

MAYORS



PLAYBALL



A PARTNERSHIP BETWEEN MAJOR LEAGUE BASEBALL AND THE UNITED STATES CONFERENCE OF MAYORS



2017



THE UNITED STATES CONFERENCE OF MAYORS



THE UNITED STATES CONFERENCE OF MAYORS

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President

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The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,393 such cities in the country today, each represented in the Conference by its chief elected official, the Mayor.



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DO YOUR PART! PLEASE RECYCLE!

2017 is the third year of The United States Conference of Mayors and Major League

Baseball (MLB) Play Ball Summer Campaign. This year mayors in the United States and Puerto Rico hosted “PLAY BALL” -themed, youth-focused events in communities from June through August 2017. Play Ball is a joint program from MLB and USA Baseball that focuses on the fun nature of baseball and encourages widespread participation in baseball-related activities. A primary goal of the Play Ball Summer Initiative is to reach kids who don’t normally play baseball.

Building on the success of previous years, this year - over 255 mayors pledged to host Play Ball events in cities. Mayors were encouraged to engage youth, citizens, families, and city departments to organize community Play Ball events.

From June to August mayors across the country hosted activities such as: baseball/softball themed clinic days for park and recreation summer camps, playing lunchtime catch games outside of city hall, hosting pitch, hit and run clinics with Little Leagues, showcasing the pastime at the local international festival, as well as hosting baseball themed movie nights with pre-movie baseball drills that engaged families.

Here is the summary report for the 2017 Play Ball mayoral impact on youth engagement, as well as some examples of the innovative efforts mayors are using to share baseball with young people in cities across the nation.



Former Little League coach Elizabeth, NJ Mayor J. Christian Bollwage teaches basic concepts of the game to one of the 300 youth participants during his August 2017 Play Ball event.

PLAY BALL CITIES/ MAYORS' PLEDGED

(United States including Puerto Rico)

2015 - 125

2016 - 205

2017 - 255

MAYORAL IMPACT ON YOUTH ENGAGEMENT

The 2017 Mayors Play Ball Initiative engaged over **35,136*** youth in reported events held all across the United States. The increase of 14,731 participants over 2016's reported total of 20,405 is a nearly 75% increase.

As in past years the mayor's planned innovative, and most cities partnered with their local little, minor, and major league baseball teams to host events for the community.

2016 - 20,405

2017 - 35,136

*(*USCM reported Play Ball events)*



85TH WINTER MEETING IN WASHINGTON, DC

The 2017 launch featured former Major League Baseball Manager Jerry Manuel and Washington National President mascots' Teddy and Lincoln joined USCM President Oklahoma City Mayor Mick Cornett for the 2017 Play Ball Summer Announcement.





Washington National Racing Presidents mascots Abraham Lincoln and Theodore Roosevelt joined USCM President Oklahoma City Mayor Mick Cornett and USCM Vice President New Orleans Mayor Mitchell J. Landrieu to launch the 2017 Play Ball Summer Program.



Tom Brasuell, Vice President, Community Affairs, Major League Baseball spoke to the mayors about Caps On/ MLB Opening Day and previewed the 2017 digital tool kit available to cities to help plan 2017 Play Ball Summer events on usmayors.org/playball.



Jerry "The Sage" Manuel, Former Manager of the Chicago White Sox and New York Mets helped Major League Baseball announces the 2017 Play Ball Program to the nation's mayors.



CAPS ON!



TM

CAPS ON MLB OPENING DAY

In 2017 over 210+ Mayors signed up by MLB Opening Day. “Caps On” was celebrated by mayors, who wore their favorite team caps and shared their support of the game with constituents on a variety of social media platforms.

2016 - 80

2017 - 210+

85TH ANNUAL MEETING IN MIAMI BEACH

On Saturday, June 24, 2017 Tom Brasuell, MLB Vice President of Community Affairs gave the mayors an update on the Play Ball program. He was joined by Charles Johnson Jr., a four-time Gold Glove Award winner and World Series Winner with the Marlins, to discuss the benefits of the Play Ball initiative and to launch Play Ball Summer.

