



GERING
Sugar Beets

**PROPOSAL FOR CITY OF GERING
SUMMER COLLEGIATE BASEBALL TEAM**

GERING
Sugar Beets



A. TRANSMITTAL LETTER

August 10, 2026

Office of the City Clerk
City of Gering
1025 P Street / P.O. Box 687
Gering, NE 69341

RE: Request for Qualifications and Proposals -- Summer Baseball Team at Oregon Trail Park Stadium

Dear City Clerk Welfl and Members of the Selection Committee,

Sugar Beets Baseball LLC is honored to submit this formal proposal to own, manage, and operate a summer collegiate wood-bat baseball franchise -- the Gering Sugar Beets -- at Oregon Trail Park Stadium beginning in May 2027. Our organization has thoroughly reviewed the City's RFQ/RFP requirements, facility specifications, and community objectives. We are fully prepared to execute a multi-year Lease Agreement and serve as an anchor asset for Gering's sports tourism initiative.

Sugar Beets Baseball LLC meets and exceeds every qualification threshold established in Section 5 of the City's RFQ/RFP:

Legal Authorization: Sugar Beets Baseball LLC is a Florida-registered entity that will obtain Nebraska foreign entity authority prior to lease execution.

Proven Management Track Record: Principal Jeff Dobish brings six consecutive years (2020 to 2026) of direct ownership and executive operation in summer wood-bat collegiate baseball, including the Canyon County Spuds and the Casper Spuds.

Sanctioned League Architecture: The Gering Sugar Beets will compete in Independence League Baseball (ILB), a high-caliber summer wood-bat league expanding to 6 teams for the 2027 season.

Demonstrated Financial Capacity: Our attached bank documentation verifies debt-free operational liquidity and sufficient capital to satisfy all lease commitments, stadium maintenance obligations, and operational payroll.

We look forward to partnering with the City of Gering to deliver family-friendly entertainment, drive lodging tax growth, and champion community pride for years to come.

Respectfully submitted,



Jeff Dobish, Owner and Managing Member
Sugar Beets Baseball LLC





B. BACKGROUND & QUALIFICATIONS

ORGANIZATIONAL OVERVIEW AND STRUCTURE

Sugar Beets Baseball LLC is a sports management entity structured to oversee all business operations, team management, marketing, ticket operations, concessions, and community outreach for the Gering Sugar Beets. The organization is led by an executive team with substantial experience in sports franchise management, commercial marketing, and enterprise hospitality.

EXECUTIVE LEADERSHIP PROFILES

Jeff Dobish -- Owner and Managing Member: Serial entrepreneur with over 20 years of experience establishing, scaling, and managing commercial ventures across hospitality, real estate, and sports. His background includes founding Truck Master Warranty, managing commercial real estate holdings, and currently operating The White Oak Cottage in Lithia, FL -- a 5,000 sq. ft. home decor destination, bistro, bar, and bakery. In baseball, Jeff spent six seasons building the Spuds franchise across Caldwell, ID and Casper, WY, establishing strong corporate sponsorship programs and robust ticket operations before executing a planned franchise sale in early 2026. Jeff maintains full executive oversight of capital allocation and city lease compliance.

Jamie Connell -- Marketing Director: Creative director, photographer, and web developer with 25 years of industry experience and a 9-year direct marketing partnership alongside Jeff Dobish. Jamie directs digital media execution, corporate sponsor activation, web architecture (geringsugarbeets.com), ticket platform integration, and in-game fan engagement.

General Manager / Local Business Operations: Sugar Beets Baseball LLC will employ a full-time, year-round General Manager residing in the Scotts Bluff County area at an annual salary of \$35,000. This position oversees day-to-day corporate sponsorship sales, ticket operations, host family recruitment, and community relations.

TEAM MANAGEMENT TRACK RECORD

Jeff Dobish brings six years of direct ownership and operational experience in summer collegiate wood-bat baseball:

Canyon County Spuds (Caldwell, Idaho | 2020 to 2022): Founded and operated the inaugural Spuds franchise. Established regional broadcast agreements, corporate sponsorship structures, local host family housing networks, and game-day entertainment operations.

