



REGINA BASEBALL STADIUM FEASIBILITY STUDY REPORT

**Prepared for Living Sky Sports and Entertainment
& The City of Regina**

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1. Executive Summary

City of Regina's Vision

Our vision is to be Canada's most vibrant, inclusive, attractive, sustainable community, where people live in harmony and thrive in opportunity.

Considered among Canada's most livable cities, Regina is a growing and vibrant urban centre known for its inclusive, sustainable character. As the city continues to evolve, so too does the need for high-quality outdoor recreation infrastructure to keep pace with peer group cities in Western Canada that reflects the aspirations of its residents.

Baseball has been part of Regina's sporting identity for more than a century. With rising interest locally and across the province, the limitations of current facilities, particularly Currie Field, have become increasingly apparent. A Needs Assessment conducted by the City of Regina and Living Sky Sports revealed that Currie Field does not meet the qualitative standards of its peer group cities in Western Canada. In response, the City of Regina and Living Sky Sports and Entertainment have partnered to explore the development of a new, multi-purpose baseball stadium on Dewdney Avenue at the Railyards in the downtown Warehouse District.

This feasibility study, conducted by DCG Philanthropic Services Inc., assessed the community's readiness, stakeholder support, and philanthropic potential for a capital campaign to help fund the stadium.

The envisioned \$30 million facility would be developed in three phases, beginning with a \$15 million investment in core amenities such as the field, seating, and essential infrastructure. Future phases would expand the facility to include enhanced training areas, concessions, and community gathering spaces.

Stakeholders consistently framed their support around the project's potential to transform the Dewdney Avenue Railyards area; it is viewed as a potential catalyst for downtown revitalization, youth retention, tourism growth, and civic pride. The City of Regina has conditionally committed \$2.5 million to the project and serious consideration of a land contribution, contingent upon securing an additional \$5 million in funding.

Interview participants voiced strong support for the project's objectives, particularly from civic leaders, local businesses, and the baseball community. Preliminary conversations identified more than \$600,000 in early donor and sponsorship interest but

also identified in excess of \$5,000,000 private investment interest as a private public partnership (PPP) at the Railyards. While interview feedback suggests that a \$4–8 million campaign goal could be feasible under the original model explored in this study - the PPP proposal offers a path forward that would likely reduce direct City costs and speed up timelines with potentially no taxpayer burden, all while delivering a much broader economic and community impact, aligning strongly with the aspirations expressed by stakeholders.

DCG interviewed Alan Simpson and Shaun Semple – together they proposed the alternative private public partnership (PPP) funding model with the development of the entire 17-acre Dewdney Avenue Railyards site including a privately owned stadium and a complementary broader mixed-use commercial development at the Railyards. Their plan includes a minimum \$5,000,000 of private investment. DCG believes the PPP approach aligns well with stakeholder feedback and represents a credible, well-capitalized opportunity for the City of Regina - **therefore, DCG recommends advancing the PPP Proposal.**

Should the City choose to proceed with the aforementioned recommendation to engage with the PPP opportunity, any public funding participation would likely take the form of targeted stadium sponsorship directly in conjunction with the PPP proponents rather than traditional philanthropic fundraising.

2. Background and Project Rationale

2.1 Vision and Benefits

Baseball has a long and proud history in Regina, with the City serving as home to generations of fans, athletes, and championship-caliber teams. However, despite this rich tradition, Regina remains one of the only major cities in Western Canada without a dedicated, modern baseball stadium capable of hosting premier-level events. The absence of such a facility not only limits local sports development but also restricts Regina's ability to attract national tournaments, tourism revenue, and nurture local talent.

The current infrastructure at Currie Field has been found to be outdated and fails to meet the growing demands of today's players, fans, and event organizers. As Regina continues to evolve as a regional hub for sport, culture, and community, the need for a baseball stadium that meets not only today's, but tomorrow's standards becomes more urgent.

Living Sky Sports and Entertainment (LSSE) sought to meet this long-standing need while also responding to increased interest in baseball across Saskatchewan. A report

was prepared in December 2022 by TBD Architecture + Urban Planning with content from the Multi-Purpose Outdoor Stadium Committee “MPOSC” including: the City of Regina, the Regina Exhibition Association Limited (REAL), (LSSE), the Regina Red Sox, and FC Regina (Regina Soccer Association).

In the report it was stated “It is also strategically important to the City of Regina to remain competitive in this space as a competitive analysis illustrates Regina has fallen behind comparable cities with similar infrastructure. It was further agreed by the Committee that remaining competitive in this marketplace is a meaningful differentiator for sports teams, recreational user groups, professional teams and the growth of sport as a whole.”