“This Play Ball initiative is a wonderful thing for our young kids. I started playing baseball in the backyard with my cousins with a broomstick, and hitting tennis balls and dates, and that’s how I started playing baseball when I was a youth. This Play Ball initiative is one of the greatest things I think Major League Baseball has definitely come up with. I want to say to all of you mayors out there, you go home and take that Play Ball initiative and really go for it, because it’s going to help a lot of young kids in our communities, it’s going to do a lot of great things for our young kids!”

--Charles Johnson Jr.



Tom Brasuell Vice President, Community Affairs, Major League Baseball encourages mayors to pick up their special mayoral Play Ball pin. Commemorative pins have been distributed annually to Play Ball City mayors since 2015 and are now a collectors item at USCM Annual Meetings.



Charles Johnson Jr., a four-time Gold Glove Award winner and World Series Winner with the Miami Marlins



Charles Johnson poses with Salt Lake City Mayor Jackie Biskupski



World Series Trophy - The 1997 Florida Marlins World Series Trophy was a highlight at the Play Ball display table during the 85th Annual Meeting in Miami Beach. The San Francisco Giants World Series trophies were also on display at the 83rd USCMA Annual Meeting in San Francisco.



Youth participant tosses a baseball during Houston's Play Ball event prior to Game 4 of the 2017 World Series at the Houston Astros Youth Academy in Houston Texas.



Major League Baseball Commissioner Robert D. Manfred, Jr. joined Houston Mayor Sylvester Turner for a Play Ball event prior to Game 4 of the 2017 World Series at the Houston Astros Youth Academy in Houston Texas.

"No goal is more important to Major League Baseball than making baseball and softball accessible and to engage with children in all communities. The results of the SFIA Report demonstrate that participation in baseball and softball is growing. We are encouraged by the success of the PLAY BALL initiative toward our objectives and grateful for partnerships with USA Baseball, USA Softball and the U.S. Conference of Mayors. Together, we will continue to work to provide memorable experiences for young people, especially those from underserved areas."

--Major League Baseball Commissioner Robert D. Manfred, Jr.



2017 PLAY BALL CITIES

Aguadilla, PR - Mayor Carlos Méndez Martínez
Akron, OH - Mayor Daniel Horrigan
Alameda, CA - Mayor Trish Herrera Spencer
Albany, NY - Mayor Katherine M. Sheehan
Albuquerque, NM - Mayor Richard J. Berry
Alexandria, LA - Mayor Jacques Roy
Alexandria, VA - Mayor Allison Silberberg
Aliso Viejo, CA - Mayor David C. Harrington
Allentown, PA - Mayor Ed Pawlowski
Anaheim, CA - Mayor Tom Tait
Anchorage, AK - Mayor Ethan Berkowitz
Apopka, FL - Mayor Joseph Kilsheimer
Arecibo, PR - Mayor Carlos Molina
Arlington, TX - Mayor Jeff Williams
Attleboro, MA - Mayor Kevin Dumas
Augusta, GA - Mayor Hardie Davis, Jr.
Austin, TX - Mayor Steve Adler
Baltimore, MD - Mayor Catherine Pugh
Bangor, ME - Mayor Joe Baldacci
Barceloneta, PR - Mayor Wanda Soler Rosario
Baton Rouge, LA - Mayor Sharon Weston Broome
Beaverton, OR - Mayor Denny Doyle
Benton Harbor, MI - Mayor Marcus Muhammad
Beverly Hills, CA - Mayor Lili Bosse
Binghamton, NY - Mayor Richard C. David
Birmingham, AL - Mayor William A. Bell
Bonita Springs, FL - Mayor Peter Simmons
Boston, MA - Mayor Marty Walsh
Branson, MO - Mayor Karen Best
Bridgeport, CT - Mayor Joe Ganim
Brockton, MA - Mayor William Carpenter
Broken Arrow, OK - Mayor Craig Thurmond
Brooklyn Center, MN - Mayor Tim Willson
Brownsville, TX - Mayor Antonio Martinez
Buffalo, NY - Mayor Byron W. Brown
Burlington, VT - Mayor Miro Weinberger
Burnsville, MN - Mayor Elizabeth B. Kautz
Burton, MI - Mayor Paula Zelenko
Cabo Rojo, PR - Mayor Bobby Ramírez Kurtz
Camden, NJ - Mayor Dana L. Redd

