

Dunedin Stadium Advisory Committee

The Honorable Julie Bujalski, Mayor of Dunedin
The Dunedin City Commission
542 Main Street
Dunedin, Florida 34698

September 30, 2016

Dear Madame Mayor & Commissioners:

Tradition. The dictionary may define the word as "a way of thinking", but to the members of the Dunedin Stadium Advisory Committee (DSAC), the definition runs much deeper. Tradition, as the DSAC believes, involves family, it involves February evolving into the start of Spring Training, it involves the Toronto Blue Jays and it involves our piece of paradise known as Dunedin.

The tradition and relationship between the Toronto Blue Jays and the City of Dunedin began in 1977. This was the same year a home could be purchased here for \$50,000 and our annual average incomes were \$15,000. As we learned so well this week, times have changed. While stadium designs have become more modern and our real estate values have increased, the one thing that hasn't changed is the the loyalty of the fan base of the Blue Jays, they still belong to us.

The DSAC hereby declares our allegiance and full support to our Mayor, our Commission and our entire City Staff in pursuit of the retention of the Toronto and Dunedin Blue Jays. We realize this is a challenge and your efforts will be tireless and for this, we are appreciative and grateful.

Sincerely,



Steven Sandbergen (Chairman)
The Dunedin Stadium Advisory Committee

cc: Vince

October 1, 2016

Mayor Julie Ward Bujalski and Commissioners

City of Dunedin

542 Main St.

Dunedin, Fl. 34698

Dear Mayor and Commissioners:

We the members of the Parks and Recreation Advisory Committee are writing today to make known our full and strong support for keeping the Toronto Blue Jays in Dunedin. We support the plans that were proposed in the recent public meetings and have faith and confidence that the parties involved will make all efforts possible to see the project to completion.

The mission of the Parks and Recreation Department is "To enhance the quality of life and create memorable experiences by connecting the community through parks, recreation and culture." We believe there is no better way to achieve this goal then through baseball in Dunedin. Dunedin has become a city with a reputation as a place to visit and experience our small town culture in Florida. This experience is enhanced by our friends the Toronto Blue Jays, and gives both our Canadian friends and local visitors a unique way of experiencing our American culture through our national pastime. The Toronto Blue Jays, and baseball, are a integral part of the total Dunedin experience.

Over the past forty years the Toronto Blue Jays have become synonymous with Dunedin. Their presence has given us something that is unique to very few cities in our country: a hometown baseball team. The Blue Jays are not just a baseball team but a community partner. Their partnership ranges from charitable outreach to the use of their facilities by our youth athletics. Having the Blue Jays as a member of our community promotes a positive family atmosphere and enhances the quality of life in Dunedin. The Toronto Blue Jays have been a loyal committed member of our community and we support their goal of continuing with this tradition.

In closing, we understand this is a large investment by the City of Dunedin, Pinellas County, the State of Florida and the Toronto Blue Jays, however it will be an investment that will pay dividends for years and a generation to come. We believe it will be well worth the time, money and dedication of everyone involved and will be especially beneficial to the City of Dunedin and her residents.

Thank you for your time and consideration,

On behalf of the Parks and Recreation Advisory Committee

Tom Mahoney



Chair



September 26, 2016

Mayor Julie Ward Bujalski & Commissioners
City of Dunedin
542 Main St.
Dunedin, FL 34698

Dear Mayor and Commissioners:

Our Chamber would like to make our voice heard loud and clear in support of keeping the Toronto Blue Jays here in Dunedin. In addition, we support the effort to provide the team and our community with Major League-caliber facilities for both training and competition that are functional for the Jays and reflective of Dunedin's long-held passion for baseball.

The economic impact that team has on our community and its businesses is extremely important to Dunedin, as well as Pinellas County. The fans they draw here, whether Jays fans or one of the many visiting teams, fuels our economy during Spring Training.

But Spring Training isn't the only impact they have on Dunedin. The operation of the team, year-round at the Englebert/Mattick Complex, drives millions into our economy. Their quiet activities on Solon fuels Dunedin and the surrounding communities.

Our young people enjoy using world-class facilities and fields thanks to the Jays. They are the only team in baseball who allows high school athletes to use their fields.

Dunedin is the only spring training home the Blue Jays have ever known. Their commitment to our City is strong, and our commitment to them should be equally strong. We can look to their presence as one of the reasons Dunedin's economy is thriving. Thousands of Canadians, over the years, have purchased second homes, some making it their new home, because of the Jays. Thousands more visit each year, and not just during spring training, although that is certainly the strongest influx of Canadian visitors.

We are among the smallest spring training cities in Major League Baseball. The Jays presence here, however, has made our small community known throughout the US and Canada. While other spring training communities have a city, or a region to draw fans from, we have an entire COUNTRY. The Blue Jays are Canada's team, and Dunedin gets to reap the benefits of that affiliation.