2.2 Feasibility Study Purpose

The City of Regina identified the need to assess community support for the proposed Regina Baseball Stadium. A cost-shared fundraising feasibility study was proposed to LSSE to directly engage key stakeholders and evaluate their perceptions, priorities, and willingness to support the project on Dewdney Avenue at the Railyards site. The proposal was accepted, and DCG Philanthropic Services Inc. was engaged in November 2024.

Based on its discussion with LSSE, DCG conducted an extensive feasibility study to understand perceptions towards the proposed stadium, explore its potential impact, and assess the capacity to support a capital campaign to raise the required funds.

This feasibility study report identifies common themes that are beneficial in developing the campaign approach, plan and messaging. It also describes the opportunities and challenges the City of Regina and LSSE’s team may encounter if proceeding with the campaign.

3. Research Methodology

DCG’s approach to research involves several phases that together provide a picture of the internal and external factors shaping the potential success and risks of a campaign being considered by the City of Regina and LSSE.

Stakeholder Input: From February 27th to May 25th, 2025, DCG conducted 30 interviews with carefully selected stakeholders to give their comments and perceptions based on their knowledge of the City of Regina, and the proposed Baseball Stadium project.

Potential interview participants were strategically chosen to ensure the study captures the voice and interests of opinion leaders, as well as current and potential donors/sponsors and volunteers. DCG utilized potential participant lists provided by

LSSE including but not limited to community leaders, corporate and individual donors, season ticket holders as well DCG's knowledge of the community to determine which stakeholders to invite for interviews. Participants were also asked to name potential volunteers/donors who were also contacted for an interview.

A letter inviting stakeholders to participate in interviews (Appendix A), along with a draft case for support prepared by DCG (Appendix G), was sent to all interview prospects (Appendix D). Both documents were approved in advance by the City of Regina and LSSE.

The respondents answered questions during in person, telephonic and online interviews; the interviews lasted between 30 and 110 minutes. The chosen stakeholders were asked standard questions (Appendix B) to allow DCG to record the stakeholders' opinions and perceptions on the proposed Baseball Stadium in the City of Regina. Out of the total 47 prospects for an interview who were sent out an invite (including those from the initial request and the suggestions from participants), a total of 30 participants took part in the feasibility study interviews, 7 declined and 10 did not respond or wished to wait to be involved until a campaign started (Appendix D).

The interview questions were designed to measure the perceived level of need, interest, and potential support for a Baseball Stadium fundraising campaign in the community.

Specifically, feasibility study questions focused on determining whether the City of Regina's stakeholders and prospective supporters:

- Are aware of the City's current challenges in terms of limited and outdated baseball infrastructure and the proposed plans for a new Baseball Stadium on Dewdney Avenue at the Railyards site in Regina.
- The need to raise funds for such a project to be successful and enhance the community
- Have a basic understanding of the roles and responsibilities of the City of Regina and LSSE for the proposed project
- Understand the impacts that the stadium may have on the community of Regina.
- Identify themselves or others in their circle as potential donors or campaign volunteers.

In addition, interviews with stakeholders served to:

- Begin solicitation, engaging potential donors and volunteers in preparation for a possible campaign
- Determine what types of communication languages, themes and tools that will best enable the City of Regina and LSSE to reach out to potential supporters

4. Key Findings

Through 30 stakeholder interviews, spanning business leaders, sports representatives, potential donors, and community voices, DCG found that while awareness of the project was inconsistent, foundational support for the stadium is strong. Support was most frequently tied to the stadium's potential to revitalize the Dewdney Avenue Railyards area, currently viewed as an underutilized part of Regina's core.

"If something more important was going to happen at the Railyards, it would have happened by now, let's build something and fix up the area now."

Interviewees expressed enthusiasm about the stadium's potential to revitalize the downtown core, develop youth talent, and elevate Regina's status as a regional host city. Preliminary discussions identified more than \$600,000 in early philanthropic or sponsorship interest (Appendix E.), along with **over \$5 million in private investment interest tied to a PPP development model at the Railyards**. Together, these signals indicate a promising environment for both public and private financial support. Indicating a positive environment for public and private financial support.

4.1 Awareness and Perception

Limited initial awareness: While awareness of the project was generally low, even among sports stakeholders, reading the case for support significantly improved perceptions. Stakeholders appreciated the project's potential once informed but emphasized that public communication must improve if the campaign proceeds.

"Most don't understand the need for a field related to cost. Need to fight for its exposure and awareness."

