Tim Fair

Event Evaluation

KHS 6540

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The event I attended was the Regional High School Girls’ Softball Division 1 Tournament held at the University of Detroit Mercy on June 6, 2015 at 10am. The games being held on the Titan’s home field, Buysee Ballpark, provided a genuine college softball experience for not only the players, but the fans as well. The atmosphere inside the ballpark was typical to that of a normal high school softball game. The girls chanting and beating ball buckets in the dugout and the parents/fans cheering for their daughters or family member. The goal for this event, which was being hosted by the U of D Jesuit High School, was to create a safe, fun, and competitive environment for the girls to do their best and try to make it to the state playoffs.

Throughout the day there were 3 games held. The first being between Grosse Pointe South and Allen Park, and the second being between Garden City and Detroit Renaissance. The championship game was played between the two winners, Allen Park and Garden City. The setting for the games was great because of the venue that it was being held at. Even though it is a much smaller stadium compared to most division 1 colleges, Buysee Ballpark still provided a well-groomed field, stadium seating, press box, today’s hits blaring over the speakers, and a transportable concession stand. The city setting though is what was much different from a lot of places. Being positioned on Livernois and McNichols in Detroit, the air was full of hip-hop music blaring from cars, sirens of emergency vehicles, and the sights of old buildings in need of repair. The complete opposite of the setting inside the fences of U of D Mercy.

The participants and fans being from a variety of backgrounds, mainly Caucasian and African-American, presented a wide variety of personalities and people. The players being high-school aged with most of the fans being parents in their middle-ages along with siblings and grandparents, added to the generation gap present at the games.

I would say that overall the event was a success because the games were played with immaculate warm-weather with the sun shining, no one was seriously injured, and the ball park provided a great time to watch high school softball. The chairs were comfortable and the food was just as you would expect from a ball game, hot dogs, chips, pop, and candy. The portable concession stand was being run by members of the U of D Mercy staff, and help to bring a legitimate college feel to the games. I would say that the gender statistic veered more towards a female audience and geared a little more towards the Caucasian side seeing as 3 of the 4 teams were predominantly Caucasian.

Positives of the events had to deal with many areas surrounding the tournament. The customer service from the concessions staff as well as the gate attendant for parking was great. The facility and operations staff was very helpful in locating restrooms and concessions, and also were very easily approachable. The marketing of the event could have been better along with the sponsorships. The announcer did have some advertisements going across the sound waves, but it seems there could have been a few more as well as signage. Also, the ticket table was very bland and was literally just that, a table with tickets, a ticket taker, and a money box. There seems like there could have been a little more done to make it more presentable. The operations and logistics portion had good and bad things about it. The field maintenance/grounds crew was very professional in grooming the field before, in-between, and after all of the games, and kept the ball park in peak condition. The announcer also was very good in his delivery, and the way he handled advertisements, fan interactions, and in-game duties. The downfalls to this area have to deal with concessions and restrooms. The concessions seemed to be a little over priced for a high school softball event with a 20 oz. pop costing upwards of $2.50 and a hot dog close to $3.50. The other major issue was that there were no portable restrooms at the ballpark which forced the staff at the event to open up the building located next to the ball park for players/fans/and staff to use inside. Now those facilities were fine but it just seemed to be an inconvenience to have to walk 150 feet to a building and then locate the restrooms inside the building.

There are a few suggestions that I have for this event for the future and I believe they definitely will go a long way in making the fan and event experience that much better. First, I would bring in some portable restrooms to use for the event to make it more convenient to use. Next, I would try and get a little bit more marketing at the event to liven it up and make it known what the event is that you are attending. I would also get some decorative pieces or something of that nature to make the ballpark and event more eye appealing for the fans and players alike. Lastly, I would try and get lower prices for the event, along with trying to see if the university can offer a few more options for the fans and players.

Overall, I enjoyed the event and felt that it was pulled off very well. Aside from the few issues or concerns that were mentioned, the event seemed to run smoothly and was enjoyable for everyone. The main thing about it was that it allowed the players to compete at their highest level along with having fun and playing on a college field, and also gave fans the opportunity to be comfortable watching it. I would say that the event was definitely a success and achieved the goals it set out for itself, and definitely offered a fun time for everyone.