



JOHN H. MOSS COMMUNITY SERVICE AWARD

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ABOUT US

MISSION STATEMENT

We provide the highest quality and most memorable entertainment, in a safe, first-class, and family oriented environment, every day and every game.

VISION STATEMENT

To be the best organization in Minor League Baseball.

CORE VALUES

- Believe in our brand urgently, passionately and excessively.
- Be creative, be brave.
- Pay attention to details.
- Deliver unparalleled and memorable service to our guests and clients, and create great relationships with our partners and vendors.
- Create a great place to work by promoting a team culture, personal growth, and the opportunity to learn.
- Be accountable, build trust, communicate effectively and often, and listen actively.
- Embrace and encourage improvement and change.
- Make our community better, participate.



THE SUN CITY

LARGEST
US-MEXICO BORDER
CITY IN AMERICA

300 DAYS
OF SUNSHINE



+2.5 MILLION

RESIDENTS IN TRI-STATE AREA
(EL PASO, JUAREZ, LAS CRUCES)

TOP 10

FASTEST GROWING CITY IN AMERICA FOR
21 CONSECUTIVE YEARS



MEDIAN AGE:

33



HOME TO

27,132 ACTIVE
MILITARY PERSONNEL



& 44,588

VETERANS



RANKED #1

MOST AFFORDABLE CITY TO LIVE
IN BY FORBES MAGAZINE IN 2018



HOME

TO **FT. BLISS**

(2ND LARGEST ARMY BASE IN THE NATION)

POWERED BY FANS

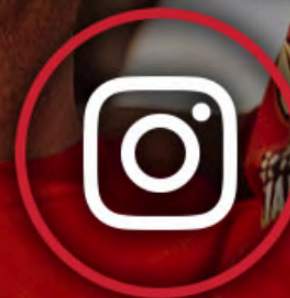
LARGEST SOCIAL MEDIA FOLLOWING IN MiLB



FACEBOOK
141K



TWITTER
66.1K



INSTAGRAM
53.4K



#1 BRAND IN
MiLB



MORE THAN HALF
A MILLION FANS
EVERY SEASON

MORE
THAN HALF
OF GAMES WERE STADIUM
ROOM ONLY CROWDS

+64K

FANS SUBSCRIBED TO THE
CHIHUAHUAS NEWSLETTER

EARLY SUCCESS

4X

PACIFIC SOUTHERN
DIVISION CHAMPS

(2015, 2016, 2017, 2018)

2X

PACIFIC CONFERENCE
CHAMPIONS

(2016, 2017)

1X

PACIFIC COAST
LEAGUE CHAMP

(2016)

+59

FORMER CHIHUAHUAS MADE
THEIR MLB DEBUT AFTER
PLAYING FOR EL PASO



2

PCL MVP'S
HUNTER RENFROE
& TY FRANCE



(2016)

3

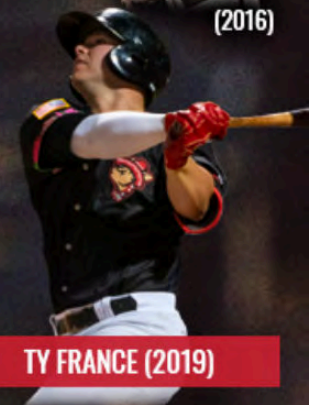
PCL ROOKIES OF
THE YEAR



ALEX DICKERSON (2015)



CARLOS ASUAJE (2016)



TY FRANCE (2019)



