

# Royal Field & Field of Dreams Annual Update

Thames Centre Council Meeting  
May 27, 2024

PRESENTED BY:  
ADAM STERN & CHRIS ROBINSON

GREAT LAKE CANADIANS &  
DORCHESTER MINOR BASEBALL





HOME OF THE GREAT LAKE CANADIANS

GLC



WELCOME TO  
ROYAL FIELD

ROYAL FIELD  
CONCESSIONS

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CONCESSIONS

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CONCESSIONS

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CONCESSIONS

# Presenters

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## Adam Stern

- University of Nebraska graduate (2001)
- Nine-year professional baseball player (Boston Red Sox, Baltimore Orioles, Milwaukee Brewers)
- 10-year veteran of the Canadian Men's National Team
- Current Coach of the Canadian Junior National Team
- Current Director of Player Development - Great Lake Canadians
- Current Canadian Scouting Supervisor - Kansas City Royals
- Owner of Centrefield Sports - London, Ontario

# Presenters

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## Chris Robinson

- Thames Centre resident
- Dorchester Minor Baseball Graduate
- University of Illinois graduate (2005)
- Nine-year professional baseball player (San Diego Padres, Chicago Cubs, Detroit Tigers, Baltimore Orioles)
- 10-year veteran of the Canadian Men's National Team
- Current Director of Baseball Operations - Great Lake Canadians
- Current Vice President - Dorchester Minor Baseball

# 2023 Royal Field & Field of Dreams Review

By The Numbers | April - Oct. 2023

300+

Games at Royal Field

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200+

Games at Field of Dreams

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>500

Games at the complex during the 2023 season

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12

Tournaments and major events

\*2024 numbers are projected to exceed 2023 figures

# User Groups

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# Main User Groups

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## Great Lake Canadians (GLC)

- Amateur baseball program in Canada
- Based out of ORC & Centrefield Sports (indoor)
- 20+ MLB Draft Picks
- 150+ U.S. scholarship athletes
- Owner Operators - Adam Stern & Chris Robinson
- Staff of local former professional and collegiate players & coaches
- 350+ athletes try-out for GLC annually



# Main User Groups

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## Canadian Premier Baseball League (CPBL)

- Top amateur baseball league in Canada
- Age divisions from ages 13U-18U (2024/2025)
- 12 organizations (60 teams) from Windsor to Montreal
- Highest exposure to professional scouts and college recruiters
- OHL of amateur baseball
- Royal Field and Field of Dreams host all CPBL main events



# Main User Groups

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## Dorchester Minor Baseball (DMBA)

- Dorchester Minor Baseball utilizes the ORC facilities from ages 13-18
- Host many playoffs annually
- Host an Ontario Baseball Association Championship annually (OBAs)
- All of our DMBA teams home games are played on site
- Registration numbers in DMBA are up from previous years
  - Local teams and players love to play on Royal Field



# Main User Groups

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## Toronto Blue Jays Baseball Academy

- Use Royal Field for Toronto Blue Jays Academy Futures Showcase Try-Outs
- 600 kids annually try out over three days to earn a spot to compete in the tournament at the Rogers Centre in September
- Partnership with Toronto Blue Jays was instrumental in getting the turf to ignite Royal Field project in the beginning



# Main User Groups

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## Perfect Game (PG)

- Largest amateur scouting service in the world
- Host 5000+ tournaments a year (internationally)
- CPBL is the Canadian arm of PG
- Royal Field & Field of Dreams is the only PG facility in Canada



# Main User Groups

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## Thames Valley School Board

- Local high school baseball
- Teams from across Thames Valley and London Catholic School Board
- Royal Field allows season to start up to a month earlier than other areas
  - Most grass fields don't open until 1st week of May, if not later
- Royal Field used all day during the day through April/May
- Home of the Lord Dorchester SS Baseball Team