Visibility and Clarity Required: Stakeholders advised that consistent, proactive communications will be critical to educate the broader public, address past project skepticism, and clarify ownership and operating responsibilities.

Sub-Themes Heard Often:

- Lack of understanding around project location, budget, usage
- Limited visibility despite past public discussions
- Need to clarify City vs. LSSE roles and responsibilities

Mentioned Occasionally:

- Lingering mistrust due to past stadium rejections and city debt

4.2 Support and Readiness

More than 90% of interviewees indicated support for the proposed baseball stadium, particularly when positioned as a catalyst for downtown revitalization, youth development, and community engagement. Support extended well beyond the baseball community, reflecting a broader appetite for civic infrastructure that brings people together.

Importantly, the areas of interest identified by stakeholders, such as youth retention, community gathering space, and downtown renewal, closely align with what donors and the public are most likely to support if beginning a capital campaign. Over 80% of the participants viewed that a philanthropic fundraising campaign would be supported with the right strategy and a major lead gift. However, it should be noted that such support was provided in absence of understanding the opportunity presented by the alternative funding model of the PPP.

“Baseball is gaining popularity among parents and players alike. Unfortunately, kids are forced to leave and play in other cities like Okotoks as there is not enough infrastructure. A good stadium will change that and make kids want to stay.”

Sub-Themes Heard Often:

- **Need for a Modern Facility**

Regina lacks a venue that meets basic league standards or is capable of hosting national tournaments. Many stakeholders expressed frustration, more than a few mentioned embarrassment over the city’s inadequate baseball infrastructure.

“We are one of the largest cities in the league, and we have the 2nd worst stadium.”

“The locker rooms for both the hosts and the visiting teams lack even basic amenities.”

- **Currie Field’s Limitations**

Stakeholders frequently cited Currie Field’s condition, poor washrooms, aging bleachers, and substandard field dimensions as a barrier to growth and pride.

“Currie Field is unfit to host national tournaments that bring in visitors and dollars. The facilities experience quality fall short for both players and spectators.”

- **Growing Demand and Participation**

With over 3,200 athletes involved in batting sports and 880 registered in Baseball Regina, participants mentioned demand for modernized facilities continues to rise.

“Every other sport gets a ton of love, and I do not think it is fair to leave behind Baseball especially as it serves as one of the most affordable sports to play and watch”

- **Downtown and Warehouse District Revitalization**

The stadium’s location could attract an estimated 100,000+ seasonal visitors, spurring business activity and vibrancy in the Warehouse District.

“The stadium will revive Dewdney. Hotels, restaurants, and bars nearby will all benefit.”

“Concerts, exhibitions, and other events will keep the stadium active beyond the baseball season.”

- **Sports-Based Youth Development**

Stakeholders emphasized the opportunity to create a Centre of Excellence that keeps youth in Regina while developing future athletic talent.

“A facility with accessibility, technology, infrastructure, and strong coaching would go a long way in building baseball as a sport, culture, and passion for our youth.”

Mentioned Occasionally:

- Desire for community access during non-baseball periods
- Support for positioning the facility as part of anti-violence/youth engagement efforts
- Creative donor recognition ideas (e.g., naming rights, donor walls, event perks)

4.3 Concerns

Tax Sensitivity and Competing Civic Priorities

Concerns centered on the financial impact to taxpayers and the stadium’s perceived priority compared to other municipal needs like “our homelessness problem”, infrastructure, and the public library.

“People never want to see their taxes increased, I hear ‘lower taxes’, ‘fix our roads’ a lot.”

“We don’t need another sporting facility and increased tax. We need to focus on keeping the youth off the streets and not using drugs.”

Perceived Niche Appeal and Operational Questions

A few stakeholders questioned whether baseball had broad enough community appeal to justify this scale of investment. Others were unclear about long-term usage rights and who would own and operate the stadium.

"Is this really a priority over a pool or an arena?"

"The City struggles and has no philosophy or plans for sport & recreation."

Sub-Themes Heard Often:

- Concerns about increased taxation and overlap with other civic priorities
- Uncertainty about facility management and access for user groups
- Past negative perceptions due to "failed proposals" and "Mosaic Stadium debt"

Mentioned Occasionally:

- Skepticism about baseball's popularity in Regina compared to hockey or football
- Requests for more hard data on usage projections
- Frustration with the lack of a clear city-wide sport and recreation strategy

4.4 Opportunities

Dewdney Avenue Revitalization and Activation

Stakeholders viewed the stadium as a potential anchor for reinvigorating Regina's Warehouse District. With the Regina Red Sox of the Western Canadian Baseball League as anchor tenant and coupled with local youth and other regional user groups, the opportunity to draw an estimated 100,000+ seasonal visitors to the Warehouse District was seen as a major benefit to surrounding businesses and city vibrancy.

