support the military & receive discounted tickets. Donations are collected benefitting the Intrepid Fallen Heroes Fund!

- Reunions
- Daily Discount on Tickets
- Military Ticket Window





## Military Family of the Game

The Jacksonville Jumbo Shrimp are proud to honor members of our nation's military. Every Friday, Saturday or Sunday home game highlighted a military family, thanking them for their service and sacrifice. In 2019, over 30 families were honored at the Baseball Grounds of Jacksonville.



# Re-Enlistments

The Jumbo Shrimp are honored to host private military group events, specifically in-stadium, pregame reenlistment ceremonies.

This is in addition to the five specified Military Appreciation Nights the Jumbo Shrimp hosted throughout the 2019 season, where free tickets are provided for service members and their dependents.











# HEALTH



# Home Run for Life & Two for Tuesday

- Home Run for Life focused on Baptist MD Anderson patients who are or were successfully fighting a medical condition. This night celebrated patients, doctors and healthcare team members from first pitches pregame to their lap around the bases while fans and players cheered them on.
- The Jacksonville Jumbo Shrimp and Dreams Come True partnered to welcome a Jacksonville Dreamer and parent to be the only fans at the Baseball Grounds of Jacksonville. This historic night, which featured a party outside the ballpark, saw the club break a Southern League record with an attendance of just two people.







# MiLB Initiatives

- MiLB CommUNITY Initiative Presented by Allegiant
- Joe Torre Safe At Home Foundation: Domestic Violence Initiative
- Play Ball
- Cover Your Bases
- Women In Baseball
- Fostering Inclusion through Education and Leadership Development (FIELD) Program





# #ShrimpService

The Jumbo Shrimp front office staff gives back to the community as a group through #ShrimpService, a monthly program where the front office volunteers in the community to provide service to local organizations. In October, we helped package 50,000 meals at Maxwell House of Coffee to help Rise Against Hunger in the fight to end world hunger!

Additionally, front office members helped paint student areas at George W. Carver Elementary School, supported Habitat for Humanity Jacksonville through interior painting, assisted the Daytona Tortugas in repairing Jackie Robinson Park and helped with beautification at Five Star Veterans Center.







# Donation Drives

The 2019 season was the inaugural year of the Jumbo Shrimp's A Better Jacksonville Series, five different charitable donation drives.

- April 26- Greeting Card Donation Drive on Military Appreciation Night where fans wrote greeting cards to active military
- May 20- Education Day Shoe Drive; donations to City Rescue Mission
- June 9- A Story of Toys Day- Toy Drive benefitting One More Child
- July 1- Non-perishable food donation drive benefitting Feeding Northeast Florida
- August 10- School Supply Drive, benefitting Duval County Public Schools





## Individual Service

All Jacksonville Jumbo Shrimp front office members are encouraged to volunteer individually in the community. Organizations our staff have helped includes Jacksonville's March of Dimes, Women's Army Corps, Jacksonville Little League, various Veterans' affairs and restoring Mayport Elementary School's kickball field!







# THANK YOU!

Thank you to all the people, friends and partners that support the Jacksonville Jumbo Shrimp! As we continue to serve our community together, the Jumbo Shrimp thank each and every one of you for your generosity.