Casper Spuds (Casper, Wyoming | 2022 to 2026): Relocated the franchise to Casper to capitalize on a larger stadium market and deeper regional audience. Over four seasons, attendance averaged between 900 and 1,400 fans per game, generating strong merchandise revenue and growing corporate sponsorship programs. A successful franchise sale to Casper natives Paul and Kristi Hack was completed in early 2026.



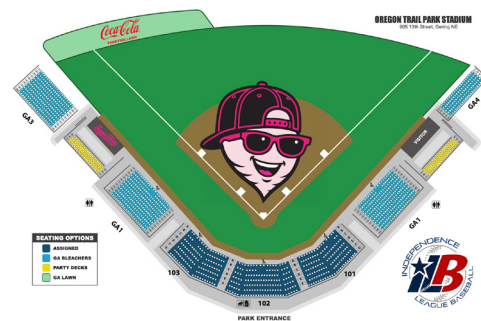
B. BACKGROUND & QUALIFICATIONS

INDEPENDENCE LEAGUE BASEBALL (ILB) ARCHITECTURE

The Gering Sugar Beets will enter the market as an officially sanctioned member of Independence League Baseball (ILB), a high-caliber summer wood-bat league.

League Composition: The ILB expands to 6 teams in 2027, spanning Nebraska, Wyoming, and South Dakota:

Oahe Zap (Pierre, SD)
Spearfish Sasquatch (Spearfish, SD)
Rapid City Bombers (Rapid City, SD -- 2027 Expansion)
Mitchell Expansion Team (Mitchell, SD -- 2027 Expansion)
Casper Spuds (Casper, WY)
Gering Sugar Beets (Gering, NE -- 2027 Expansion)



Season Structure: The regular season runs late May through August, consisting of 50 to 56 total games, with 28 to 30 home games at Oregon Trail Park Stadium.

Playoff Framework: A 3-game playoff series takes place in early August, fully satisfying the City's minimum requirements of 25 home games and a 3-game playoff structure.

Attendance Benchmarks: ILB games average between 600 and 1,000 fans per game across member markets, consistent with Oregon Trail Park Stadium's historical performance.





PLAYER, COACH, AND STAFF HOUSING

Roster and Intern Housing: Players and front-office interns will be placed through a local Host Family Program. Host families in Gering and Scottsbluff provide a welcoming, family-oriented environment while embedding the team into the fabric of the community.

Coaching Staff Housing: Head and assistant coaches will be accommodated in a dedicated team-leased residential home in the Gering area for the duration of the summer season.

VISITING TEAM ACCOMMODATIONS

Sugar Beets Baseball LLC will partner with a local Gering/Scottsbluff hotel property as the Official Host Hotel, guaranteeing a block of 10 rooms per night for visiting ILB teams for up to 40 nights per season. This commitment generates more than 400 paid room nights annually, directly increasing the local lodging tax base. Weekend promotional series are projected to bring in an additional 150 to 200 room nights per season from out-of-town fans, family members, and scouts.

TENTATIVE SEASON SCHEDULE

Season Duration: Late May through early August (50 to 56 total regular-season games)

Home Slate: 28 to 30 home games at Oregon Trail Park Stadium, plus league playoff eligibility

TICKET STRUCTURE AND GROUP HOSPITALITY

Our pricing philosophy ensures affordable, high-value family entertainment:

CATEGORY	PRICE	DETAILS
General Admission	\$8	Open grandstand seating
Youth (Ages 12 and Under)	FREE	Zero price barrier on select promotional nights
Reserved / Season Ticket	\$299.00	Guaranteed seat, playoff priority access, perk packages
Family 4-Pack Bundle	\$40	4 GA tickets, 4 hot dogs, and 4 drinks
Party Deck / Corporate Rental	\$750.00/game	Private deck for 25 to 40 guests, catering options

Cashless Ballpark: All concession, ticket, and merchandise transactions will be processed through Sports Event software by Igniter, accepting Visa, Mastercard, American Express, and debit cards.



