



**DOWNTOWN DEVELOPMENT AUTHORITY
TIGERS TICKET DONATION PROGRAM COMMITTEE MEETING
MONDAY, JANUARY 29, 2024 – 3:00 P.M.**

COMMITTEE MEMBERS PRESENT: Ehrlich Crain
Melvin Hollowell (3:05)
Richard Hosey
Steve Ogden, Chair

COMMITTEE MEMBERS ABSENT: None

OTHERS PRESENT: Cora Capler (DEGC/DDA)
Kevin Johnson (DEGC/DDA)
Jennifer Kanalos (DEGC/DDA)
Rebecca Navin (DEGC/DDA)
Sierra Spencer (DEGC/DDA)
Nasri Sobh (DEGC/DDA)
Mike McLauchlan (IHI)
Rian English Barnhill (Tigers)
Kevin Brown (Tigers)
Jonathon Perry (Tigers)
Tim Sullivan (Tigers)
Malachi Barrett (BridgeDetroit)
Kayleigh Lickliter



**MINUTES OF THE DOWNTOWN DEVELOPMENT AUTHORITY
TIGERS TICKET DONATION PROGRAM COMMITTEE MEETING
MONDAY, JANUARY 29, 2024
DETROIT ECONOMIC GROWTH CORPORATION
500 GRISWOLD STREET, SUITE 2200 – 3:00 P.M.**

GENERAL

Call to Order

Chair Ogden called the meeting of the Downtown Development Authority Tigers Ticket Donation Program Committee (the “Committee”) to order at 3:03 p.m. A roll call was conducted, and a quorum was established.

APPROVAL OF MINUTES

Mr. Ogden called for a motion to approve the minutes of the May 3, 2023 Committee meeting.

On a motion by Mr. Hosey, seconded by Mr. Crain, the minutes of the May 3, 2023 Committee meeting were unanimously approved.

PROJECTS

Mr. Brown and Mr. Perry shared a PowerPoint presentation of the 2023 Tigers DDA Ticket Donation Program full-season utilization report. At the beginning of the presentation, Mr. Ogden stated for the record that even though the review is for the year-end report, the Committee has been receiving reports, which has kept the Committee informed throughout the season.

Mr. Hollowell commended Mr. Brown and Mr. Perry for the utilization rates achieved during the 2023 season.

Mr. Ogden agreed and stated that the 10% increase in utilization rates is impressive and it is even more impressive that there is now an understandable methodology, noting that the program has come a long way.

Mr. Crain asked what the process was for choosing the organizations to receive 4,000 barrier-free experiences. Mr. Brown explained that the organizations needed to be in large groups of about 100 due to the logistics behind what is provided. Mr. Perry added that these organizations are those who he has built up a rapport with and has received



feedback for helping himself and his team improve in the future and include Detroit Public Schools Community District, Detroit Police Athletic League, the Boys and Girls Club and the Charles H. Wright Museum summer camp.

Mr. Crain asked what the utilization rate was for the 4,000 barrier-free tickets. Mr. Perry stated the figure would be around 60% and explained that the biggest obstacle faced was working with the summer availability of the organizations. Mr. Perry continued that the goal for the upcoming season is to get started sooner to focus and do well throughout the entire season.

Mr. Crain asked if the donated tickets were capped at 50,000. Mr. Perry explained that there is another ticket donation program that serves another population, and if there is a need to go above 50,000 that tickets will be allocated from that program.

Mr. Ogden commented that there was some controversy with the MLB fund and is happy to see it being put to good use.

Mr. Hosey asked if it would be too logistically complicated to give participating organizations a not-to-exceed amount in terms of the number of tickets and then a few days before the game to release the exact number of tickets needed. Mr. Perry responded that some organizations are more communicative than others and as the game day approaches, he and his team are already working on events in the following weeks. Mr. Perry continued that his team would continue to ask organizations as close to the game day as possible, what the exact number of children to attend will be. Mr. Perry added that historically organizations ask for more tickets than they need but he anticipates that over time through relationship building, organizations will come to understand this a recurring program and will be confident in the idea that they will receive what they need.

Mr. Ogden asked if there were partnership agreements in place with these organizations with language to encourage more diligence such as a reward in the following season or if it was a verbal agreement. Mr. Brown stated that it is a verbal agreement and the incentivized language is used for the survey that is sent to participating organizations.

Mr. Hollowell recalled the Adopt-a-Park program, stating that organizations were incentivized to adopt and take care of the park by right to first refusal and the ability to hold their events at the park noting this was a bit similar. Mr. Brown explained that some MLB teams charge back unused tickets but this is not something he and his team planned to do.

Mr. Ogden stated that his point regarding the agreement with the organizations was to show that this is a sustainable program and that organizations will take what they need instead of taking in excess. Mr. Perry responded that he would take this into conversations



with organizations and use data that has been collected to make decisions about how tickets are distributed.

With respect to some ticket-holder issues with digital tickets, Mr. Brown stated that the Tigers remain flexible with printing tickets. Mr. Hollowell commended the Tigers team for providing the opportunity to receive physical tickets to those who need them, commenting that some of the statistics surrounding the digital divide are staggering.

Mr. Ogden asked if the team is still looking for more organizations to participate in the program, noting that the Committee has provided their input but the full DDA Board has not. Mr. Perry stated that they are always looking for more organizations to include in the program. Mr. Brown added that recommendations by the full DDA Board and Committee for consideration would be great and demonstrates a level of commitment and interest.

Mr. Crain commented that when originally reviewing the post-season report he noticed a few organizations that had multiple dates and asked if all the dates being requested are accepted at once or if their attendance on the first date determines acceptance on future dates. Mr. Perry answered that organizations are asked to select all the dates that work within their availability and he and his team then can arrange the schedule. Mr. Perry continued that if an organization has multiple dates listed and has a low utilization rate, they will need to have a conversation before distributing more tickets for an additional date.

Mr. Crain stated that he was happy to hear about the dialogue between the Tigers and the chosen organizations, the information being gathered and the path forward.

Mr. Hollowell recommended that with respect to 2024 Goals included in the Tigers presentation, the aim to close the digital divide be included as a way to reduce barriers.

Mr. Brown added that in the 23 season there were approximately 23,000 tickets provided at midpoint in the season and as a sub-goal, that he would like to be at 25,000 tickets provided at midpoint in the season. Mr. Brown also added that, while he was proud of the survey and the responses, he would like to see 100% responses to the survey.

Mr. Crain asked if there was any plan at the end of the upcoming season to make a composite comparison between the 2023 and 2024 seasons. Mr. Brown agreed that this could be done.

Mr. Ogden stated that his goal for the program is to be able to be the model for other MLB team's ticket donation programs.



Mr. Ogden expressed his pleasure with the program. Mr. Hollowell agreed adding that this was the vision for the program for many years. Mr. Hosey that the cooperation had made a difference but all agreed that work still needs to be done.

OTHER MATTER

None.

PUBLIC COMMENT

Mr. Ogden asked if there was anyone from the public that would like to make public comment. Mr. Ogden called a second and a third time for public comment. Hearing none, Mr. Ogden asked if there was a motion to adjourn.

ADJOURNMENT

Mr. Hollowell made a motion to adjourn, which was seconded by Mr. Hosey. Mr. Ogden adjourned the meeting at 3:52 p.m.