



SEQUOIA SOFTBALL 1525 E. NOBLE AVE #296 VISALIA, CA 93292
www.SequoiaSoftball.com

To our esteemed City Council Members and the Park & Recreation Commissioners,

Our league is a non-profit organization (Kaweah Little League Softball dba Sequoia Softball), and we are writing to request that the City of Visalia extend the discounted rates for our use of the Softball Complex at Riverway Sports Park, to include our Fall Ball program. Our current agreement allows for our discounted rate during the spring season, and in exchange, we provide a yearly \$2,000 in-kind contribution. We propose adding \$500 to the in-kind contribution to extend our reduced rates to include the fall-ball program.

We celebrated our 10th Anniversary in 2025. We started with just 44 girls in our inaugural season and have grown every year since, and this last season had over 370 girls in our program. This year, we also added a Challenger Division in partnership with the Adaptive Athlete to provide the youth softball experience for kids with developmental delays and physical disabilities. We ran this program at Plaza Park, with an additional enrollment of over 50 youth. Due to parent requests, we decided to offer Fall Ball for the first time this year and have enrolled 175 girls (we are only playing games on Saturday afternoons/evenings).

As I'm sure you're aware, running a youth sports program has significant costs associated with it. We operate our programs within a tight budget and utilize sponsorship and fundraising efforts to keep enrollment costs as affordable as possible. Our philosophy has always been to provide the most efficient and organized softball program for the girls in our community, ensuring that every girl who wants to play can do so. From there, we strive to make our program an avenue for each girl to grow to their fullest potential on and off the field, and work to provide every girl with a positive softball experience. This past year, we were able to keep enrollment fees for the 6U age group under \$50, the 8U age group under \$100, and the 13U age group at \$125. We were also able to offer an additional \$25 discount to early bird registrants.

We can keep participation affordable thanks to our great volunteers, as well as through the sponsors, as mentioned above, and our fundraising efforts. The discounted rates we receive from the City of Visalia are the cornerstone of keeping softball affordable to the girls in our community. We hope that you are willing to extend the discounted rate to our fall ball program, allowing us to continue ensuring that every girl who wants to play softball has the opportunity.

Sincerely,

Rodney M. Blaco
President, Sequoia Softball