

Baseball Across The Region

Northern Kentucky

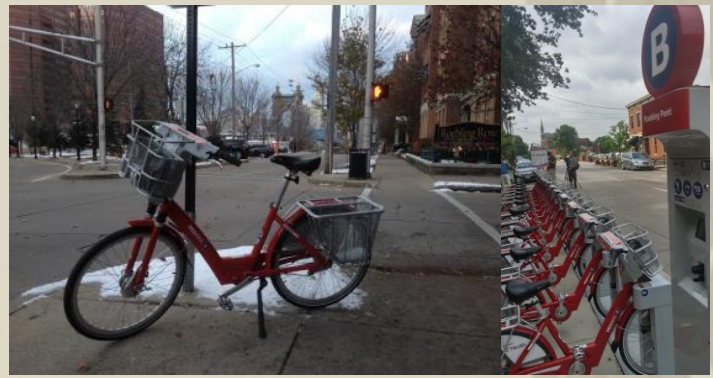
11 New Northern KY RedBike Locations

• The Cincinnati-based bike-sharing program is rapidly expanding and exceeding expectations of use in Cincinnati. Northern Kentucky leaders pushed into high gear when Cincinnati Mayor John Cranley announced an expansion of the program in the Queen City. NKY wanted to connect to it fast, specifically before this year's Major League Baseball All-Star Game arrived at Great American Ballpark in July.

• Each station costs around \$50,000, though that can vary. Covington received \$50,000 from philanthropist John Topits and \$150,000 from an anonymous donor. Southbank Partners, the advocacy organization for six River Cities in Northern Kentucky, donated \$20,000 to Covington, Newport, and Bellevue.

• Southbank president Jack Moreland said that RedBike is a perfect fit for Southbank because it emphasizes connectivity and relates to the organization's effort at developing the Riverfront Commons trail system that will ultimately connect Ludlow in the west to Dayton in the east.

<http://rcnky.com/articles/2015/06/23/red-bike-opens-6-locations-covington-newport-bellevue-way>



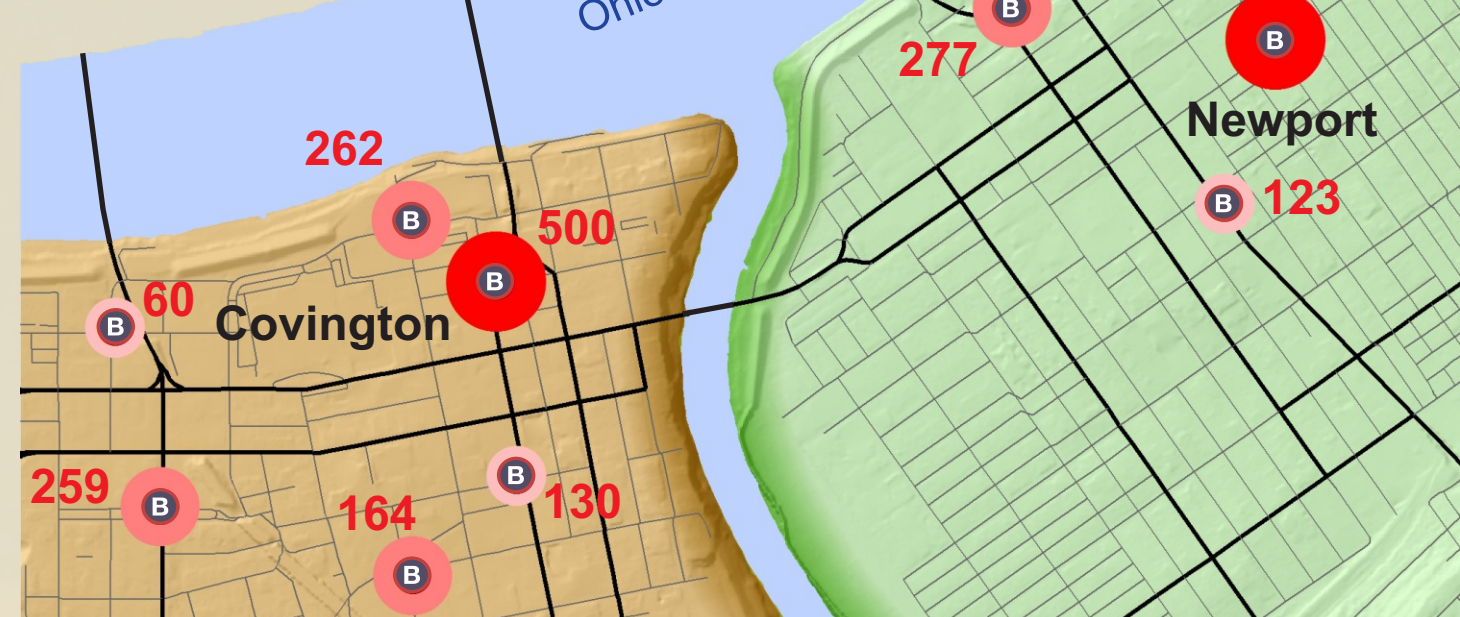
First Month Ride Counts

June - July 2015

• 60 - 149 rides

• 150 - 299 rides

• 300 - 500 rides



Economic Impacts

(for Cincinnati/NKY Metro Area)