EL PASO CHIHUAHUAS FOUNDATION

EL PASO CHIHUAHUAS FOUNDATION

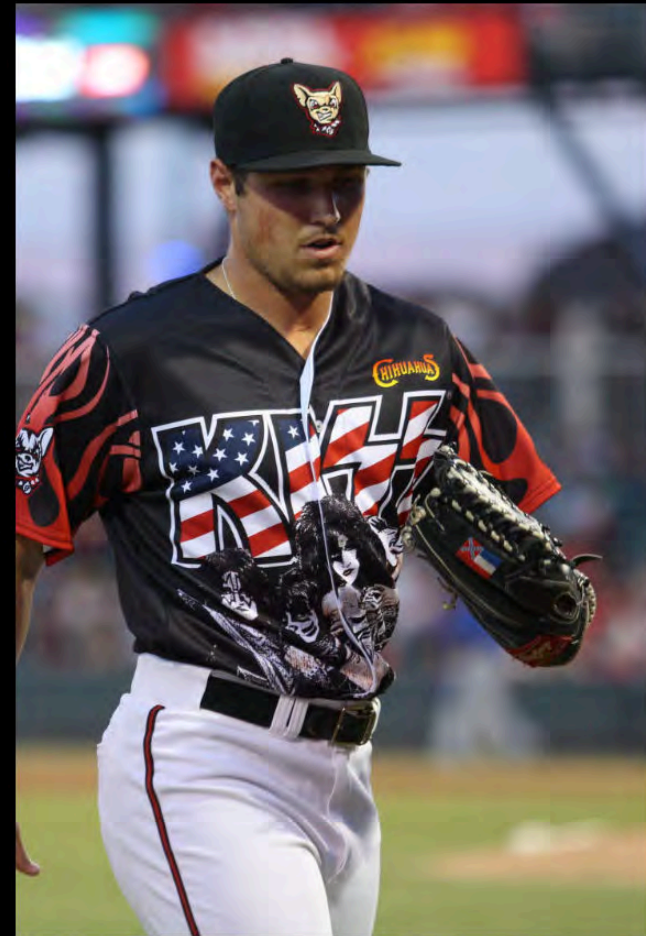
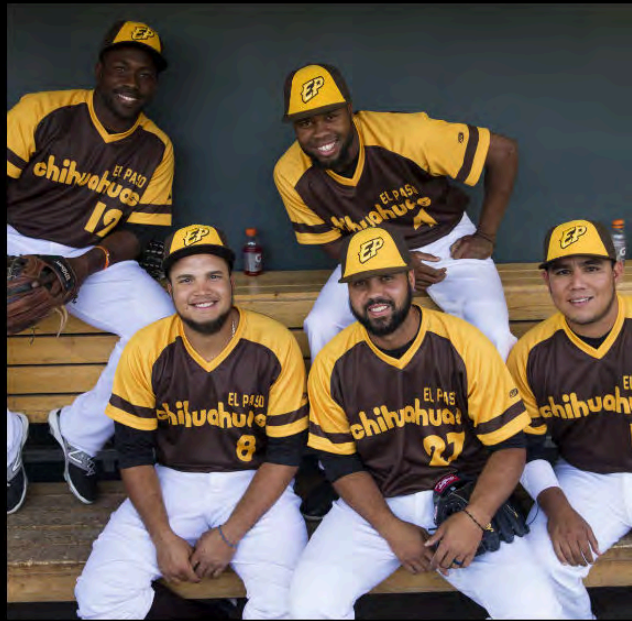
The El Paso Chihuahuas Foundation's mission is to create a positive financial and cultural impact on families and children in our community through creative programs and events.

Since 2014, the Chihuahuas have helped local organizations raise more than **\$1.5 million** through in-stadium fundraising, have provided **\$300,000** in monetary donations and **\$150,000** in in-kind donations.



JERSEY AUCTIONS

Through specialty jersey auctions, the Chihuahuas have raised more than **\$200,000** to benefit local non profit organizations.



EL PASO STRONG

In wake of the event that occurred on Saturday, August 3rd, the El Paso Chihuahuas Foundation assisted those affected by the tragedy.

The Chihuahuas hosted 'El Paso Strong Night' as a fundraiser with a portion of each ticket sold and the profits from 50/50 Raffle and San Diego Padres EP Cap Auction going to benefit the Victims Fund.

On top of the **\$20,000** raised that night, the MountainStar Sports Group Foundation, on behalf of the El Paso Chihuahuas Foundation and the El Paso Locomotive FC Foundation, the Foster Family Foundation and Hunt Family Foundation contributed an additional **\$150,000** to benefit the Victims Fund.

Southwest University Park also played host to a city-wide memorial in support of those injured and to mourn those who lost their lives.



NATHAN W. JONES MEMORIAL SCHOLARSHIP FUND

Chihuahuas Head Groundskeeper, Nathan W. Jones, tragically passed away in December of 2016.

His passion for groundskeeping was abundantly clear in the level of pride he took in his work for the El Paso Chihuahuas.

The Nathan W. Jones Memorial Scholarship Fund was established to provide those with a passion for turf management with help to reach their potential.





IN THE COMMUNITY

CHIHUAHUAS VOLUNTEER PACK

The Chihuahuas Volunteer Pack presented by Helen of Troy is an El Paso-wide volunteer force created to give back to the Sun City and surrounding region. Joining together with non-profit organizations and community partners, The Pack is made up of Chihuahuas fans, players, coaches and staff with the mission of making a positive impact in our community.

750 VOLUNTEER HOURS

ANNUALLY

- El Pasoans Fighting Hunger Food Bank
- Rebuilding Together El Paso
- Make-A-Wish
- El Paso Humane Society
- The Opportunity Center for the Homeless
- And more!



CHICO MAKES OVER 500 COMMUNITY APPEARANCES ANNUALLY!