"The economic spinoff is huge, baseball has more games, is more casual, and is way better for community engagement than other sports."

"This ties together two areas of the city that need some love."

Youth Development and Talent Retention

Interviewees noted that local youth are currently leaving Regina to pursue opportunities in cities like Okotoks with better baseball infrastructure. The proposed facility, especially if developed into a Centre of Excellence, could help retain talent and boost long-term athlete development.

"We're losing our kids to Okotoks. Let's give them a reason to stay and thrive here."

Sub-Themes Heard Often:

- Downtown economic impact through increased foot traffic and tourism
- Youth retention through a training-focused model similar to Okotoks
- Multi-use potential: concerts, events, and community programming

Mentioned Occasionally:

- Alignment with provincial and federal funding priorities (youth, recreation, regional impact)
- Desire to see Indigenous collaboration or representation incorporated into design
- Interest in donor engagement through naming rights and creative recognition elements

4.5 PPP Vision for a Broader Development Opportunity

As part of this feasibility study, DCG conducted a stakeholder interview with Alan Simpson and Shaun Semple, during which this proposal was brought forward. The following summary reflects the PPP proposal from Simpson and Semple in **leading the development of a privately owned and operated stadium located in the Dewdney Avenue Railyards area** including a contemplated minimum private investment of \$5.0 million, which represents a serious and credible expression of private sector interest in advancing a landmark public-private partnership for the City of Regina:

Private Public Proposal for Railyards Development

This proposal outlines a transformative public-private partnership for the comprehensive development of the ~ 17.5 -acre vacant land commonly referred to as The Railyards on Dewdney in the City of Regina. Rather than pursuing a partial buildout, this proposal envisions a full-site redevelopment that delivers economic, community, and social value, establishing the Railyards as a cornerstone of urban revitalization in Regina.

The centerpiece of the development will be a state-of-the-art baseball stadium, financially supported by complementary commercial and retail spaces, modeled after successful mixed-use districts across Canada, including:

- Lansdowne in Ottawa
- The Forks in Winnipeg
- ICE District in Edmonton

- The emerging Calgary Event Centre project

The private proponents, Alan Simpson and Shaun Semple, intend to form a Limited Partnership to execute the project, bringing both capital and development expertise. The proponents are prepared to invest beyond the \$5.0 million threshold set out in the City of Regina's Notice of Motion (MN24-11 Baseball Facility) dated July 17, 2024. This level of commitment aligns with and surpasses the City's criteria for triggering financial participation and consideration of an in-kind land contribution.

The proponents are ready to immediately enter negotiations with the City, focused on:

- Conceptual planning
- Detailed financing models
- Operational frameworks
- Binding Letter of Intent

These discussions would set the foundation for definitive legal agreements between the parties, facilitating a clear and actionable development path forward.

Ultimately, this proposal reflects a serious and credible expression of interest, aimed at unlocking the full potential of the long-vacant Railyards. It represents a landmark opportunity to deliver lasting economic growth, meaningful community activation, and a dynamic new destination for residents and visitors alike in the heart of Regina.

About the Proponents

Alan Simpson is a seasoned entrepreneur, investor, and business leader based in Regina, Saskatchewan. With a dynamic career spanning over three decades, Simpson has consistently demonstrated a strong track record in founding, scaling, and managing successful businesses. He is the founder of two publicly traded companies: StorageVault Canada Inc. and PharmaCorp Rx Inc., both of which are listed on the Toronto Stock Exchange and the TSX Venture Exchange, respectively. Simpson has a unique blend of visionary strategy and practical execution. His expertise extends across major capital projects and in capital markets with innovative financing models.

Shaun Semple is the Chief Executive Officer of the Brandt Group of Companies, one of Saskatchewan's largest and most successful privately owned enterprises. Under his leadership, Brandt has grown into a national and international powerhouse, driving job

creation, economic diversification, and local investment. In addition to his role at Brandt, Semple is the owner of the Regina Pats Hockey Club, one of the oldest and most storied franchises in the Western Hockey League. He is widely recognized for his ability to lead large-scale commercial and industrial projects and for his dedication to initiatives that deliver long-term, meaningful value to communities.

