

1st ANNUAL ADULT KICKBALL TOURNAMENT A SUCCESS IN URBANDALE!

In June 2007, the Urbandale Parks and Recreation department, along with Urbandale Sports Association (USA), worked together to create the First Annual Adult Kickball Tournament. 19 teams participated in this daylong tournament held at Walker Johnson Softball Complex. Based on participant comments and the energy of the day, everyone had a great time playing their favorite schoolyard game!

Here's a bit of background to how we planned and initiated this incredibly fun new tournament in Urbandale....

The City of Urbandale leases the Walker Johnston softball fields to the Urbandale Sports Association (USA), which runs and facilitates the adult softball leagues in Urbandale. In the winter of 2006, the City of Urbandale Parks and Recreation department approached USA with the idea to host an adult kickball tournament. USA was excited about the opportunity to show off their upgraded fields to the public, so they agreed to help sponsor the tournament.

When organizing and planning the tournament, areas of responsibilities were divided between the Parks and Recreation Department and USA. The collaboration between both agencies proved to be beneficial to the success of the tournament.

The Parks and Recreation Department was responsible for:

- Promotion of the tournament
- Processing registrations
- Contacting the media
- Providing staff support

USA was responsible for:

- Waive the field rental fee of the Walker Johnson fields and arranged usage of the softball field lights
- Help set up the tournament bracket
- Open the concession stand for the duration of the tournament
- Provide and schedule one score keeper for each game
- Obtain prizes from local businesses for all-day give-aways

The tournament was held on June 9, 2007 and received great support from the community and businesses. Local restaurants, bars, stores, and other businesses donated everything from coupons, gift certificates, t-shirts and money to the tournament. This gave us an opportunity to provide free give-aways throughout the day, which helped ensure that people stayed longer at the ball park (even if their team had lost.) The sponsorships and donations also enabled us to give away a great prize package to the champion team as well. The prize

package consisted of a Champion t-shirt, gift certificates to every player, and a trophy for the team.

The tournament registration fee was quite reasonable at \$75 per team, due to the sponsorships and support from local businesses. The only expenses we incurred were the cost for the 1st and 2nd place team trophies and the t-shirts for the championship team. (Sponsors and donation covered all other expenses.) Each team was guaranteed two games.

We learned a lot with this first tournament. Some things we will consider for the 2nd Annual Tournament will be to schedule games every 45 minutes instead of every hour, hire umpires and score keepers instead of using volunteers, and promote it starting in the early spring to get many more teams.

We are already in the midst of planning the 2nd Annual Adult Kickball tournament! It will be held on June 7, 2008 at Walker Johnston Softball Complex, and again be a collaborative effort with Urbandale Parks and Recreation and the Urbandale Sports Association.

We invite everyone to come to the event and/or sign up a team to play in this favorite schoolyard activity.

If you have any questions or comments regarding this new program, please feel free to contact me at:

Mollie Wilhite, Recreation Supervisor
Urbandale Parks and Recreation
3600 86th Street
Urbandale, IA 50322
mwilhite@urbandale.org
515-331-6792