Since his radio debut on April 14, 2014, Chico has become a community ambassador for not only the Chihuahuas but also the City of El Paso, having represented El Paso in the Texas capitol during El Paso Days and in Denver, CO as part of the All-American City campaign.



EDUCATIONAL PROGRAMS

Chico's educational programs have become popular among the region's school districts, and Chico has reached more than **350,000 students** in just six short years.

Educational programs that Chico hosts include:

- Anti-Bullying Campaigns
- Attendance Programs
- Career Day Presentations
- Homecoming Parades
- Turn Up the Volume on Reading
- Red Ribbon Week Rallies
- STAAR Testing Rallies



PAWS FOR PRESENTS

The Chihuahuas have partnered with the El Paso Fire Department and area Chick-fil-A restaurants to host "Paws for Presents", a holiday toy drive assisting the Child Crisis Center of El Paso and Jardin de los Niños in Las Cruces.

Each year, hundreds of toys are collected to benefit local children that otherwise might not receive a gift.



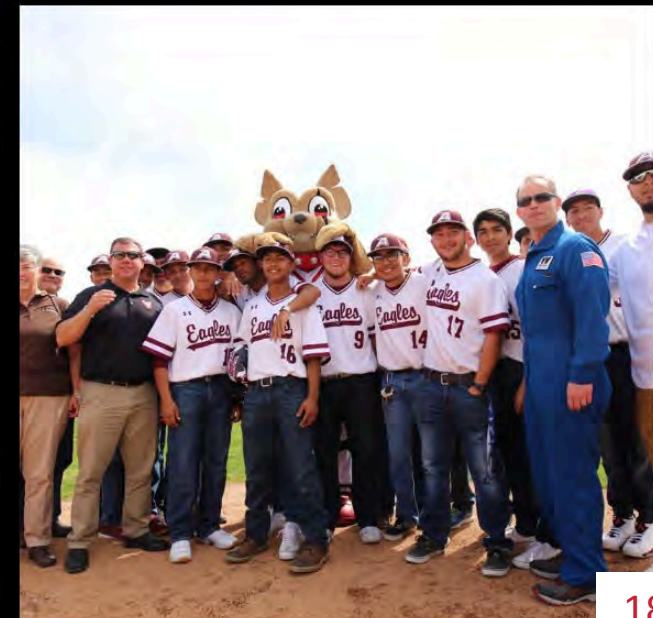
FIELD OF DREAMS

The Howdy's Field of Dreams is a program designed to help renovate a local area baseball facility in need of repair each year.

Renovations include laser grading the infield skin, installing new sod, reshaping the mound and the installation of new pitching rubber & home plate, all completed by the Chihuahuas grounds crew.

Since 2014, the Chihuahuas have renovated 6 fields:

- Jefferson High School (2014)
- Bel Air High School (2015)
- Andress High School (2016)
- Ernie Rascon Memorial Baseball Field (2017)
- Irvin High School (2018)
- Santa Teresa High School (2019)





AT THE BALLPARK

COMMUNITY EVENTS AT THE BALLPARK

Southwest University Park plays host to numerous community events each season like the El Paso Marathon, Southwest University Graduation, Walk to End Alzheimers and more.

In 2019, the Chihuahuas organized a dental event with Team Smile that provided **\$50,000** in oral health products, equipment and transportation to underserved children in the El Paso Community.





HIGH SCHOOL BASEBALL SERIES

The Fred Loya Insurance High School Baseball Series presented by Sarah Farms gives local high school baseball athletes the chance to play on a Triple-A baseball field. The series features approximately 10 games each year with 17 area high schools participating.

The games not only give high school athletes the chance to have the Big League experience, but also served as a fundraiser for each team with a portion of each Chihuahuas ticket sold going back to each participating school.



ART IN THE BALLPARK

Southwest University Park is also home to over

\$1 million worth of art including an installation by Ball-Nogues Studio: the “Not Whole Fence” concept, resembling a horizontal fence picket with knotholes for peeks inside the ballpark.

In 2017, the Chihuahuas partnered with El Paso's Museum & Cultural Affairs Department to host a community-based art project to beautify the Durango Street bridge walkway leading to Southwest University Park. Through this partnership, the Chihuahuas also display local art in their suite and club areas.



MILITARY PROGRAMS

El Paso is home to Ft. Bliss, the second largest Army base in the nation. There is a large military presence with more than 27,000 active military personnel and more than 44,000 veterans.

US ARMY'S BIRTHDAY CELEBRATION: Each season, the Chihuahuas celebrate the US Army's Birthday with a night of patriotic pageantry to honor our service men and women that begins with an Officers vs Enlisted softball game.