Simpson and Semple noted that the Regina Red Sox board has unanimously approved the sale of the club. They have formed a partnership to acquire the club pending closing conditions and approval by the Western Canadian Baseball League. The sale is expected to close by October 1, 2025.

Together, Simpson and Semple combine vision, capital strength, and operational capacity to deliver a transformative development that can serve as a legacy project for the City of Regina.

5. Recommendation

While the study identified potential support for a philanthropic campaign in the range of \$4.0 - \$8.0 million, the PPP proposal from Mr. Simpson and Mr. Semple presents a bold, expanded vision supporting the Railyards site, with the baseball stadium acting as a central anchor in a larger mixed-use redevelopment.

Based on this information, and the consistent stakeholder feedback indicating strong support for a stadium located in the Dewdney Avenue area as a driver for revitalization, youth development, and community engagement, **DCG recommends that the City of Regina proceed with advancing the PPP proposal from Alan Simpson and Shaun Semple.** The approach presented aligns closely with the vision shared by interview participants and reflects a credible, well-capitalized opportunity to bring the project to life.

It also contributes significantly to the city through the development of a larger parcel of land.

In the event our recommendation to proceed with the PPP proposal is dismissed, DCG is prepared to engage with LSSE and the City of Regina and proceed with a philanthropic community-based fundraising effort in the range of \$4.0 - \$8.0 million. The process for such a campaign and campaign planning are outlined below (Appendix F).

DCG is available to assist with sponsorship campaign model in conjunction with the PPP should Mr. Simpson's and Mr. Semple's proposal move forward with the City of Regina.

6. Conclusion

This feasibility study confirms that the Regina community is receptive to the vision of a new multi-use baseball stadium, particularly when positioned as a catalyst for community engagement, Dewdney Ave revitalization, and civic pride.

7.7 Appendix G. Case for Support



REGINA BASEBALL STADIUM

CASE FOR SUPPORT



1. A Brief Overview: A Field of Dreams

The Regina Baseball Stadium represents a transformative investment in the city's sports and community infrastructure. Concept plans for the facility features a **synthetic turf infield and a grass outfield**, significantly extending the playable season and accommodating both local and high-caliber events.

With an estimated total cost **\$30 million**, the stadium will be developed in three phases. Costing approximately **\$15 million** phase one focuses on the core construction, including the field, seating, and essential amenities. Subsequent phases will enhance player and fan experiences with training facilities, expanded concessions, and community-focused spaces like restaurants and patios.

Funding will come from philanthropic contributions, corporate sponsorships, and public funding, including a \$2.5 million commitment from the City of Regina contingent on achieving fundraising milestones. This project is not just about baseball; it's about **community pride, youth development**, and creating a space **where families and fans can come together**.



2. New Community Need: A Field Left Behind

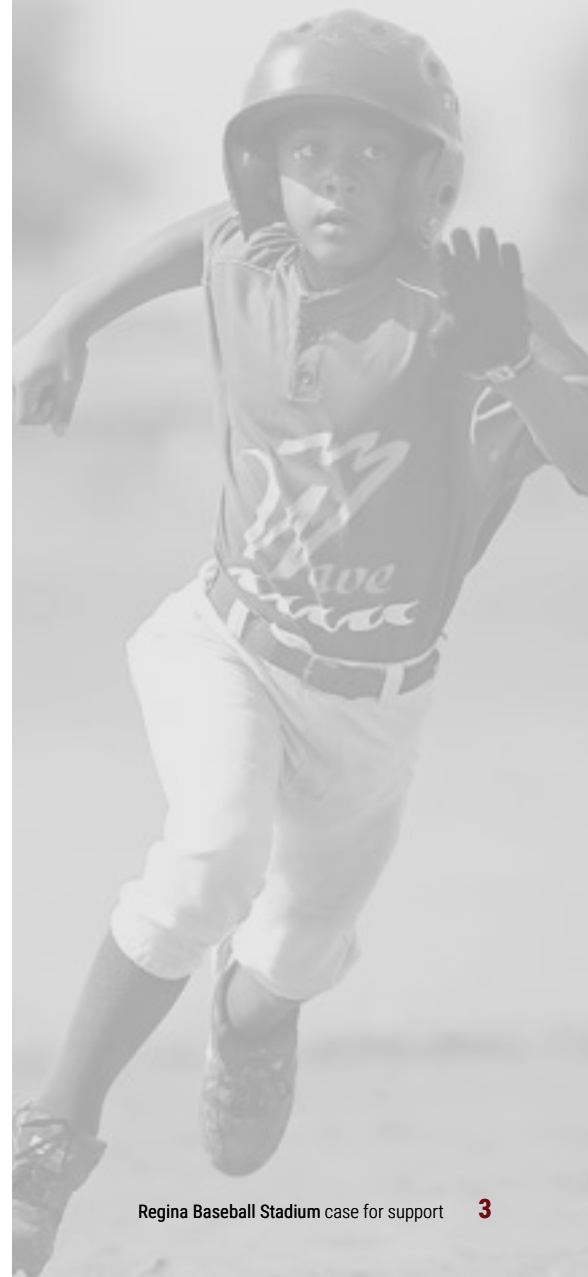
Regina currently lacks a **Tier 1 baseball facility** that meets league standards or supports national tournaments. The outdated infrastructure at **Currie Field** cannot accommodate the growing demands of the baseball community. Limited seating, inadequate player amenities, and the absence of synthetic turf restrict opportunities for athletes and fans alike.