• The estimated economic impact of the 2015 All-Star Game for Cincinnati is \$65 million, according to MLB.

• Cincinnati's economic impact would be slightly below the average 20-year economic impact of an All-Star Game, which is \$69.1M.

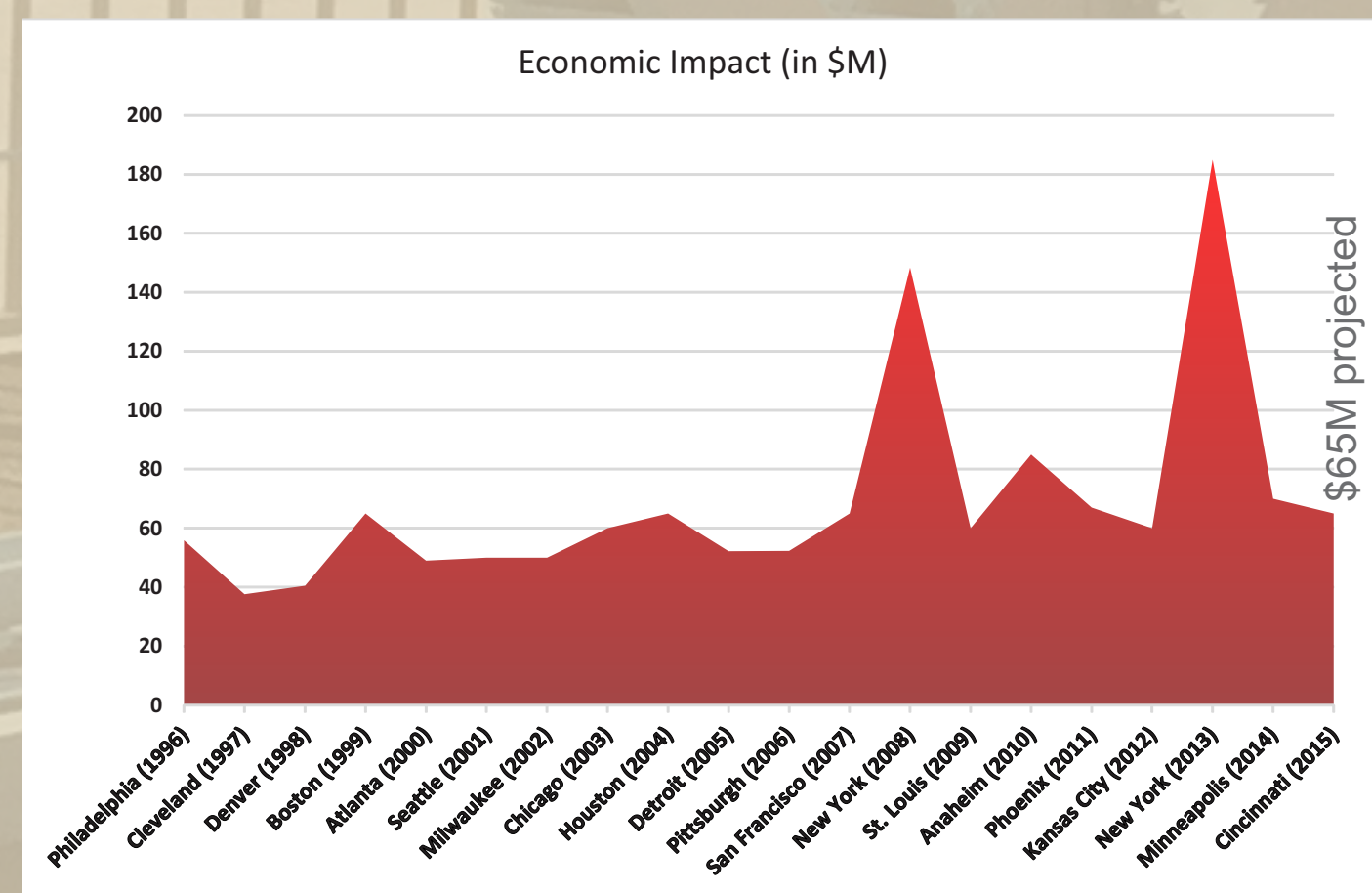
• Cincinnati's economic impact would be above the average 18-year economic impact (WHICH IS EXCLUDING NEW YORK) of an All-Star Game at \$58.3M. New York's impact was \$148.4M in 2008 and \$185M in 2013.

