



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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**ADDRESSING CONCERNS ABOUT USAGE FEES
FOR FIREMAN'S FIELD**

PURCELLVILLE, Va. April 19, 2018 — In January, the Town of Purcellville welcomed a new concessionaire to manage the operations of the Bush Tabernacle and Fireman's Field complex. Over the last three months, Shaun Alexander Enterprises, Inc. (SAE) and Play To Win, LLC (PTW) have worked to complete numerous enhancements to the Tabernacle while continuing to provide the classic services for the community such as Open Skate (previously known as The Teen Center), birthday parties, and with support from Town staff and committee members, are coordinating the Purcellville Music and Arts Festival in May as well as the Wine and Food Festival in July. In addition, the SAE & PTW team continues to add new programs in the Tabernacle, and has been working with multiple organizations including the Purcellville Cannons and the American Legion Baseball to coordinate the use of Fireman's Field.

This new transition joined together the management of the Tabernacle and Fireman's Field, which previously had been managed separately. With this transition, SAE and PTW opened a discussion on a proposed change in costs and fees for the users of Fireman's Field due to the associated costs of field maintenance, upkeep and changeovers associated with field conversion. These discussions are ongoing. As stated by Mr. Alexander, *"Our team was open and willing to find a solution like we have with the other organizations. We never intended for ULYFL not to play on Fireman's Field. We thought we were still in the middle of the conversation."* The Town of Purcellville understands the impact and frustration associated with the proposed changes and remains committed to the leagues and teams that have enjoyed playing at this historic complex. With that commitment, SAE and PTW recently executed an agreement for Greater Loudoun Babe Ruth to play at Fireman's Field.

The Town is committed to maintaining the small town community feel of the complex. The Town is working with Shaun Alexander Enterprises, Inc., Play To Win, Inc. and the other stakeholders, through a series of meetings, to achieve a positive outcome with ULYFL. Mayor Fraser stated, *"Beyond sponsorship opportunities to offset costs for ULYFL, the stakeholders will be meeting with representatives from Loudoun County to explore an offer extended by Supervisor Buffington to assist in our common commitment to maintain this complex as the focal point of our community."*

Attached is a personal perspective from Mr. Shaun Alexander on the proposed user fees and his commitment to Fireman's Field as well as the teams who have historically used this facility. His statement follows this release.

The Town of Purcellville, Virginia

Purcellville is an award-winning town of over 9,000 residents located in Loudoun County, approximately 40 miles west of Washington, DC. Having received the prestigious Siemens Sustainability Award for Small Communities, Purcellville continues to be honored for its green initiatives with most recently being the Tree City USA recipient for the 10th year. The Town was reaffirmed as a AAA rated community by S&P Global Ratings, the highest credit rating possible, and is recognized as one of the safest towns in Virginia. Once a stop along the W&OD rail line, Purcellville has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, entertainment, farmer's markets, wineries, breweries, distilleries and restaurants. More info at www.purcellvilleva.gov.

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PRESS STATEMENT

**Purcellville, VA – April 16, 2018
Town of Purcellville,**

For the last 3 months it has been a great honor to be in charge of managing Fireman's Field and the Bush Tabernacle. We continue to be impressed with the history of Purcellville. With running the jewel of the Town, we have learned so much about the families here in our great community. We have hired more than a dozen people from Purcellville, along with several people that have played ball on the historic Fireman's Field during their youth. As our staff and people of the town tell us their story, we will not say it enough; we consider it an honor to manage the Fireman's Field Complex.

The last few months our team has been working hard to give every family that walks into the Bush Tabernacle an experience that every member of the family would love. If you have come into the Bush Tabernacle over the last 3 months you would have seen our hearts and effort to achieve this goal. Many mothers and kids have joined the new morning toddler program and enjoyed the new toddler area that was built just for the families. Friday Night Middle School skate is still a huge part of our culture, as well as the weekend or weekday birthday parties and events.

The last 30 days our team has taken on the task to get the field ready to give all of the organizations a great experience with Fireman's Field. We want these teams to have a greater experience than before, the same goal we have for the families that go into the Bush Tabernacle. It has been a great pleasure to see the excitement as the different organizations have come to agreement to use the historic Fireman's Field again this year. We thank all the organizations for great communication and honesty as we walked through this new process together.

The last few weeks has been a surprise to our team with the things we have read and heard regarding Greater Loudoun Babe Ruth (GLBR) and Upper Loudoun Youth Football League (ULYFL). Our management team has a policy to be up front and give the best we can to the people. We have not changed one bit with anybody that has wanted to use the Fireman's Field. Especially GLBR and ULYFL.

Maintaining the historical Fireman's Field to the standard it deserves and the standard we all desire has a cost. We as a team have been transparent with our cost, to keep the prices fair for the teams and families of Purcellville, and at the same time give people a better experience than they had before.

As we walked through the process with GLBR, we transparently on both sides talked about the expenses. We both talked about the love we had for this community and how to make this all work. We talked about Don Rose Sr, a legend to this community who the field is named after, who teamed up with the families of Purcellville to build the field. We talked about how he had a goal for families to have an amazing experience playing and watching the great game of baseball. It wasn't long before we had an agreement. That is what honesty and wanting everybody to win does. So, we are excited that Greater Loudoun Babe Ruth is playing on Fireman's Field and we are hopeful they will continue to want to play on Fireman's Field for many more years. Don Rose Jr said it best. "A conversation with two groups that want to see each other succeed always find a way. I didn't have to get worked up about this. I agree with this process, it's all about family."

The Town Council and Mayor Fraser did not hire us to raise prices but to find the best way for the community to have ownership of its own property and use it to help the community. Don Rose Jr. and Brett Smith (GLBR president), will tell you that we have honored Greater Loudoun Babe Ruth, honored Don Rose Sr, honor Mayor Fraser, the Council, and the Town of Purcellville with how we handled these conversations. This is what we have tried to communicate and show in every area with this amazing place we manage.

We also talked about John Michael Rose, Don Rose Jr's uncle, who started the ULYFL and ran it till the early 2000's. We talked about how the Rose family and the Town worked hard to raise money for the ULYFL to get their own field and how in the early 2000s the new ULYFL board turned down the opportunity for their own field which was an unwanted surprise by Don Rose Sr and the Rose family. The Rose family's surprise then is very similar to our surprise now.

In our initial meetings with ULYFL, they explained their fears and joys associated with Fireman's Field. After our meetings we assured them we wanted them to play and that we would be honest about the prices and would give them a more than fair deal to use Fireman's Field.

We found out that flipping the field from baseball to football and football to baseball was a great expense, around \$20K a year. That was a surprise to all of us. We didn't tell ULYFL that they had to pay that. We simply gave them a great discounted rate to ensure that they could use the field. We were willing to take on the rest of the expense just because of the late notice. That was our decision and we thought that would be a fair thing to do.

After sharing the use agreement, we received one response from ULYFL and that was "will you also keep the field cut and ready". A little over a week later we received an email that they would prefer to move on and play somewhere else. No further conversation. Our team was open and willing to find a solution like we have with the other organizations.

We never intended for ULYFL to not play on Fireman's Field. We thought we were still in the middle of the conversation.

ULYFL made a decision that fits their goals. We are sending this letter not to divide but to bring clarification.. I hope this letter is transparent and answers the questions that have been asked.

We also want to thank all who have been associated with the great years spent at Fireman's Field and wish the families with Upper Loudoun Youth Football League and Greater Loudoun Babe Ruth a fun and successful 2018 season.

Shaun Alexander Enterprises, Inc