

May 5, 2011

City of Costa Mesa  
77 Fair Drive  
Costa Mesa, CA 92628  
Attn. Mr. Tom Hatch, Chief Executive Officer

Re. Newport Mesa Girls Softball & Tewinkle field use

Dear Mr. Hatch,

Newport Mesa Girls Softball (NMGS) is a fast pitch softball league that serves the communities of Costa Mesa and Newport Beach. NMGS is a volunteer driven, nonprofit/501(c)3 recreational league currently serving 200 girls, with ages ranging from 5 to 14 years. The purpose of the league is to offer Costa Mesa and Newport Beach girls the opportunity to participate in athletics and fast pitch softball while having fun. NMGS strives to develop in its players a sense of self esteem, pride & sportsmanship, confidence, motivation & leadership. NMGS provides a positive, player-focused environment where girls can grow, not only as athletes, but as people.

We would like to request a Grace Period to continue our Group 3 status paying \$1 per hour per field rate. Our current NMGS enrollment for the spring season includes 20% Costa Mesa residents (36 players of 185 registered). Under our current status, our league pays \$30 per hour per field. Our goal is to keep registration fees for all participants as low as possible. \$30 per hour is too high to allow us to use Costa Mesa city fields on a regular basis and offer athletics to families and girls that are residents of the City of Costa Mesa. NMGS did use the Tewinkle complex to help in our hosting of a softball tournament during the month of October 2010. The high field rental fee impacted our ability to cover the costs of the tournament.

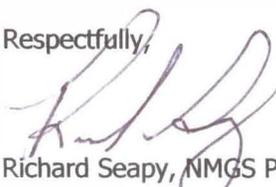
As we continue to reach out to families in Costa Mesa to increase enrollment percentage, we feel it is imperative to have access to fields within the city to help attract new players. By allowing NMGS the opportunity to use the Tewinkle softball complex, we will have a local presence. In our efforts to increase league enrollment over the last year, we had been told by interested families that the lack of Costa Mesa fields has prevented them from registering to play.

NMGS has actively tried to attract Costa Mesa residents to our girls' softball league. For our current spring season, here is a list of promotional activities we used in an attempt to increase Costa Mesa resident participation:

- We placed registration banners at NMUSD schools in Costa Mesa; including California, College Park, Davis, Kaiser & Killybrooke. Bilingual banners were placed at Sonora, Rea and Pomona. Additionally, we placed a registration banner at the Farm sports complex.
- We had a league representative present Newport Mesa Girls Softball to Kindergarten & 1<sup>st</sup> grade classes at Sonora Elementary.
- English and bilingual flyers were distributed to NMUSD schools, including Sonora, Rea and Pomona and made available on the NMUSD internet flyer system.
- An on site walk up registration event for the NMGS spring season was held at the Costa Mesa Community Center in December 2010.
- We ran 2 advertisements in the Daily Pilot announcing NMGS 2011 spring registration.

On behalf of the NMGS Board of Directors, we want to thank you for your support of our girls' softball league. We look forward to hearing from you soon.

Respectfully,

  
Richard Seapy, NMGS President

  
Craig Rodewald, NMGS Director of Fields

*Tom Hatch Received  
5/6/11*

*Now through June only  
This is a one-time grace period.*