• All-Star Game economic impact estimates put out by the host cities for the past ten All-Star Game events (2002-2011) averaged \$70.5 million. That number was boosted by the 2008 All-Star Game in New York.

<http://www.baseball-almanac.com/>

• The Cincinnati USA Convention and Visitors Bureau will partner with the Reds to maximize All-Star impact. The economic impact of the All-Star Game should be roughly the same as the \$73.5 million impact of the World Choir Games because it has evolved into a week of events, not just a single game.

<http://www.wcpo.com/news/local-news/economic-impact-for-all-star-game-could-reach-80-million>



Meinken All-Star Field

(Eastern Avenue & Greenup Street)

• Leaders of Major League Baseball, the Cincinnati Reds, and the City of Covington commemorated the new Meinken All-Star Field after significant renovations were made to the youth baseball field.

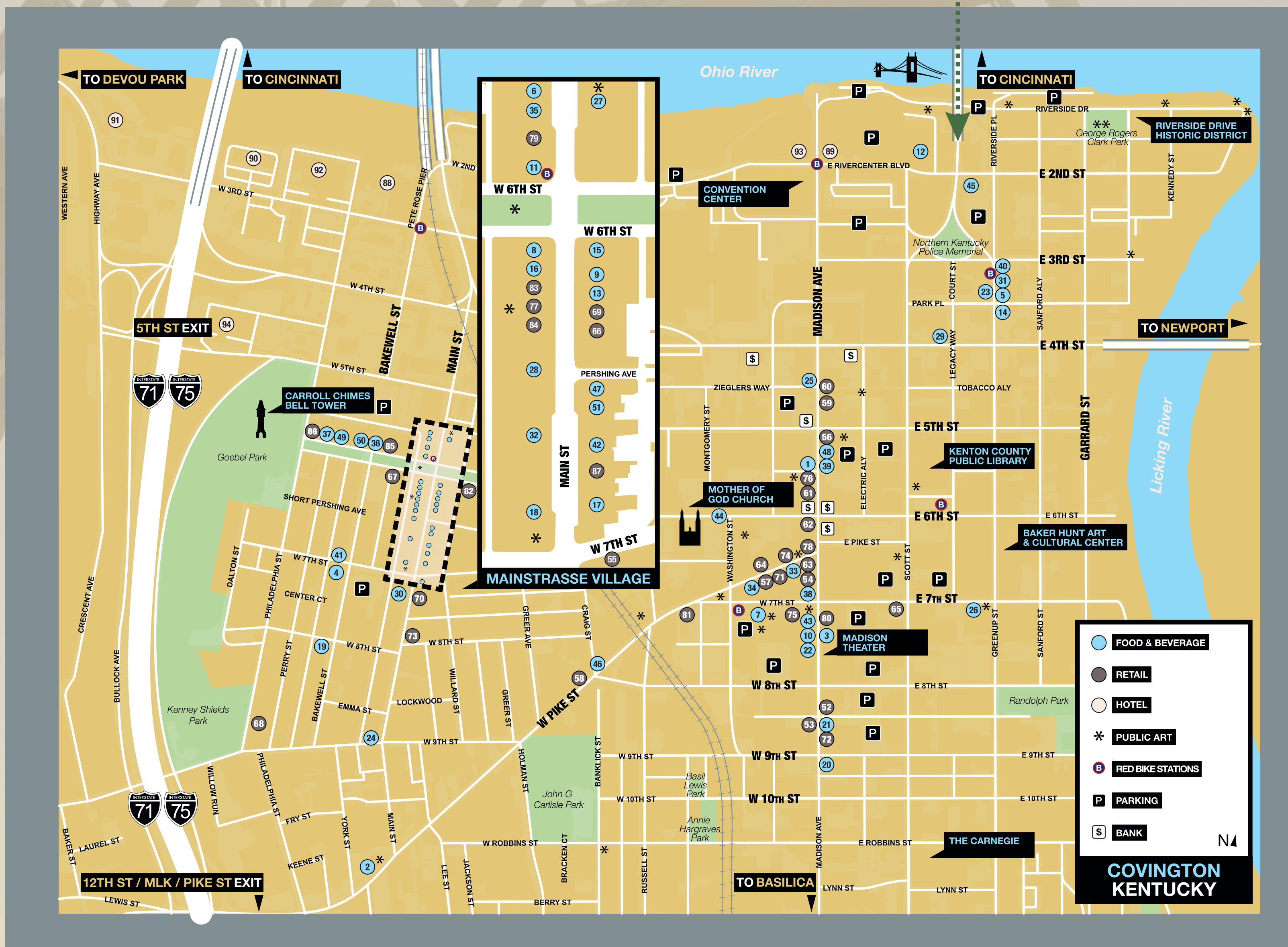
• Improvements were part of the MLB All-Star Legacy projects happening around the Greater Cincinnati area where 9 baseball fields were renovated with almost \$5 million of funding donated by MLB and the Reds. Meinken was the final field to be dedicated as part of that effort.

