

MAYORS



A Partnership Between Major League Baseball and The United States Conference of Mayors



THE UNITED STATES
CONFERENCE OF MAYORS



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The United States Conference of Mayors is the official non-partisan organization of cities with each city represented in the Conference by its chief elected official, the mayor.

2021 MAYORS PLAY BALL



On behalf of The United States Conference of Mayors (USCM) and Major League Baseball (MLB) we thank you for your participation in the 2021 Mayors PLAY BALL Program. For the past six years, America's mayors have partnered with MLB to promote local baseball and softball fun in cities. Over the last year during the pandemic, families and children adjusted to a new daily way of life which impacted in-person participation in leisurely and organized sports, especially baseball and softball. Though casual participation in the sport continued to increase over the last year, many children still did not have an opportunity to play the game within their communities. To help youth heal from a rough year, there was an intentional effort by mayors to help reconnect these children and families to the sport. The mayors introduced a "PLAY BALL Summer - Sandlot" campaign which provided a new focus on community-based events that revolved around fun, non-traditional play and skills building.

PLAY BALL mayors held sandlot events in parks, vacant lots, and baseball stadiums designed for safe play. Each event centered on partially structured games where each player had a chance to bat and play defense in a fun, fast-paced format. Additional activities at Mayors PLAY BALL events included: relay race, relay throws, “road runner” competitions, Slugger/Home Run Derby, “500” fly ball catching competitions, soft toss hitting, and standard infield and outfield defensive plays. Mayors were provided with a special USCM Sandlot Activation Guide and special Sandlot event equipment kits. 2021 PLAY BALL cities were sent a Franklin vibe ball (special for the mayor’s Sandlot game), plastic softballs, MLB deluxe 4-Piece throw-down rubber base set, foam baseballs, and PLAY BALL bat & ball sets.

Year two of the pandemic was challenging with many parks and recreation departments returning to operations slowly, despite the many obstacles, USCM was advised **Mayors PLAY BALL events were successfully held in over 45 cities which engaged over 5,742 youth.** Many mayors were not able to gather due to staff shortages, recreation centers being used for food distribution, covid testing and vaccine administration sites, and the end of the summer delta variant concerns led to suspension of events. Our members were very clear they still wanted to demonstrate their support for baseball and softball as displayed in the photos of mayors with their special 2021 Sandlot PLAY BALL commemorative baseballs. Mayors from across the country can be seen proudly posing in their offices and in places of baseball significance in their city. The USCM PLAY BALL team had the pleasure of working with two undergraduate summer interns, **Tyler Harman** - University of Delaware and **Jackson Powell** - University of South Carolina Upstate, who worked tirelessly to engage mayors in 2021 Sandlot events.

We have big plans for an exciting PLAY BALL Weekend June 10-12, 2022, and look forward to more 2022 mayoral activations.

RBI VIRTUAL ANNUAL MEETING

USCM was delighted to participate in the 2021 RBI Virtual Annual Meeting for a session on *Building Relationships with Local Dignitaries and Mayors* for local RBI affiliate directors. Reviving Baseball in Inner Cities (RBI) is a youth outreach program designed to promote interest in baseball and softball. The purpose of the session was to advise staff on how to engage mayors and build upon the momentum mayors feel around their PLAY BALL events. Mayors with RBI's should look to the local clubs as potential partners for mayoral PLAY BALL events



MLB ALL-STAR DENVER

Mayor Michael B. Hancock hosted the official 2021 Mayors PLAY BALL Sandlot event on July 17, 2021 outside of Denver City Hall as a part of the 2021 MLB Allstar Game Weekend Official events. Mayor Hancock joined 150 local youth and their families for Sandlot games and skill drill stations.



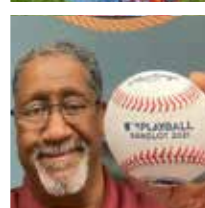




2021 USCM SANDLOT BASEBALL

In keeping with the annual activity of the 2020 100th Centennial of the Negro Leagues/Tipping The Cap and the former Opening Day/CapsOn baseball photo salutes, this year mayors posed in their offices and near places of baseball significance to demonstrate PLAY BALL city enthusiasm. Mayors took pictures with a special USCM commemorative 2021 Sandlot baseball. This is the third baseball released exclusively for USCM PLAY BALL city mayors.