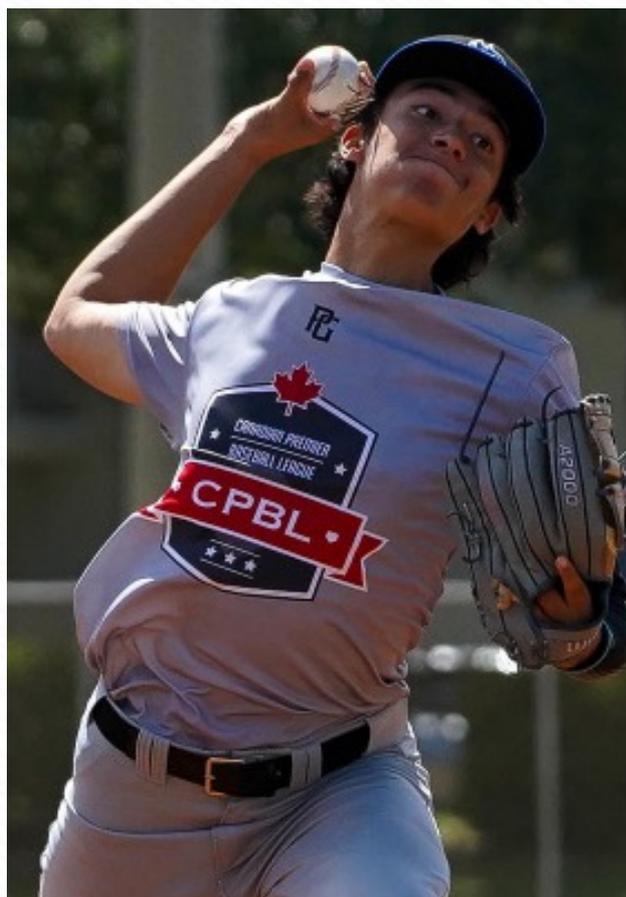
# Major Events

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# Major Events

## Six Major CPBL Events



1

### CPBL SHOWCASE WEEKEND

May 2024 event had 14 MLB organizations in attendance scouting

2

### CPBL Prospect Game Try-Outs

700 players from across the league try-out in Dorchester for the Prospect Games

3

### CPBL Prospect Games Weekend

Every August (annually)

4-6

### CPBL Playoffs

July and August (annually)

# Major Events

## CPBL Events in Action



# Major Events

## GLC Events



### TWO MAJOR EVENTS & WEEKLY GAMES

**GREAT LAKE CANADIANS CANADA DAY CLASSIC**  
14U Annual Tournament

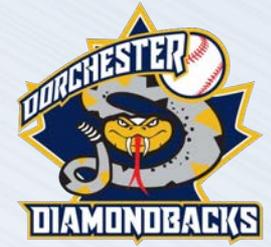
**GREAT LAKE CANADIANS 15U INVITATIONAL**  
Annual

### CPBL LEAGUE PLAY (WEEKLY)

- GLC teams host up to 16 games a weekend on site
- Teams travelling from Windsor to Montreal

# Major Events

## Dorchester Minor Baseball



**4 EVENTS/YEAR & WEEKLY GAMES**

**LDBA LEAGUE PLAYOFFS**

15U & 18U (2023), 18U (2024)

**ONTARIO CHAMPIONSHIPS**

14U (2023), 15U (2024)

**DMBA TEAMS HOME GAMES**

All games played between Royal Field and Field of Dreams

**ONTARIO BASEBALL 22U ELIMINATION TOURNAMENT (2023)**

Biggest OBA event of the season

# Major Events

## Perfect Game



### CPBL/PERFECT GAME FALL SHOWCASE TOURNAMENT (ANNUAL)

Only Perfect Game event in Canada



### PG CANADIAN NATIONAL CHAMPIONSHIP - *COMING SOON*

- Biggest amateur baseball event in the history of the country
- June 2025

# Attendance

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# Attendance Numbers

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## Steam Report - Tourism London