With over **3,200 athletes** participating in batting sports, including **880 registrants in Baseball Regina in 2022**, the demand for modern facilities is clear. Additionally, there is significant growth in participation among **girls and youth in baseball**, demonstrating the need for inclusive and accessible facilities that cater to all players. A modern stadium would provide equitable opportunities, allowing more players to experience high-quality facilities.

A modern stadium designed to Baseball Canada standards positions Regina as a strong candidate for hosting **provincial and national tournaments**, providing opportunities for local athletes to compete on a larger stage.

By addressing these gaps, the Regina Baseball Stadium will strengthen the city's position as a hub for sports and events, benefiting local families, teams, and businesses. It will create opportunities for **youth development, community engagement**, and economic growth, ensuring Regina remains a city of excellence and pride.

Currie Field's design from the 1960's is outdated, including a substandard 295-foot right-field dimension and inadequate amenities like washrooms and seating, fails to meet Baseball Canada basic standards. These deficiencies have prompted the Western Canadian Baseball League to warn the Regina Red Sox of potential suspension, underscoring the urgent need for a modern facility.



3. The Project Plan:

Building the Future, One Base at a Time

The Regina Baseball Stadium will be a **baseball-specific facility** designed to meet **Baseball Canada standards**, ensuring it can host provincial and national tournaments as well as serve as a premier venue for local teams and community events.

At its core, the stadium will feature:

- **Synthetic Turf Infield and Grass Outfield:** This combination ensures durability, reduced maintenance costs, and usability in various weather conditions, extending the playable season by over **~60 additional days** compared to natural grass.
- **Seating for 3,500 Spectators:** Including premium seating options such as **luxury suites** and **accessible seating areas**, ensuring an inclusive experience for all fans.
- **Modern Amenities for Players and Teams:**
 - Spacious team dressing rooms, training areas, and professional-grade dugouts.
 - Batting tunnels and bullpens for skill development and off-season training
- **Field House and Training Spaces:**
 - A multi-purpose field house supporting year-round practices, player development, and recreational programming.
 - Designed to be inclusive and accessible, fostering participation among youth leagues, girls' baseball programs, and diverse user groups.
- **Enhanced Fan Experience:**
 - Multiple **concession areas** offering a variety of refreshments.
 - Modern **press box and media facilities**, ensuring the stadium is equipped to host high-profile events and broadcasts.
 - State-of-the-art **lighting for night games**, enabling flexible scheduling and creating a vibrant atmosphere.

Usability Highlights:

The synthetic turf ensures the stadium can host games earlier in spring and later into fall, while the field house and training areas provide year-round opportunities for practices, player development, and recreational programming. This modern facility is more than a stadium—it is a community hub, designed to support athletes of all levels, bring families and fans together, and create a lasting legacy for Regina.



4. Emotional Appeal: Where Legends Begin

The Regina Baseball Stadium is more than a structure; it is a **celebration of history, community, and the future of baseball in Regina**. For nearly eight decades, the **Regina Red Sox**, the oldest team in the Western Canadian Baseball League (WCBL), have inspired generations of athletes and fans. Founded in **1913**, the Red Sox have been a cornerstone of baseball in Saskatchewan, representing the city's enduring love for the sport.

The WCBL itself traces its roots back to **1931**, connecting Regina to a legacy of baseball excellence that has spanned nearly a century. Through challenges and triumphs, the Red Sox have remained a symbol of perseverance and pride, bringing the community together season after season. In this context, the new stadium represents not just an investment in infrastructure, but a continuation of this rich history—a place where memories are made, friendships are forged, and champions are born.