Over the past three years, our Chamber has led an ambassadorial trip to Toronto. It amazed everyone on the trip the magnitude of that City and the presence the Blue Jays have there. We were also amazed by the response we got from those we met – they pronounced Dunedin correctly, talked about visiting here or wanting to, and always connected the Blue Jays to our City. It was moving and enlightening.

We know this is one of the biggest investments our State, County, City and the Jays have made together here. It's important, and the right thing to do for the future of our City. We ask that you move forward, in a positive manner, with the negotiations that will keep the Blue Jays spring training in Dunedin for many years to come.

Thank you for your time and consideration.



September 26, 2016

Dear Mayor and Commissioners,

We are writing to you on behalf of Visit Dunedin, Inc., the non-profit grass roots organization that markets our great city. We are asking that all consideration and focus be on completing the deal with the Toronto Blue Jays so they remain in Dunedin.

Our goal as a marketing group is to use the money donated by our partners to spread the message that screams everything "Dunedin". Nowhere is it more evident than all across Canada that Dunedin is a household name. The long relationship we have maintained with the Jays created that recognition. We would never have the budget to saturate the market with Dunedin's name recognition to an entire country. We inherited that legacy as a result of being home to Toronto Blue Jays Spring Training for over 38 years and hope to remain as such.

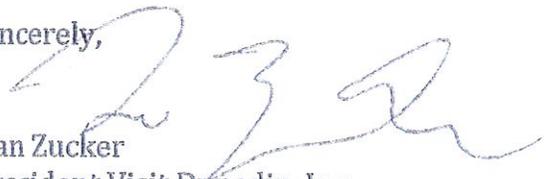
Tourism is the number one industry in Florida. We want people to come to Dunedin and spend their money to boost the economy in our city. As result of the Jays, thousands of Canadians not only visit our fair town and spend their money by eating, playing and staying in Dunedin, but a large number of these same Canadians have invested in our community by living in Dunedin. They contribute money to the tourism tax dollars, property tax rolls and Dunedin businesses they frequent. The Jays also attract local baseball fans, adding to the overall impact of dollars spent in our city, county and state.

Canadians make up one of the largest sectors of tourists who visit Florida, 3.7 million and climbing annually, a whopping 1 in 10 Canadians visit our state according to Visit Florida. Dunedin hosts Canada's only national baseball team, the Jays. This positions us to boast a level of name recognition in an entire country. This is a marketer's dream.

Our Stadium is sorely lacking in many ways compare to other cities that host similar major league baseball teams. Our stadium is a tourism landmark that needs to be invested into in order to guarantee tourists that come to our town have a great experience, create wonderful lasting memories and return to invest in our city and the people of Dunedin.

Our share, or should we say investment, is small compared to the whole price tag divided by the state, the Jays and the county. The result will be a stadium landmark we can be proud of, a positive reflection of our long history with the Toronto Blue Jays, and a continued return on our investment in the team and their fans.

Sincerely,


Dan Zucker
President Visit Dunedin, Inc.

September 26, 2016

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CLEARWATER NORTH/DUNEDIN

To the people and government of Dunedin, www.hiexpress.com/dunedin

I am writing this letter in support of doing everything possible to complete the deal, which keeps the Toronto Blue Jays in Dunedin.

I speak for myself as a business owner and a member of a family that has done business in and resided in Dunedin for over 30 years. We have seen a lot of changes in Dunedin, but one constant has always been the Jays. I don't want to imagine an economic future for my businesses without them.

No longer will I have people lined up to rent rooms behind the guest who got the room if the Jays are not there to create the demand. How many towns can boast the recognition we have with Canadians (who are the number 1 visitor to Pinellas County Florida) when they have not funded any marketing to create such longstanding awareness as well as enmeshing in the culture of the sport in Canada.

Canada has one baseball team and all Jay's fans know "Dunedin" ... even non-baseball enthusiasts see streaming scenes projected from Dunedin on their TV or computer screen when watching their national or local news. Dunedin has never had the funds to create that...it has grown organically over the long history of the Jays in Dunedin. If I post something Jays related on Facebook, the response is well beyond anything else I post. One has only to go get an ice cream at Strachan's on game day to gaze upon a wave of blue jerseys as Jay's fans swarm the counter.

If someone asked me to hand them 15 cents and they would give me back a dollar...the math is clear...I come out the winner. If a combination of entities invest over 81 million and Dunedin is asked to foot 15% of the tab but own 100% of the final product...then we have to be grateful for the opportunity.

As a business owner I have invested time and money into my Dunedin businesses...now is the time to correct all the neglect our stadium has suffered and create a landmark we can be proud of and solidify the historical relationship we have with a very loyal Toronto Blue Jays baseball empire.

A handwritten signature in cursive script that reads 'G Mullins'.

Sincerely, Gabriella Mullins
Holiday Inn Express Dunedin
And the Amberlee Motel, Dunedin