- Based off of 20-player rosters
- Four coaches per roster
- Two spectators per player
- This report does not include a “Stay and Play” hotel policy

5/16/24, 10:22 AM

Conference Board of Canada - steam on 2019

Table #1(A) - Economic Impact Summary - Combined Total: (Dollars)	London (CMA)	Ontario	Canada
<b>Initial Expenditure</b>	\$73,262	\$73,262	\$73,262
<b>Gross Domestic Product (at basic prices)</b>			
Direct Impact	\$25,468	\$25,617	\$25,821
Indirect Impact	\$11,986	\$18,862	\$24,311
Induced Impact	\$7,098	\$10,860	\$14,021
Total Impact	\$44,552	\$55,339	\$64,153
Total/Direct (A)	1.75	2.16	2.48
Total/Initial (B)	0.61	0.76	0.88
<b>Wages &amp; Salaries</b>			
Direct Impact	\$17,540	\$17,663	\$17,775
Indirect Impact	\$7,323	\$11,167	\$14,191
Induced Impact	\$3,461	\$5,404	\$7,163
Total Impact	\$28,324	\$34,234	\$39,129
Total/Direct (A)	1.61	1.94	2.20
Total/Initial (B)	0.39	0.47	0.53
<b>Employment (full-year jobs)</b>			
Direct Impact	0.5	0.5	0.5
Indirect Impact	0.1	0.2	0.2
Induced Impact	0.1	0.1	0.1
Total Impact	0.7	0.8	0.9
Total/Direct (A)	1.40	1.55	1.69
Total/\$1 Million (B)	10.14	11.26	12.35
<b>Taxes (Direct Impact)</b>			
Federal	\$5,248	\$5,267	\$5,290
Provincial	\$5,617	\$5,630	\$5,660
Municipal	\$617	\$621	\$625
Total	\$11,482	\$11,518	\$11,575
<b>Taxes (Direct, Indirect and Induced Impact)</b>			
Federal	\$8,306	\$9,948	\$11,075
Provincial	\$8,214	\$10,168	\$11,738
Municipal	\$1,623	\$1,686	\$1,938
Total	\$18,143	\$21,803	\$24,750
<b>Industry Output</b>			
Direct & Indirect	\$89,161	\$99,087	\$111,756
Induced Impact	\$12,754	\$19,516	\$24,976
<b>Total Impact</b>	<b>\$101,915</b>	<b>\$118,603</b>	<b>\$136,732</b>
Total/Initial (B)	1.39	1.62	1.87

# Attendance Numbers

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## Key Takeaways

- \$101,915 economic impact in London
- Generated from only **ONE** event

## Anticipated Growth

- Plan to host 12-14 more events
- These events will be even larger in scale

# Local Economic Impact

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## Areas of Economic Impact:

### SMALL BUSINESSES

T&C Brewing  
Cookie Nook  
Frozen Cow  
Foodland  
Dollarama

### LOCAL RESTAURANTS

Pizza shops  
Subway  
Tim Hortons  
Alberta's  
Fat Olive  
Husky

### GAS STATIONS

Husky  
Ultra-Mar  
Shell  
Petro-Canada

### OTHER

Pine Knot CC  
Dorchester on the  
Thames  
Heeman's  
Dorchester Physio  
Therapy

**Looking to the future...**

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# Proposed Facility Expansion

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## Thames Centre Outdoor Recreation Centre

- Two baseball fields are at full capacity between multiple user groups
- Partnership with Perfect Game, Toronto Blue Jays Academy and others will allow for more, larger national and international events
- Our local players were outside playing baseball months earlier than any other local baseball associations. Royal Field was fully booked in April
- Local soccer and baseball registration numbers are higher than ever
- Dorchester & Thames Centre are known throughout the province as the mecca of recreation facilities (Royal Field, Field of Dreams, Flight Exec Centre)

# Proposed Facility Expansion

## Thames Centre Outdoor Recreation Centre





**“If you build it, [they] will come...”**

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# Thank you!