A Legacy of Community Impact

For the players, baseball is more than a game—it's a chance to grow, to compete, and to chase their dreams. The roar of the crowd fades as a young athlete steps onto the field, cleats pressing into the synthetic turf for the first time. In this moment, they aren't just playing—they're dreaming, envisioning a future where their hard work turns into greatness. Picture lifelong Red Sox fans in the stands, their cheers echoing under the bright lights of a night game. These are the moments that make a community stadium truly special.

Why This Stadium Matters

The new stadium will provide opportunities for **youth leagues, girls' baseball programs, and amateur players** to thrive. It will ensure that Regina remains a hub for competitive and community baseball, capable of hosting **national tournaments** and drawing thousands of visitors. By contributing to this project, donors and sponsors are not just building a facility—they are creating a space where generations can come together, where legends like the Red Sox can continue to inspire, and where new stories will unfold.

Endorsements and Support

Leaders from Baseball Canada, community advocates, and local fans have voiced their unwavering support for this vision. The energy is palpable, and the call to action is clear: this is our moment to secure Regina's place as a premier destination for baseball in Canada.

A Call to Create Memories

The Regina Baseball Stadium will be a place where dreams come to life. With your support, we can ensure that players, fans, and families have a place to celebrate the sport they love—a place where the crack of the bat echoes through the years, celebrating the connections forged on the field and the joy of the game.



5. Community and Economic Impact: The Ripple Effect

The new Regina Baseball Stadium will have a profound impact on the city, fostering both social and economic growth. By featuring **synthetic turf**, the facility will extend the playable season, ensuring consistent usability regardless of weather. This increased availability will benefit **youth leagues, amateur teams**, and professional organizations like the **Regina Red Sox**.

Economic Benefits

The stadium is poised to attract **provincial and national tournaments**, bringing significant tourism and economic benefits to Regina. Visitors attending these events will generate increased revenue for local businesses, including restaurants, hotels, and retail outlets. The downtown core and Warehouse District are expected to experience a revitalization as thousands of fans and participants engage with nearby amenities.

As Alan Simpson, President of Living Sky Sports and Entertainment, stated:

“A stadium located at the Railyards on Dewdney brings 100,000 people down to the downtown core and Warehouse District between the months of May and August, and as a cornerstone development it’s a key to re-energizing the area...”

This influx of activity will create a ripple effect, supporting jobs in hospitality, retail, and transportation while enhancing the city’s reputation as a hub for high-quality sports and entertainment.

Social Impact

Beyond economic gains, the stadium will be a catalyst for **community engagement**. It will serve as a venue for local families to gather, fostering a sense of pride and unity. By hosting large-scale tournaments and events, the facility will inspire the next generation of athletes, creating opportunities for youth development and participation.

Baseball Canada fully supports this project, recognizing that a modern facility in Regina will allow the city to host high-profile provincial and national tournaments, strengthening its reputation as a destination for competitive baseball.



6. Funding Model: The Team Behind the Team

The Regina Baseball Stadium's funding model will leverage multiple sources to achieve its funding goals:

- **Philanthropic contributions:** Estimated between \$4–8 million.
- **City of Regina funding:** A commitment of \$2.5 million, contingent upon the successful fundraising of at least \$5 million, with up to a further \$5.5 million available in the city's 10-year budget plan.
- **Other funding sources:** Federal and provincial grants, city reserves, and potential borrowing.

7. Call to Action: Step Up to the Plate

Now is the time to transform Regina's sports infrastructure and create a legacy for future generations. The Regina Baseball Stadium is more than a facility—it's a community landmark that will bring people together, inspire youth, and elevate the city's reputation as a hub for sports and events. This project is a **once-in-a-generation opportunity** to build something extraordinary for Regina's families, athletes, and fans.

Your Role in Shaping Regina's Future

By contributing to this project, you are investing in much more than a stadium—you're investing in opportunities for **youth development**, **community pride**, and **economic growth**. Naming opportunities and sponsorships provide the chance to leave a personal or corporate mark on a facility that will serve our community for decades to come.

A Personal Appeal

Gary Brotzel, president of the Regina Red Sox, shares his vision for the stadium:

"As someone who has dedicated years to fostering the love of baseball in Regina, I see this stadium as more than bricks and turf. It's a place where young athletes will dream big, where families will create cherished memories, and where Regina will shine on the national stage."

"This stadium is not just for the Red Sox; it's for every young player dreaming of stepping onto the field and every family gathering to cheer them on. Together, we can make this dream a reality."