PROMOTIONAL CALENDAR AND THEME NIGHTS

Every home game will feature structured promotional themes designed to maximize single-game ticket sales and community engagement:

Weekly Staples:

\$2 Tuesdays: \$2 select concession items and discounted GA entry

Wild Wednesdays: On-field fan contests, interactive family trivia, and ticket bundles

4 for \$40 Family Nights: 4 GA tickets, 4 hot dogs, and 4 sodas for \$40

COMMUNITY AND CORPORATE EVENTS:

Ag and Harvest Night (“Beet the Heat”): Celebrating Scotts Bluff County's agricultural roots with farm equipment displays, sugar beet tossing contests, and Ag sponsor night

First Responders and Hero Night: Free entry for active military, veterans, police, fire, and EMT personnel

Youth Baseball and Softball Takeover: Free entry for youth players in uniform, pre-game parade around the warning track, high-five fan tunnel

Donate Life Night: Partnership with organ donation organizations, featuring custom team jerseys auctioned post-game for charity

Battle of the Counties: Every county within 60 miles competes for “The Sugar Beet Cup”

Battle of the Credit Unions: Local credit unions compete to raise food for area food banks

Brew and BBQ Festival

Hometown Heroes Night

Celebrity Slo-Pitch Game: Police vs. Firefighters charity co-ed softball game

Marketing focus will also spotlight local charities under cause-themed campaigns including Beet Cancer and Beet Child Hunger.

A NIGHTLY TRADITION

Before every home game, the Gering Sugar Beets will recognize and salute the men and women who serve our community -- active and retired military, law enforcement, firefighters, doctors, nurses, hospital workers, and EMTs. This is not a one-night promotion. It is a commitment we make every time the gates open at Oregon Trail Park Stadium.

FACILITY OPERATIONS AND DIVISION OF RESPONSIBILITIES

Sugar Beets Baseball LLC fully agrees to the division of responsibilities outlined in Section 4 of the RFQ/RFP:

Team Responsibilities (Sugar Beets)	City Responsibilities (City of Gering)
Post-game cleaning of restrooms, bleachers, dugouts, press box, and concession stand	Business-day field prep and mowing
Field preparation, chalking, and maintenance for all weekend and holiday games	Major structural repairs, flood light maintenance, and irrigation upkeep
Staffing the box office, concessions, merchandise, and party decks during all events	Water and utility main line connections
Trash collection and disposal to stadium bins after every game or event	Parking lot lighting and grounds upkeep



REGIONAL CATCHMENT ANALYSIS (125-MILE RADIUS)

Oregon Trail Park Stadium sits at the center of a regional sports tourism market. Drawing from Scotts Bluff County (36,000 residents) and surrounding counties across Western Nebraska and Eastern Wyoming, our marketing strategy targets three geographical rings:

Ring 1 -- Core Local (0 to 30 Miles)

Cities: Gering, Scottsbluff, Terrytown, Mitchell, Bayard

Focus: Season tickets, youth group outings, local corporate sponsorships, \$2 Tuesdays

Ring 2 -- Regional Commuter (30 to 75 Miles)

Cities: Alliance, Chadron, Sidney, Kimball, Torrington (WY)

Focus: Weekend family entertainment packages, Ag and Harvest Night, youth leagues

Ring 3 -- Sports Tourism / Stay and Play (75 to 125 Miles)

Cities: Cheyenne (WY), Wheatland (WY), Douglas (WY)

Focus: Hotel "Stay and Play" weekend ticket bundles, group travel packages

Geographic Targeting: Focused digital, radio, and billboard campaigns across Scottsbluff, Alliance, Chadron, Sidney, Torrington, and Cheyenne.

Weekend Destination Packages: Partnering with regional tourism boards, local hotels, and dining establishments to offer "Stay and Play" packages for out-of-town visitors attending weekend series.

ECONOMIC IMPACT SUMMARY FOR THE CITY OF GERING

Economic Impact Category	Projected Annual Contribution
Direct City Lease Revenue	\$23,000 (Years 1 and 2); \$25,000 (Years 3 through 5)
Guaranteed Visiting Team Room Nights	400+ per season
Local Payroll Injection	\$73,000 to \$80,000 annually
Taxable Retail Sales (Concessions/Tickets/Merch)	\$800,000+

The broader economic ripple extends across hospitality, food service, retail, downtown commerce, agriculture, local supply industries, and healthcare and fitness facilities.

