CITY OF ALEXANDRIA, LOUISIANA
MAYOR JACQUES M. ROY

FOR IMMEDIATE STAFF USE AND PUBLIC DISTRIBUTION
September 20, 2016
Office of the Alexandria Mayor
Alexandria, Louisiana

SUMMARY BRINGHURST REPORT

Alexandria, Louisiana—From at least 2009 through 2016, the City has studied feasibility determinations of the Bringhurst facility area, and has identified multiple plans for redevelopment or defeasement of the current park; has considered, if appropriate, a proper location and plan for a similar ball park; and has considered uses and assets in the surrounding area—including how to create other economic development opportunities in the area and for the park campus.

In 2009, the *Lose and Associates* Report declared:

> **Bringhurst Ball Field**
> Historic Bringhurst Ball Field is a cherished community facility. If it is to continue to serve as the home of organized baseball play for either professional or recreation leagues, a study should be conducted on whether the facility can be renovated and brought into compliance with modern building codes and ADA requirements, or if it would cost prohibitive to do so. This should be done in the next 12 months to insure that the City is protected from liability or civil suits resulting from hazards or ADA issues in the ball park.

The report was adopted with the passage of Alexandria City Council Resolution No. 8703-2009, formally adopting the plan.

Determinations and activity continued with varying degrees of optimal use and ultimately operational cessation of activity as a ballpark with semi-professional or college play. Accordingly, the City issued a comprehensive RFQ/RFP in 2012. It was responded to and an award to a league was made. It resulted in a failure of the operator to fulfill any promised deliverable.

During previous study periods, experts were asked to demonstrate their understanding of "ballpark business," specifically addressing the ways in which the firm is uniquely qualified to meet the following goals and expectations of the City of Alexandria:

- Significantly increasing regional use of the park and increasing public participation and buy-in, including, in addition to ball play, other bookings, concerts, and multi-day events.

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- Developing and executing a marketing strategy that augments (not merely relocates) existing local "little league"-style youth ball activity in the area of the stadium and adjacent ballparks.
- Reasserting the park as a leading regional recreation/sports destination reflecting the rich history of the ballpark and league play in Alexandria.
- Better integrating existing assets and establishing partnerships with local and regional institutions, cultural destinations, and local hotel and motel operators.
- Enhancing value, both tangible and intangible, for the Masonic Corridor and the Alexandria community and metro area/region.
- Assisting city government and other governmental bodies to ensure a coherent and consistent message and plan of action.

No league or professional has been able to address any of the above with any degree of credibility.

An August 2014 charrette during a recreational summit looked at three (3) options: renovation of the field in place and maintaining it as a baseball stadium; renovating the facility as mixed-use and developing a core space around it; and a complete change of the space with mixed-use and other activities unrelated to baseball.

At least three other feasibility comparisons are: securitizing the space and deferring decisions (for later development or surplus declarations), creating a simpler, more economical, passive green space, or taking no action (except the most basic security, a version of no action). There can be no option for "zero action" due to public safety.

At the charrette in 2014, most agreed a mixed-use facility development was most feasible. Capital costs are expected to exceed $3,000,000-$4,000,000 for any active facility as opposed to a passive park.

A recent firm operating a league, and which desires to build a downtown mixed-use ballpark, does not recommend the current Bringhurst site as feasible for a ballpark.

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