HIGHLIGHTS FROM SELECT MAYORAL EVENTS HELD DURING 2021 PLAY BALL

The COVID-19 pandemic has had a profound impact on communities, with cities set to deal with the repercussions for years to come. In 2021, cities began the long road to recovery, and slowly began ramping up their PLAY BALL activities. PLAY BALL has been an incredibly important initiative for cities in previous years, but it took on a new meaning this year. With the emphasis on a return to grassroots baseball and softball games, 2021 was deemed the Sandlot year. With the primary aim being to get youth active after likely having a year away from sport participation, Sandlot events were a great way to lessen the lift of PLAY BALL event for cities around the country. With all that was needed being a patch of land, a ball and a bat, Sandlot events took center stage. Additionally, to help in the planning of these events, USCM was able to partner with Franklin and provide Sandlot kits which contained all the necessary equipment for event participation.

Additionally, to help USCM cities plan their Sandlot events, we enlisted the help of two summer interns. These summer interns were Tyler Harman (a current University of Delaware student) and Jackson Powell (a current University of South Carolina Upstate student). Cities from coast to coast got involved with hosting Sandlot events in 2021, meaning PLAY BALL's impact was felt throughout the country, a time when it was needed most. In what has become a standard practice, Mayors answered the call of duty when they were needed most. Cities around the country used these events as a way to involve the community in both traditional and new ways. Some of the ways Mayors got their communities involved at PLAY BALL events included setting up vaccine clinics, running relay races and having local media present at events.





The United States Conference of Mayors is pleased to launch PLAY BALL Sandlot Summer as part of its sixth year partnership with Major League Baseball. Play Ball has been a win-win for everyone involved-the mayors, Major League Baseball and most importantly, our kids who are being exposed to one of America's favorite pastimes. Planning fun baseball/softball events supports the mayors in their efforts in getting youth back outside playing, socializing, and being active.

-- Tom Cochran, CEO & Executive Director of the United States Conference of Mayors.

Aguadilla, PR

Aguadilla Mayor Julio Roldán Concepción hosted the annual PLAY BALL event with local community programs. Local youth participated in skill building drills and played Sandlot games. This was another successful event which linked young people and their families to local services while engaging them in baseball and softball fun.

Burnsville, MN

The 68th President of USCM and Burnsville Mayor Elizabeth B. Kautz held her annual PLAY BALL event for local youth. A long time PLAY BALL City, Mayor Kautz and her team planned a fun afternoon of physical activity and baseball fun through Sandlot games and skill drills. This year the Burnsville Lions and Rotary Clubs generously donated food for the event. PLAY BALL events are great opportunities for mayors to work with community partners.

Chicago, IL

Chicago Parks & Recreation hosted a large, city-wide PLAY BALL event. Chicago Mayor Lori Lightfoot's event engaged hundreds of local youth on a bright summer day. This event showed youth proper fundamentals and techniques, by incorporating basic drills into the event including playing pick-up games and hitting off tees.

Cincinnati, OH

This year, Mayor John Cranley in conjunction with the Cincinnati Reds Youth Academy, the City of Cincinnati hosted a PLAY BALL event. This event featured more than 75 youth visiting the Academy and was a part of the Reds Hispanic Heritage Month efforts. This event was kicked off with a Q&A and was then followed by various drilled stations that were set up.

Montgomery, AL

In partnership with the Montgomery Biscuits, the Montgomery RBI program & local parks & rec programs, Montgomery Mayor Steven Reed put on a special Play Ball event this year. This event took place at Riverwalk Stadium and featured numerous different drills and activities and free food from Whattaburger.