Canóvanas, PR - Mayor Lornna Soto
Carmel, IN - Mayor James Brainard
Carson, CA - Mayor Albert Robles
Cayce, SC - Mayor Elise Parton
Cayey, PR - Mayor Rolando Ortiz
Central Falls, RI - Mayor James Diossa
Cerritos, CA - Mayor George Ray
Champaign, IL - Mayor Deborah Frank Feinen
Charleston, SC - Mayor John Tecklenburg
Charlotte, NC - Mayor Jennifer Watson Roberts
Chattanooga, TN - Mayor Andy Berke
Cidra, PR - Mayor Javier Carrasquillo
Clarksville, TN - Mayor Kim McMillan
Cleveland, OH - Mayor Frank G. Jackson
Colorado Springs, CO - Mayor John Suthers
Columbia, SC - Mayor Stephen K. Benjamin
Columbus, OH - Mayor Andrew Ginther
Compton, CA - Mayor Aja Brown
Cooper City, FL - Mayor Greg Ross
Culver City, CA - Mayor Jeffrey Cooper
Dallas, TX - Mayor Mike Rawlings
Davenport, IA - Mayor Frank Klipsch
Davie, FL - Mayor Judy Paul
Dayton, OH - Mayor Nan Whaley
Denver, CO - Mayor Michael Hancock
Des Moines, IA - Mayor T.M. Franklin Cownie
Doral, FL - Mayor Juan Carlos Bermudez
Douglasville, GA - Mayor Rochelle Robinson
Dubuque, IA - Mayor Roy D. Buol
Durham, NC - Mayor William V. Bell
East Orange, NJ - Mayor Lester E. Taylor III
Elizabeth, NJ - Mayor J. Christian Bollwage
Elk Grove, CA - Mayor Steve Ly
Fargo, ND - Mayor Tim Mahoney
Fayetteville, NC - Mayor Nat Robertson
Fillmore, IL - Mayor Rexdon L. Boliard
Findlay, OH - Mayor Lydia L. Mihalik
Flint, MI - Mayor Karen Weaver
Florida, PR - Mayor José Gerena Polanco
Fontana, CA - Mayor Acquanetta Warren

Fort Myers, FL - Mayor Randall P. Henderson
Fort Wayne, IN - Mayor Tom Henry
Fort Worth, TX - Mayor Betsy Price
Frankfort, KY - Mayor William May
Frederick, MD - Mayor Randy McClement
Fremont, CA - Mayor Lily Mei
Frisco, TX - Mayor Jeff Cheney
Garland, TX - Mayor Douglas Athas
Gary, IN - Mayor Karen Freeman-Wilson
Grand Forks, ND - Mayor Michael R. Brown
Green Bay, WI - Mayor James Schmitt
Greenville, NC - Mayor Allen M. Thomas
Gresham, OR - Mayor Shane Bemis
Hagerstown, MD - Mayor Bob Bruchey
Hallandale Beach, FL - Mayor Joy Cooper
Hamilton Township, NJ - Mayor Kelly Yaede
Hammond, IN - Mayor Thomas M. McDermott
Hanover Park, IL - Mayor Rodney Craig
Hattiesburg, MS - Mayor Johnny DuPree
Hempstead, NY - Mayor Don Ryan
Hendersonville, TN - Mayor Jamie Clary
Hialeah, FL - Mayor Carlos Hernandez
Hillsboro, OR - Mayor Jerry Willey
Hoffman Estates, IL - Mayor William D. McLeod
Holland, MI - Mayor Nancy DeBoer
Hope, NJ - Mayor Timothy C. McDonough
Hopkinsville, KY - Mayor Carter Hendricks
Hormigueros, PR - Mayor Pedro Garcia Figueroa
Houston, TX - Mayor Sylvester Turner
Humacao, PR - Mayor Marcelo Trujillo
Huntington, WV - Mayor Stephen T. Williams
Independence, MO - Mayor Eileen Weir
Indianapolis, IN - Mayor Joe Hogsett
Irvine, CA - Mayor Donald P. Wagner
Irving, TX - Mayor Rick Stopfer
Ithaca, NY - Mayor Svante Myrick
Johns Creek, GA - Mayor Mike Bodker
Kalamazoo, MI - Mayor Bobby J. Hopewell
Kansas City, MO - Mayor Sylvester "Sly" James
Knoxville, TN - Mayor Madeline Rogero