A thriving Sugar Beets franchise will turn Oregon Trail Park Stadium into an anchor destination for Scotts Bluff County. Every dollar spent at the box office generates secondary spending across retail, lodging, gas, and food -- keeping sales and lodging tax dollars circulating directly within the local economy.



D. LEASE AGREEMENT



Sugar Beets Baseball LLC is prepared to execute a Lease Agreement with the City of Gering and agrees to the operational division of responsibilities outlined in Section 4 of the RFQ/RFP. We have reviewed the existing lease structure for Oregon Trail Park Stadium and are ready to negotiate mutually agreeable terms covering the 2027 season and beyond, including a proposed lease rate of \$23,000 for Years 1 and 2 and \$25,000 for Years 3 through 5, with mutually agreeable 5-year extensions thereafter.

All communication, approvals, and written requests will be directed to the City of Gering Parks Director via electronic mail as specified in the lease. Sugar Beets Baseball LLC will provide Lessor with a projected baseball game and practice schedule no later than January 1 each year.



E. PROOF OF FINANCIAL CAPACITY

Sugar Beets Baseball LLC maintains strong liquidity and debt-free operational capacity to manage team expenses through fluctuating economic conditions.



To the Members of the City Council and the Selection Committee:

Selecting the right operating partner for Oregon Trail Park Stadium goes beyond filling a summer game schedule. It means choosing a long-term community steward -- someone who understands how to build a vibrant, sustainable family entertainment brand that drives local tourism, supports regional lodging, and elevates civic pride across Scotts Bluff County.

That partner is Jeff Dobish and Sugar Beets Baseball LLC.

A PROVEN, HANDS-ON TRACK RECORD

Jeff Dobish brings six consecutive years of direct ownership and executive experience in collegiate wood-bat baseball in comparable regional markets. From founding the Canyon County Spuds to operating the Casper Spuds -- where teams consistently drew 900 to 1,400 fans per game -- Jeff has demonstrated he knows how to turn a stadium into a beloved regional destination. The Gering Sugar Beets will be operated with first-class professionalism from Opening Day forward.

FAMILY-FIRST ENTERTAINMENT AND ZERO BARRIERS FOR YOUTH

At the core of Jeff's operational philosophy is a commitment to accessible, wholesome family fun. With free admission for kids on select promotional nights, affordable \$8.00 general admission, \$2 Tuesdays, and \$40 family bundles, the Sugar Beets are designed so that every family in Gering, Scottsbluff, and the surrounding region can create summer memories without financial strain. The franchise will work closely with youth sports organizations, American Legion baseball, and local charities to make the stadium a true community gathering place.

DEEP COMMUNITY AND ECONOMIC INVESTMENT

Sugar Beets Baseball LLC is structured to invest directly back into Gering. A full-time, year-round local General Manager, up to 65 part-time seasonal staff, and 12 to 15 college interns will bring meaningful local employment. Our commitment to more than 400 guaranteed host-hotel room nights annually for visiting Independence League teams directly boosts the lodging tax base and injects tens of thousands of dollars into local wages. The promotional calendar -- from Ag and Harvest Night to First Responders Night to Battle of the Counties -- ensures the stadium becomes a genuine celebration of Western Nebraska's heritage and heroes each summer.

FINANCIAL SOLVENCY AND TOTAL FACILITY COMMITMENT

Jeff Dobish brings debt-free operational capacity and proven financial solvency, guaranteeing that all lease commitments, operational payroll, and stadium maintenance responsibilities will be met. Sugar Beets Baseball LLC stands fully ready to honor every facility obligation -- from post-game janitorial maintenance to weekend field preparation -- while working alongside City Public Works as dedicated community partners.

Oregon Trail Park Stadium is a community jewel, and it deserves an operator who brings passion, experience, financial strength, and an unwavering commitment to family entertainment. Jeff Dobish and the Gering Sugar Beets are ready to deliver a premier collegiate baseball experience to Gering for the 2027 season and well beyond.

We respectfully request your partnership and look forward to welcoming the community through the gates on Opening Day.

Jeff Dobish, Owner and Managing Member

Sugar Beets Baseball LLC

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