New Orleans, LA

This summer Mayor LaToya Cantrell and the City of New Orleans held their first PLAYBALL Sandlot event. Held in a local municipal park, over 100 youth participated in multiple

skill drills and experienced the fun of the sport by playing the Sandlot game. This event engaged over 100 youth and had multiple drills going on, while culminating with the youth participating in a Sandlot game.

Newport News, VA

Newport News held their annual PLAY BALL event on what turned out to be a scorching hot summer day. This didn't stop Mayor McKinley L. Price from getting out and playing with the kids on the field as he has grown accustomed to doing. PLAY BALL events have been great opportunities in the past to link residents with some of the social services available. To help serve the community this year, the Hampton University mobile vaccine van was present to help distribute vaccines.

Reno, NV

As the Chair of the USCM TAPES committee, Mayor Schieve is a frequent participant in PLAY BALL. This year, in conjunction with local parks and rec and community efforts, Mayor Schieve hosted her Sandlot event at Greater Nevada Field with the Reno Aces, Minor League Baseball team of the Triple-A West and the Triple-A affiliate of the Arizona Diamondbacks, who encouraged local youth to come out, get active and learn the fundamentals of baseball and softball.

St. Louis, MO

Home to perennial Playoff contender the St. Louis Cardinals, the City of St. Louis celebrated the return of baseball by hosting an event with the 11-time World Champions. Mayor Tishaura Jones joined in with representatives from the Cardinals to help teach the youth of St. Louis important baseball and softball skills.

Waterloo, IA

During the Summer of 2021, Waterloo Mayor Quentin Hart hosted a Play Ball event in which local youth came out to Waterloo's indoor sports complex and learned the fundamentals of America's pastime. This Sandlot event was a rousing success for the city and all youth involved.

Winston-Salem, NC

Mayor Allen Joines and the City of Winston-Salem hosted a Sandlot PLAY BALL this year. Continuing in the tradition of hosting their annual event, a group of youth came out to Washington Park where they participated in skill drills, with Mayor Joines helping teach youth the proper fundamentals.



2021 PLAY BALL CITIES

Addison, IL	Broken Arrow, OK	Davie, FL	Frisco, TX
Aguadilla, PR	Brooklyn Center, MN	Dayton, OH	Garland, TX
Akron, OH	Brownsville, TX	Denver, CO	Gary, IN
Alameda, CA	Buffalo, NY	Des Moines, IA	Glendale, AZ
Albany, NY	Burbank, CA	Detroit, MI	Glendale Heights, IL
Albuquerque, NM	Burlington, VT	Dolton, IL	Grand Forks, ND
Alexandria, VA	Burnsville, MN	Doral, FL	Green Bay, WI
Alexandria, LA	Burton, MI	Douglasville, GA	Greenville, NC
Alhambra, CA	Cabo Rojo, PR	Downey, CA	Gresham, OR
Aliquippa, PA	Calabasas, CA	Dubuque, IA	Gulfport, MS
Aliso Viejo, CA	Camden, NJ	Durham, NC	Hagerstown, MD
Allentown, PA	Canóvanas, PR	Eagle Pass, TX	Hallandale Beach, FL
Anaheim, CA	Carmel, IN	East Orange, NJ	Hamilton Township, NJ
Anchorage, AK	Carrboro, NC	East Palo Alto, CA	Hammond, IN
Apopka, FL	Carson, CA	Eden Prairie, MN	Hanover Park, IL
Arecibo, PR	Cayce, SC	Edina, MN	Hartford, CT
Arlington, TX	Cayey, PR	Elizabeth, NJ	Hattiesburg, MS
Atlanta, GA	Central Falls, RI	Elk Grove, CA	Helena, MT
Attleboro, MA	Cerritos, CA	Erie, PA	Hempstead, NY
Auburn, WA	Champaign, IL	Eugene, OR	Hendersonville, TN
Augusta, GA	Charleston, WV	Everett, MA	Hialeah, FL
Austin, TX	Charleston, SC	Ewing Township, NJ	Hialeah Gardens, FL
Baltimore, MD	Charlotte, NC	Fairbanks, AK	Hillsboro, OR
Bangor, ME	Chattanooga, TN	Fairbanks North Star	Hoffman Estates, IL
Barceloneta, PR	Cheyenne, WY	Borough, AK	Holland, MI
Baton Rouge, LA	Chicago, IL	Fanwood, NJ	Honolulu, HI
Beaumont, TX	Cidra, PR	Fargo, ND	Hope, NJ
Beaverton, OR	Cincinnati, OH	Farmingham, MA	Hopkinsville, KY
Belleville, MI	Clarksville, TN	Fayetteville, NC	Hormigueros, PR
Benton Harbor, MI	Cleveland, OH	Fillmore, IL	Houston, TX
Beverly Hills, CA	College Station, TX	Findlay, OH	Humacao, PR
Binghamton, NY	Colorado Springs, CO	Flint, MI	Huntington, WV
Birmingham, AL	Columbia, SC	Florida, PR	Independence, MO
Bloomington, IN	Columbus, OH	Fontana, CA	Indianapolis, IN
Bonita Springs, FL	Compton, CA	Fort Myers, FL	Irvine, CA
Boston, MA	Cooper City, FL	Fort Wayne, IN	Irving, TX
Bound Brook, NJ	Coral Springs, FL	Fort Worth, TX	Ithaca, NY
Branson, MO	Culver City, CA	Frankfort, KY	Jersey City, NJ
Bridgeport, CT	Dallas, TX	Frederick, MD	Johns Creek, GA
Brockton, MA	Davenport, IA	Fremont, CA	Kalamazoo, MI

