



October 29, 2021

To KAA's Most Valued Customers,

The purpose of this letter is to connect with key baseball and softball leaders in the greater Saint Louis area to provide an update on the status of KAA including our current situation, goals and plans for the upcoming season and ultimately to ask you to consider returning to KAA in 2022. We are importantly acknowledging you as our customers, because without you KAA could not continue. We will need your help, and that of our community, to ensure KAA remains a part of the baseball and softball fabric for the next generation.

The past four years have been very tough on KAA, as you well know. Two seasons of consecutive floods (2018 & 2019) that virtually shut down our facility, followed by the devastating impact of what we hope is a once-in-a-generation pandemic have left KAA in distress. As with many businesses and organizations, our ball fields sat empty in 2020 and had limited use in 2021 as the evolving STL County Covid19 regulations significantly impacted our ability to provide you with the competitive game experience you have come to expect. With oversight from a CPA firm, we qualified for the Covid Payroll Protection Plan and a small grant from the SBA that was allocated solely to pay the wages of the field maintenance guys, the concession stand employees and our basic operating costs. As you know, we offered teams KAA credits in lieu of games not played, because we did not have the cash to offer refunds. Most of those credits have been redeemed, but there are still credits that remain outstanding. Unfortunately, going forward we are not able to honor those outstanding credits. We simply are not in a financial position to do so. We will be launching a Go Fund Me Campaign to raise the funds needed to cover the costs of insurance and the bare-minimum operating costs associated with the off-season and allow us to reopen in 2022. Beginning in 2022, ALL MONEY generated from your team registrations will be sequestered so we can refund teams should factors, outside your control, prevent you from playing at least 10 league games.

As you can see, absorbing the impact of four consecutive years of catastrophic events has left us facing what could be the most devastating blow in the sixty-one (yes, 61) year history of our park. To borrow some words from Kobe Bryant, "Turn every set back into a comeback" we plan to move forward with the resolve that together we can overcome these obstacles and make a comeback. As a collective Volunteer Board, we have committed to taking the necessary steps to make 2022 KAA's Comeback Season.

What does the 2022 Come Back Season mean to you, our customers?

1. We will work to fill the park!
  - We are revisiting all our baseball and softball offerings to make sure our programs meet your teams' priorities. You have reinforced that you choose to play at parks filled with other teams at your level and we will work with you to generate a solid cross section of competition to play
  - We recognize the pandemic has left a portion of our youth on the sidelines and we will work with you, and within our local community to help reconnect players with the sport
2. We will provide full refunds should weather or public health emergencies prevent teams from completing at least ten (10) games in your league schedule
  - Tournaments are run independent from KAA league games and teams will be subject to the specific tournament's refund policies



3. We will launch a New Fundraising Initiative (Go Fund Me) that will engage the larger community in helping us generate the funds needed to remain a viable and sustainable partner in our community
  - As a non-profit 501(c)(3) we have taken the steps needed to reduce costs and stretch our resources to stay afloat during this offseason. While many athletic associations in the area benefit from the stability of municipal financial resources, our operation is dependent solely on our customers and partners' willingness to invest a portion of their annual competitive budgets in our facility. A Go Fund Me program focused on supporting KAA's Comeback will launch on November 15<sup>th</sup>, 2021. 100% of the funds generated will be invested in park operations so we are ready for opening day 2022.

We also want your candid feedback. We recognize we have made some tough decisions in the past that were necessary for KAA to continue to be the home field for hundreds of teams and have made some mistakes. Our priority right now is to partner with you and support your team's efforts to have memorable and positive on-field experiences. We will be reaching out to hear thoughts and insights on what we need to do to get you back.

We ask you to share the link below to our Go Fund Me program with your families should they want to support our fundraising needs.

<https://gofund.me/f5c5371f>

Clearly, KAA'S long history of hosting our community's youth has been made possible because of the support and hard work you, the team coaches, and managers, invest in these kids and the trust you instill in our organization. It is our privilege to provide you and your families with an opportunity to gather, cheer and enjoy grassroots baseball and softball and we hope to continue this tradition for years to come.

Sincerely,

Eric Eickmeyer and the KAA Volunteer Board of Directors