Lajas, PR - Mayor Marcos Irizarry
 Lansing, MI - Mayor Virgil Bernero
 Las Cruces, NM - Mayor Ken Miyagishima
 Las Vegas, NV - Mayor Carolyn Goodman
 Lauderdale Lakes, FL - Mayor Hazelle P. Rogers
 Lexington, KY - Mayor Jim Gray
 Lima, OH - Mayor David Berger
 Lisle, IL - Mayor Christopher Pecak
 Little Rock, AR - Mayor Mark Stodola
 Livermore, CA - Mayor John Marchand
 Lomita, CA - Mayor Mark Waronek
 Long Beach, CA - Mayor Robert Garcia
 Los Angeles, CA - Mayor Eric Garcetti
 Louisville, KY - Mayor Greg Fischer
 Macon, GA - Mayor Robert Reichert
 Madison, WI - Mayor Paul Soglin
 Memphis, TN - Mayor Jim Strickland
 Merced, CA - Mayor Mike Murphy
 Mesa, AZ - Mayor John Giles
 Miami Beach, FL - Mayor Philip Levine
 Miami Gardens, FL - Mayor Oliver G. Gilbert, III
 Miami, FL - Mayor Tomas P. Regalado
 Milwaukee, WI - Mayor Thomas Barrett
 Mobile, AL - Mayor Sandy Stimpson
 Mount Vernon, NY - Mayor Richard Thomas
 Naguabo, PR - Mayor Noé Marcano
 Naranjito, PR - Mayor Orlando Ortiz Chevres
 Nashville, TN - Mayor Megan Barry
 New Bedford, MA - Mayor Jonathan F. Mitchell
 New Brunswick, NJ - Mayor James M. Cahill
 New Orleans, LA - Mayor Mitchell J. Landrieu
 New York, NY - Mayor Bill de Blasio
 Newark, NJ - Mayor Ras Baraka
 Newport Beach, CA - Mayor Kevin Muldoon
 Newport News, VA - Mayor McKinley L. Price
 Newton, MA - Mayor Setti Warren
 Niagara Falls, NY - Mayor Paul Dyster
 Normal, IL - Mayor Chris Koos
 North Miami Beach, FL - Mayor George Vallejo
 North Miami, FL - Mayor Smith Joseph
 North Wilkesboro, NC - Mayor Robert Johnson
 Norwalk, CT - Mayor Harry Rilling
 Oakland, CA - Mayor Libby Schaaf
 Ocala, FL - Mayor Kent Guinn
 Oklahoma City, OK - Mayor Mick Cornett