Kansas City, KS	Mount Vernon, NY	Providence, RI	Tallahassee, FL
Kansas City, MO	Naguabo, PR	Quincy, IL	Tamarac, FL
Kearney, NE	Naranjito, PR	Racine, WI	Tampa, FL
Kearny, NJ	Nashville, TN	Rahway, NJ	Tempe, AZ
Killeen, TX	New Albany, IN	Rancho Cordova, CA	Texas City, TX
Kinston, NC	New Bedford, MA	Rapid City, SD	Thornton, CO
Knoxville, TN	New Brunswick, NJ	Redford, MI	Tigard, OR
Lajas, PR	New Orleans, LA	Reno, NV	Toa Baja, PR
Lakewood, OH	New York, NY	Rialto, CA	Toledo, OH
Lansing, MI	Newark, NJ	Richmond, CA	Topeka, KS
Largo, FL	Newport Beach, CA	Richmond, VA	Torrance, CA
Las Cruces, NM	Newport News, VA	Riverbank, CA	Trenton, NJ
Las Vegas, NV	Newton, MA	Rochester, NY	Trotwood, OH
Lauderdale Lakes, FL	Niagara Falls, NY	Rochester, MN	Tucson, AZ
Lauderhill, FL	Norfolk, VA	Rochester Hills, MI	Turlock, CA
Laurel, MD	Normal, IL	Rocklin, CA	Tuscaloosa, AL
Lawrence, MA	North Charleston, SC	Roseville, CA	Union Township, NJ
Lexington, KY	North Miami, FL	Sacramento, CA	Vallejo, CA
Lima, OH	North Miami Beach, FL	Salisbury, NC	Virginia Gardens, FL
Lisle, IL	North Wilkesboro, NC	Salt Lake City, UT	Walnut Creek, CA
Little Rock, AR	Norwalk, CT	San Antonio, TX	Warren, MI
Livermore, CA	Oakland, CA	San Bernardino, CA	Warren, OH
Lomita, CA	Ocala, FL	San Diego, CA	Washington, DC
Long Beach, CA	Oklahoma City, OK	San Leandro, CA	Waterloo, IA
Los Angeles, CA	Orland Park, IL	Santa Ana, CA	West Covina, CA
Louisville, KY	Orlando, FL	Santa Barbara, CA	West Haven, CT
Lynn, MA	Orocovis, PR	Santa Fe, NM	West Hollywood, CA
Macon, GA	Palm Bay, FL	Santa Monica, CA	West Palm Beach, FL
Madison, WI	Park Forest, IL	Scappoose, OR	West Springfield, MA
Manchester, NH	Parkland, FL	Schaumburg, IL	Westlake, OH
Manhattan Beach, CA	Pembroke Pines, FL	Schenectady, NY	Westland, MI
Maui, HI	Pensacola, FL	Seattle, WA	Weymouth, MA
McKinney, TX	Perris, CA	Socorro, TX	Wichita, KS
Memphis, TN	Philadelphia, PA	South Bend, IN	Wilmington, DE
Merced, CA	Pinellas Park, FL	South Gate, CA	Winston-Salem, NC
Meridian, MS	Piscataway, NJ	Springfield, IL	Wisconsin Rapids, WI
Mesa, AZ	Pittsburgh, PA	St. Louis, MO	Wolcott, CT
Miami, FL	Plainfield, NJ	St. Paul, MN	Woodbury, MN
Miami Beach, FL	Plano, TX	St. Petersburg, FL	Woodland, CA
Miami Gardens, FL	Pleasantville, NJ	Stockton, CA	Woodmere, OH
Milford, CT	Ponce, PR	Stonecrest, GA	Yonkers, NY
Milwaukee, WI	Pontiac, MI	Sumter, SC	York, PA
Minneapolis, MN	Port Arthur, TX	Sunrise, FL	Yuba City, CA
Mobile, AL	Port St. Lucie, FL	Syracuse, NY	
Moreno Valley, CA	Portland, OR	Tacoma, WA	

