



August 10, 2015

Harold Perrin
Mayor
City of Jonesboro
300 S. Church St.
Jonesboro, AR 72401

Dear Mayor Perrin:

Thank you for taking so much time to speak with me on August 7, 2015. As we discussed, I am continuing to focus on the two following areas: 1. Private Dollar Fundraising for the Miracle League Park of Jonesboro 2. New Areas of Federal Funding.

On the first objective, I have provided you a timeline of the meetings I have had and the timeline of events since my last update dated July 15, 2015.

July 13th: Conducted a conference all with Mayor Perrin, Heather Clark, Ben Barylske, and Wixson Huffstetter to discuss potential fundraising events during the Cal Ripken Babe Ruth Tournament.

Week of July 13th and July 20th:

- Spoke with Chris Fowler, Rep. Rick Crawford's office, Senator John Boozman's office, Senator Tom Cotton's office regarding potential dates for fundraising opportunities during the Cal Ripken Babe Ruth Tournament.
- Set up potential fundraising meetings in Little Rock, AR July 28-29th. (Attached)

July 21st – Spoke at length with Heather regarding her departure and my POC for moving forward with potential events, dates, meetings etc.

July 27th – Spoke to Ben Barylske regarding my initial conversations for meetings with donors in Little Rock and raised several questions. (See below)

July 28-29th – Traveled from Bentonville, AR to Little Rock, AR to meet with potential donors.



Outcome of Meetings July 2015

- Very positive Response: In conversations with our elected officials and potential donors, there was no negative feedback regarding participation in naming of the Miracle League Park.
- Several Detailed Questions that included the following:
 - o Is there a formalized budget?
 - o Why a figure of \$500,000?
 - o Is there a time frame for payment of any donation?
 - o Are there different levels of funding opportunities?
 - o How long are potential contracts with the city?
 - o Do you have any material regarding the park?
 - o Is there a POC within the City of Jonesboro that you are working with?
 - o Do you have detailed allotments for signage at the park?
 - o Who would we actually sign into a contractual agreement with?

Recommendations

After several meetings, I continue to believe this is a very obtainable project for the park and the City of Jonesboro. I was most encouragement by the level of discussions, as well as, the interest in participation.

However, with a better understanding of the amount of detail that is needed from both corporate and individual participation I would recommend the following:

1. A formal understanding of the Miracle League Parks' budget
2. A determination of deliverables, for different funding levels, by both individual and corporate giving
3. A POC that will have the authority to set levels, travel to meet potential donors, speak formally to groups regarding the Miracle League Park and its needs
4. A developed marketing strategy for all meetings with private and corporate donors

Again, thank you for taking the time to speak with me last week. I look forward to hearing your and the City of Jonesboro's thoughts on this matter.

Sincerely,
C. Matt Sagely
Sagely Solutions, LLC



May 2015 Update

9:00 AM *Jana Barresi*
Director
Wal-Mart Corporation
701 8th Street NW, Washington, DC
Phone: 202-434-0999

Note: Matt will follow-up with Michael Lindsey for a potential visit to Jonesboro. (Set for April 28' 2015)

Received donation for the NJNI 5k.

10:30 AM *Katie Hays*
Director, Federal Affairs
Global Government & Corporate Affairs Division
Caterpillar Inc.
1425 K Street NW, Suite 400, Washington, DC
Phone: 202-898-3218

Note: Matt will work with Heather and Paul Rivera regarding a plant tour of Caterpillar in Little Rock, AR.

Matt will coordinate with Paul Rivera and Kathy Berberrie to schedule a

5:00 PM *Zachary Hartman*
Director, National Affairs
Anheuser Busch Companies
1401 I Street NW, Suite 200, Washington, DC
Phone: 202-747-4557

Note: Matt will work with Miles Goggans in Little Rock to schedule a visit to Jonesboro.

<u>Last Name</u>	<u>First Name</u>	<u>Organization</u>
Biviano	Mark	Little Rock Zoo
Fulk	Katy	KLF and Company (Fundraiser)
Fowler	Chris	Fowler Foods Inc
Crass	Kevin	Partner, Friday, Eldrige & Clark, LLP
Ridenour	Garland	VP, Simmons First National Bank
Thomas	Frank	VP, Stephens Investment Inc.
Pitcock	Len	VP, Cox Communications

Potential

Grigsby	Scott	VP, Arvest Bank	
Roth	Tom	Director State Affairs, Anheuser-Busch	
Hays	Katie	Corporate Affairs, Caterpillar, Inc	
Penry	Chuck	VP, Public Affairs, Tyson	
Veach	Randy	President, ArFB	
Elliott	Dean	VP, Community Affairs, Dillard's Inc.	
Einhorn	Eric	VP, Government and Public Affairs, Windstream	
Jenkins	Roger	President, Murphy USA Inc.	
Randle	Kim	Manager, Arkansas, Clean Line Energy	
Holt	Peter	President, Holt Agri	SA, TX