Olathe, KS - Mayor Michael Copeland
 Orland Park, IL - Mayor Keith Pekau
 Orlando, FL - Mayor Buddy Dyer
 Orocovis, PR - Mayor Jesus Colón Berlingeri
 Palm Bay, FL - Mayor William Capote
 Parkland, FL - Mayor Christine Hunschofsky
 Pembroke Pines, FL - Mayor Frank C. Ortis
 Pensacola, FL - Mayor Ashton Hayward
 Perry, GA - Mayor James Faircloth
 Philadelphia, PA - Mayor James Kenney
 Phoenix, AZ - Mayor Greg Stanton
 Pinellas Park, FL - Mayor Sandra L. Bradbury
 Piscataway, NJ - Mayor Brian C. Wahler
 Pittsburgh, PA - Mayor William Peduto
 Plainfield, NJ - Mayor Adrian Mapp
 Plano, TX - Mayor Harry LaRosiliere
 Pleasantville, NJ - Mayor Jesse Tweedle, Sr.
 Ponce, PR - Mayor Maria E. Melendez Altieri
 Port Arthur, TX - Mayor Derrick Freeman
 Port St. Lucie, FL - Mayor Gregory J. Oravec
 Providence, RI - Mayor Jorge O. Elorza
 Quincy, IL - Mayor Kyle A. Moore
 Racine, WI - Mayor Dennis Wiser
 Rancho Cordova, CA - Mayor Donald Terry
 Rapid City, SD - Mayor Steve Allender
 Reno, NV - Mayor Hillary Schieve
 Rialto, CA - Mayor Deborah Robertson
 Richmond, VA - Mayor Levar M. Stoney
 Riverbank, CA - Mayor Richard O'Brien
 Rochester Hills, MI - Mayor Bryan K. Barnett
 Rochester, MN - Mayor Ardeell Brede
 Roseville, CA - Mayor Carol Garcia
 Sacramento, CA - Mayor Darrell Steinberg
 Salisbury, NC - Mayor Karen Alexander
 Salt Lake City, UT - Mayor Jackie Biskupski
 San Antonio, TX - Mayor Ron Nirenberg
 San Francisco, CA - Mayor Edwin M. Lee
 San Leandro, CA - Mayor Pauline Cutter
 Santa Ana, CA - Mayor Miguel A. Pulido
 Santa Fe, NM - Mayor Javier Gonzales
 Santa Monica, CA - Mayor Tony Vazquez
 Schaumburg, IL - Mayor Al Larson
 Schenectady, NY - Mayor Gary McCarthy
 Seattle, WA - Mayor Edward Murray
 Socorro, TX - Mayor Jesus Ruiz

South Bend, IN - Mayor Peter Buttigieg
 South Gate, CA - Mayor Maria Davila
 Springfield, IL - Mayor Jim Langfelder
 St. Louis, MO - Mayor Lyda Krewson
 St. Paul, MN - Mayor Chris Coleman
 St. Petersburg, FL - Mayor Rick Kriseman
 Sumter, SC - Mayor Joseph McElveen
 Syracuse, NY - Mayor Stephanie Miner
 Tallahassee, FL - Mayor Andrew Gillum
 Tamarac, FL - Mayor Harry Dressler
 Tampa, FL - Mayor Bob Buckhorn
 Tempe, AZ - Mayor Mark Mitchell
 Texas City, TX - Mayor Matthew T. Doyle
 Thornton, CO - Mayor Heidi Williams
 Tigard, OR - Mayor John Cook
 Toa Baja, PR - Mayor Bernardo Marquez Garcia
 Toledo, OH - Mayor Paula Hicks-Hudson
 Torrance, CA - Mayor Patrick J. Furey
 Trenton, NJ - Mayor Eric Jackson
 Trotwood, OH - Mayor Mary A. McDonald
 Tuscaloosa, AL - Mayor Walter Maddox
 Union Township, NJ - Mayor Suzette Cavadas
 Vallejo, CA - Mayor Osby Davis
 Virginia Gardens, FL - Mayor Spencer Deno IV
 Wailuku, HI - Mayor Alan Arakawa
 Walnut Creek, CA - Mayor Loella Haskew
 Warren, OH - Mayor William D. Franklin
 Washington, DC - Mayor Muriel Bowser
 Waterloo, IA - Mayor Quentin Hart
 West Covina, CA - Mayor Corey Warshaw
 West Haven, CT - Mayor Edward M. O'Brien
 West Hollywood, CA - Mayor John Heilman
 West Palm Beach, FL - Mayor Jeri Muoio
 Westlake, OH - Mayor Dennis M. Clough
 Westland, MI - Mayor William R. Wild
 Wichita, KS - Mayor Jeff Longwell
 Wilmington, DE - Mayor Michael S. Purzycki
 Winston Salem, NC - Mayor Allen Joines
 Wisconsin Rapids, WI - Mayor Zachary Vruwink
 Woodbury, MN - Mayor Mary Giuliani Stephens
 Woodland, CA - Mayor Angel Barajas
 Woodmere, OH - Mayor Chuck Smith
 Yonkers, NY - Mayor Mike Spano
 York, PA - Mayor C. Kim Bracey
 Yuba City, CA - Mayor Stanley Cleveland, Jr.