GECU AMERICAN HERO: The Chihuahuas honor a member of the military that make a significant sacrifice for our country. It starts with a ceremonial first pitch and continues with an entire inning break dedicated to the soldier.

LONE SEAT RECOGNITION: There is one seat in Southwest University Park that remains empty for every game. This lone seat is wrapped with every military service emblem and honors all of those who protect and serve our country. This pregame recognition includes a moment of silence and a soldier in uniform standing guard.

BANK OF AMERICA MANAGER FOR A DAY: Bank of America and the El Paso Chihuahuas teamed up to award a veteran the opportunity to be the Chihuahuas manager. The veteran got to throw out a ceremonial first pitch, watch batting practice, join the plate meeting with managers and umpires, get recognized on-field and enjoy an inning on-air with Chihuahuas broadcaster, Tim Hagerty.



MALAKHI DAY

The El Paso Chihuahuas signed 11-year-old, Malakhi Olvera, to a one day contract to experience life as a professional baseball player. Malakhi had a rough two years, suffering from a gastrointestinal illness that required him to have 13 hospital stays at Providence Children's Hospital.

As Chihuahuas Player for the Day, Malakhi was announced and signed at an official press conference, participated in team warm-ups, threw out the ceremonial first pitch, joined the game broadcast and spent time with the players.



FIRST BI-NATIONAL PLAY BALL EVENT

The El Paso Chihuahuas hosted the very first bi-national Play Ball event at Southwest University Park. The event welcomed **600** youth baseball and softball players from both El Paso and Juarez and invited them to take part in a baseball & softball clinic.



CHIHUAHUAS NEXT

In partnership with Border Youth Athletic Association (BYAA), the Chihuahuas NeXt program is an elite skills development program, geared to enhancing the competitive level of El Paso student-athletes, better positioning them for higher education scholarship opportunities.

Chihuahuas NeXt also serves to provide the region's only summer program for high school baseball players.

Each year, BYAA holds a Compliance Seminar, a free event to assist parents and students with the NCAA eligibility, registration, and recruitment process.

Attended by approximately **200**

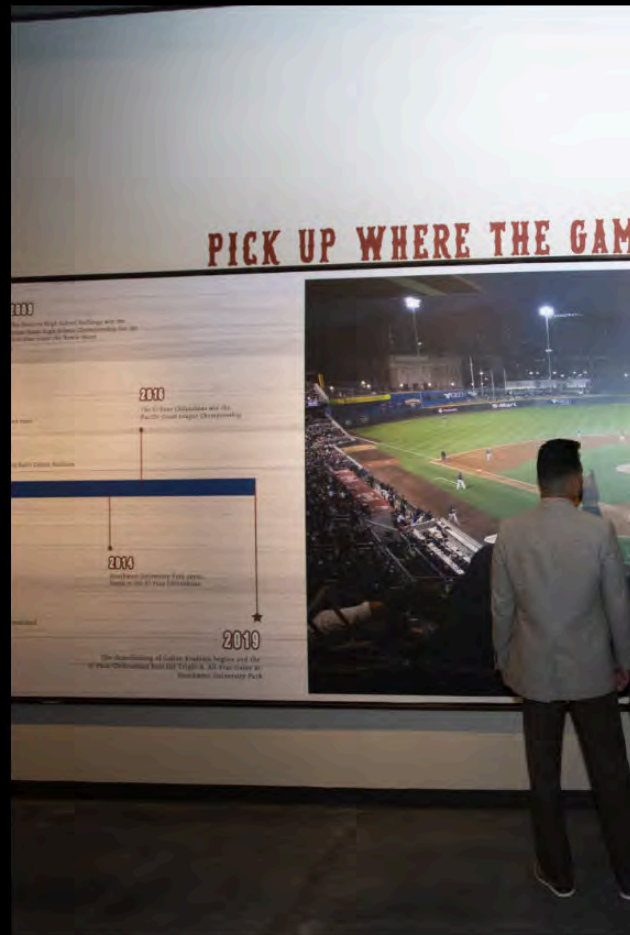
students annually, the seminar is designed to improve scholarship outcomes for El Paso student-athletes.



MUSEUM EXHIBITS

In partnership with the El Paso Museum of History, the Chihuahuas sponsored an exhibit celebrating the local and national history of baseball: Bases Loaded, El Paso and Beyond.

Materials for the exhibit were sourced from across El Paso's enthusiastic baseball community including memorabilia from the El Paso Browns, El Paso Diablos and El Paso Chihuahuas, as well as collectibles from prominent players like Jackie Robinson and "Shoeless" Joe Jackson.





**THANK YOU FOR YOUR
CONSIDERATION!**