2022 PLAY BALL CALENDAR

January 2022

90th Winter Meeting

90th Winter Meeting launch of the Mayors Seventh Annual PLAY BALL Program. ALL Mayors from Minor and Major League Baseball Team cities will be invited to participate in PLAY BALL Weekend to be held June 10-12, 2022.

February 2022 – May 2022

USCM staff will work closely with MLB and MiLB cities to ensure mayors are engaged in PLAY BALL weekend. From March to June, we will have regularly scheduled zoom meetings to help cities prepare for local events.

April 15, 2022

Jackie Robinson Day

PLAY BALL Mayors will participate in a special social media activation to show support for baseball and honor the legacy of the first baseball player to break Major League Baseball's color barrier that segregated the sport.

June 3-6, 2022

90th Annual Meeting

Look for PLAY BALL at the 90th Annual Meeting June 3-6, 2022 in Reno, staff will introduce mayors to vitilla (pronounced Vih-tee-yah) which is an alternative form of stickball born in the Dominican Republic. Vitilla is a fast, fun way to play baseball with a cap and stick, and games can easily be set up near most city halls and in local parks. Mayors should look out for special USCM vitilla equipment and demonstration games at the Annual Meeting in Reno.

June 10-12, 2022

PLAY BALL Weekend

Mayors from cities with Minor and Major League teams will be encouraged to participate in PLAY BALL Weekend June 10-12, 2022. Both Minor and Major League Teams will be looking to make significant youth impacts. USCM staff will coordinate with city contacts to help make this first of its kind weekend a success!

July 2022 – August 2022

USCM will be coordinating with PLAY BALL cities to receive 2022 Hispanic Heritage Month special USCM vitilla and sandlot equipment kits. Mayoral PLAY BALL events typically engage local youth who don't traditionally play the sport to expose them to America's favorite pastime through baseball games and basic skill building drills.

September 2022 – October 2022

Hispanic Heritage Month

Mayors will invite local youth to visit city hall or a local park for fun sandlot and vitilla games.

usmayors.org/play-ball

For more information about the 2022 Play Ball Program please contact

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MLB SUPPORT OF LOCAL PLAY BALL EVENTS

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PLAY BALL SIGN UP, ORGANIZING LOCAL EVENTS AND PROMOTION

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2021 SUMMER MAYORS PLAY BALL INTERNS

Tyler Harman

University of Delaware
Biden Institute

Jackson Powell

University of South Carolina Upstate

Please Visit

usmayors.org/play-ball



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A handwritten signature in black ink that reads "Tom Cochran".

Tom Cochran, CEO and Executive Director

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