HIGHLIGHTS FROM SELECT MAYORAL EVENTS HELD DURING 2017 PLAY BALL

Burnsville, MN Mayor Elizabeth Kautz

International Festival of Burnsville celebrated the city's cultural diversity, and a highlight of the day was Mayor Kautz' Play Ball event with the Minnesota Twins. Youth participants enjoyed a clinic of run catch drills and the game of baseball was used to showcase a fun aspect of American Culture.

Columbia, SC Mayor Steve Benjamin

Mayor Benjamin partnered with the Columbia Fireflies (Class A affiliate of the New York Mets) at the City's year-old Spirit Communications Park. Fireflies' players and coaches put on two skills clinic throughout August for 62 children ages 9-12.

Oklahoma City, OK Mayor Mick Cornett

Mayor Cornett partnered with the Oklahoma City Dodgers (Triple A affiliate of the Los Angeles Dodgers) and USA Baseball and USA Softball at the Chickasaw Bricktown Ballpark. Participants received hands-on instruction from several USA women's national and juniornational softball teams. There were about 500 youth who participated in the event – a 50/50 split of both boys and girls.

Pembroke Pines, FL Mayor Frank Ortis

Mayor Ortis added Play Ball to his Family Fun DayEvent. 200 boys and girls ages 7-14 participated in a "Pitch, Hit, and Run" Clinic and enjoyed other fun-filled activities such as moon bounces, obstacle courses, and music with their families.

Elizabeth, NJ Mayor J. Christian Bollwage

Mayor Bollwage spent the day with 300 youth ages 6-14 years from the city, teaching baseball skills and drills. Being a former Little League coach, the mayor taught the basic concepts of the game to participants. In addition to the drills, there were two Championship games held for 9-10 year-old girls and boys.

Dubuque, IA Mayor Roy Buol

Mayor Buol focused on the inclusiveness of baseball and hosted an event with the local Dubuque Miracle League, an association that strives to keep children with physical and mental disabilities on the baseball field. About 50 Miracle League participants, ages 10 and up, played a game in between the Sophomore and Varsity games of two local high schools at Dubuque's Annual Grant Vogt Memorial Classic.

Phoenix, AZ Mayor Greg Stanton, Tempe, AZ Mayor Mark Mitchell and Mesa, AZ Mayor John Giles

Mayors Greg Stanton, Mark Mitchell, and John Giles combined their efforts and hosted a Tri-City event with the Arizona Diamondbacks featuring an on field clinic for 30 youth ages 10-14 years old.

Irvine, CA Mayor Donald Wagner

The City of Irvine hosted their Play Ball events through a unique inclusion of baseball clinics conducted during theLunch Time Activities Program. The City of Irvine runs this program at 18 elementary/middle schools impacting over 3,000 kids. This Lunch Time Activities Program engages students in high energy sports and recreation activities on school campuses during lunch time.

Boston, MA Mayor Marty Walsh

Mayor Walsh hosted a total of four Play Ball events all throughout summer in the City of Boston, engaging over 1600 youth. These events included a Mayor's Cup Tournament, the Boston Citywide Baseball League, and Out of the Park Fenway Challenges.