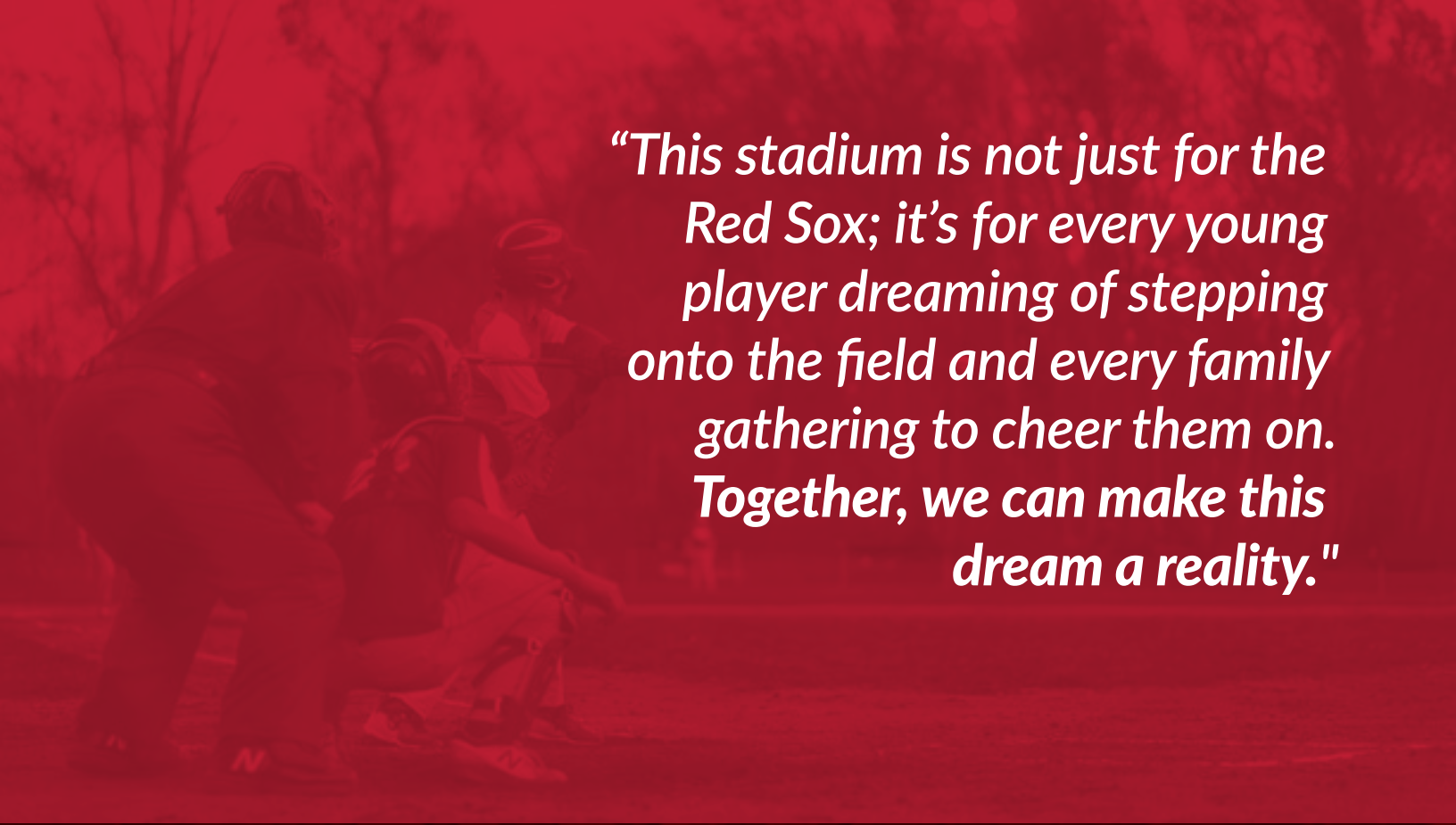
Why This Matters

The Regina Baseball Stadium will:

- **Create lasting opportunities** for youth, amateur athletes, and the Regina Red Sox to thrive.
- **Revitalize Regina's downtown core**, drawing thousands of visitors annually and boosting the local economy.
- **Serve as a source of pride and unity** for the city, showcasing Regina as a premier destination for baseball events.

Join Us Today

Your support can make this vision a reality. Together, we can create a space where dreams take the field and where future generations of athletes, fans, and families come together to celebrate the sport they love. Let's ensure that Regina remains a city where **legends are made, and memories are shared**.



***"This stadium is not just for the
Red Sox; it's for every young
player dreaming of stepping
onto the field and every family
gathering to cheer them on.
Together, we can make this
dream a reality."***



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