• Meinken Field is home field for both Holmes High School and Holy Cross High School for baseball and softball. The field experienced a full synthetic upgrade including the replacement of an outdated scoreboard, refinished fencing and netting, batting cages, dugouts and new lighting renovations. Thanks to the improvements, Meinken Field, which was first built in the 1950's, will be subject to fewer rain-outs and a lower overall maintenance cost to keep the field in playable conditions.

<http://rcnky.com/articles/2015/07/13/field-dreams-reds-mlb-leaders-open-magnificently-renovated-meinken-field>



All Star Green Walking Path (to GABP)



Covington Urban Guide Map

at Rivercenter Plaza

(by COV200 - Sydney Kidd and Anna Barchick-Suter)

Food, Beverage, Retail, and Hotel Locations



"Bike-Centennial" Route Map



Hotel Occupancy

Day Before Home Run Derby

• Total occupancy increased 44 percent the day before the Home Run Derby, year-over-year.

• Group occupancy and transient occupancy (leisure and business travelers) spiked, increasing 59.6 percent and 34.3 percent, respectively.

Day Before All-Star Game

• Total occupancy shot up 30.5 percent.

• Group occupancy and transient occupancy rose 44.3 percent and 21.6 percent, respectively. "The increases in both transient and group occupancy are 'All Star Worthy,' and very impressive, especially considering most North American markets are increasing occupancy in the single digits."

Remainder of 2015

• TravelClick data indicates that total occupancy growth in Cincinnati is up 3 percent for the rest of 2015, based on bookings that have already been made. "This means there are additional large group commitments for the rest of this year that are contributing to the projections for 2015."

<http://www.travelclick.com/news-events/in-the-news/travelpulse-cincinnati-hotel-bookings-jump-mlb-all-star-game>

Covington Blue Sox Baseball Team (1913)

(2nd Street & Scott Street)

• In 1913, the Covington Blue Sox opened their inaugural baseball season in the major-league "Federal League". Federal Park, the team's stadium, opened in May, 1913 at a cost of \$12,500. It could seat 6,000.

• Covington city leaders wanted a baseball franchise in the Class D Blue Grass League, but the Cincinnati Reds didn't want another pro team so close to their own ballpark. That's when city officials turned instead to the "outlaw" Federal League, which aimed to compete directly with the National and American Leagues (Cy Young pitched in the Federal League, lending it early credibility).

• Prominent local architect Bernard Wisehall designed the new stadium which stood at Second Street & Scott Boulevard.

• One month later it was announced that the franchise would move to Kansas City after ownership of the team reverted to creditors.

<http://www.rcnky.com/articles/2013/06/06/shop-launches-local-roots-line-caps-honoring-covington-blue-sox>



Covington Stars Baseball Team (1875)

(17th Street & Madison Avenue)

• Covington Stars was an amateur club that turned pro in 1875. They played at a ballpark at the corner of 17th Street and Madison Avenue, where Family Dollar is today.

• Baseball players in Covington drew crowds and kept the sport alive in the region in the 1870s after the original 1869 Cincinnati Red Stockings disbanded in 1870, Cam Miller asserts. Cam Miller premiered his 27-minute documentary, "Our Shining Stars: The Story of the Star Baseball Club of Covington, Ky." at the Kenton County Library in Covington.

• Professional teams toured the country and would sometimes play games against the Covington Stars at Covington's ballpark regularly drawing 1,500 people, and up to 6,000 people.

• When the Reds resumed playing in 1876, the Stars folded.

• No photos of the Covington Stars are known to exist.

<http://www.cincinnati.com/story/news/2015/07/11/nky-importance-obscure-role-baseball-history/3004509/>

Northern Kentucky Pro Baseball Players

(1876 - 2015)