Bridgeport, CT Mayor Joseph Ganim

Mayor Ganim hosted his Play Ball Healthy Kids Day event on July 21st with the help of Bridgeport All Star Baseball and Parks and Recreation Camps. 1500 children engaged in various sports and activities. The event emphasized Play Ball Summer to promote the fun nature of baseball and empowering youth to live healthy and active lifestyles.

Flint, MI Mayor Karen Weaver

The Play Ball event partnered the city with the Jackson Park's RBI program. While supporting local baseball and softball leagues, the event also taught about 100 youth in the community the basics of the sport through various activities such as a home run derby, agility training, base running, and hitting practices.

Mt. Vernon, NY Mayor Richard Thomas

Mayor Thomas hosted a Junior Home Run Derby and held a Pitch, Hit, and Run Play Ball Event on April 15th, 2017 with his local RBI Program. The event was successful in engaging 75 youth from the community, ages 12 and under who don't traditionally play the sport, to the fun nature of baseball.





2017 PLAY BALL SUMMER SIGNATURE EVENT

District of Columbia Mayor Muriel Bowser and MLB Commissioner Robert D. Manfred, Jr. joined local youth for a Play Ball Summer Event on July 26th at Nationals Park. The event was followed by the announcement that the Nationals will become a first-time host of the All-Star Game, when the nation's capital hosts Baseball's 89th Midsummer Classic at Nationals Park in July, 2018.



PLAY BALL 2018 CALENDAR

JANUARY

JANUARY 24: 2018 PLAY BALL LAUNCH AT 86TH WINTER MEETING OF THE U.S. CONFERENCE OF MAYORS IN WASHINGTON, DC

FEBRUARY

- COMMIT TO PLAY BALL EVENT
- FEBRUARY 5: PROVIDE "CAPS ON" FAVORITE TEAM NAME SIGN UP AT www.usmayors.org/play-ball
- ORGANIZE PLAY BALL EVENT WITH MAJOR LEAGUE OR MINOR LEAGUE TEAM. CONSIDER HOSTING EVENT WITH YOUR LOCAL BOYS & GIRLS CLUB, CITY PARKS AND RECREATION DEPARTMENT AND/OR OTHER COMMUNITY PARTNERS

MARCH

- MARCH 14 - 23: "CAPS ON" CAPS DELIVERED TO MAYORS
- MARCH 23 - 27: TAKE "CAPS ON" PHOTO AND SHARE WITH USCM
- MARCH 29: MLB OPENING DAY POST CAPS ON PHOTO ON SOCIAL MEDIA

APRIL - AUGUST

- CONDUCT PLAY BALL EVENTS

APRIL

- MAYORS ISSUE "PLAY BALL" PROCLAMATIONS
- CONFIRM PLAY BALL EVENT DATES
- REQUEST PLAY BALL INCENTIVES (T-SHIRTS AND BANNERS) FOR LOCAL EVENTS

MAY

- WORK WITH USCM AND MLB TO PROMOTE PLAY BALL EVENTS
- REGISTER EVENTS ON: www.usmayors.org/play-ball

JUNE

- JUNE 8 - 11: ANNOUNCE PLAY BALL CITIES AT 86TH ANNUAL MEETING IN BOSTON
- WORK WITH USCM AND MLB TO PROMOTE AND CONDUCT PLAY BALL EVENTS

JULY

- MLB ALL-STAR PLAY BALL EVENTS, WASHINGTON, DC

SEPTEMBER

- REPORT FINAL LOCAL PLAY BALL STATISTICS TO USCM

INQUIRES ABOUT MLB AND PLAY BALL

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MLB SUPPORT OF LOCAL PLAY BALL EVENTS

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MAYORAL INVOLVEMENT IN PLAY BALL EVENTS

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PLAY BALL SIGN UP, ORGANIZING LOCAL EVENTS AND PROMOTION

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