

Made in the Mid-Willamette Valley: Salem-Keizer Volcanoes

April 17, 2011

Company Name: Salem-Keizer Volcanoes

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Website: www.volcanoesbaseball.com

Business description: Professional Baseball. Class A Affiliate of the 2010 World Series Champion San Francisco Giants. Also, operates Volcanoes Stadium on a year-round basis for various youth, high school, college and professional sporting events and parking lot festivals/events.

Employees: Eight year-round, plus about 100 seasonal.

Business specialties: Entertainment — family affordable, fan friendly and fun.

Business history: Volcanoes Stadium built in 1997. Stadium earned design award from the American Institute of Architects. Moved baseball franchise from Bellingham, Wash., to Keizer and began playing as the Salem-Keizer Volcanoes in June 1997. The Stadium was built by local contractors/architects — CD Redding Construction, Inc. and Arbuckle Costic Architects, Inc.

What is biggest advantage of doing business in the Mid-Willamette Valley: Climate in the summer is ideal for professional baseball. Large centralized population base that historically is supportive of their sports teams.

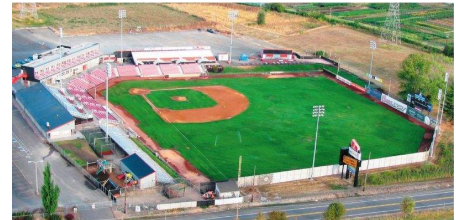
Essential business philosophy: Every fan is important. Image is critical. If we can't do something with exceptional quality, we will opt just not to do it at all. Under promise and over deliver. Create a wow factor.

Best way to stay competitive: By staying true to our goal of providing fun, family friendly, affordable entertainment in an exceptional environment.

What is most challenging in work: Creating top-of-mind awareness.

Best business decision: Choosing to build a new stadium in Salem-Keizer (Volcanoes Stadium), rather than moving the franchise into an existing ballpark/field in another community.

What trends do you see happening in your industry: Few remaining locally owned/operated teams. Large businesses and corporations are purchasing multiple teams in various markets



Special to the Statesman Journal
The Salem-Keizer Volcanoes is the shortseason Class A affiliate of the 2010 World Series Champion San Francisco Giants.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

and moving 'their own people in' to run the business.

Company affiliations: Northwest League of Professional Baseball Clubs, Minor League Baseball and Major League Baseball San Francisco Giants.

Keizer Chamber of Commerce, Salem Area Chamber of Commerce, Dallas Chamber of Commerce, SEDCOR, Travel Salem and Rotary.

Major sponsors: PT Northwest, Les Schwab Tires, BiMart, Blue Diamond Growers, Integrity First Financial, Confederated Tribes of the Siletz Indians, Lakepoint Law Firm, US Bank.

For additional information contact SEDCOR at 503-584-7303 or email sappleby@sedcor.com.