

curbside pick-up



reliant POWERING THE HOOKS

# Hooks™

FRIDAY FIREWORKS





# BALLPARK CAPITAL IMPROVEMENTS



**Replaced all concourse expansion joints**

**Treated and painted metal decks and steel**

**Reconstructed pedestrian walkover**

**Replace 20 AC and ventilation units**

**Updating concourse lighting to LED**

**Renovating youth field**

**Updating seats following 2024 season**





# BALLPARK CAPITAL IMPROVEMENTS



**Pressure washed, prepped, primed and painted over 150,000sf of metal decks, 5,000lf of handrails, 60 columns, scoreboard and batter's eye steel**

**Primed with rust inhibiting phenolic alkyd resin primer**

**Painted with direct-to-metal alkyd enamel semi-gloss**

**3-month project completed March 2024**





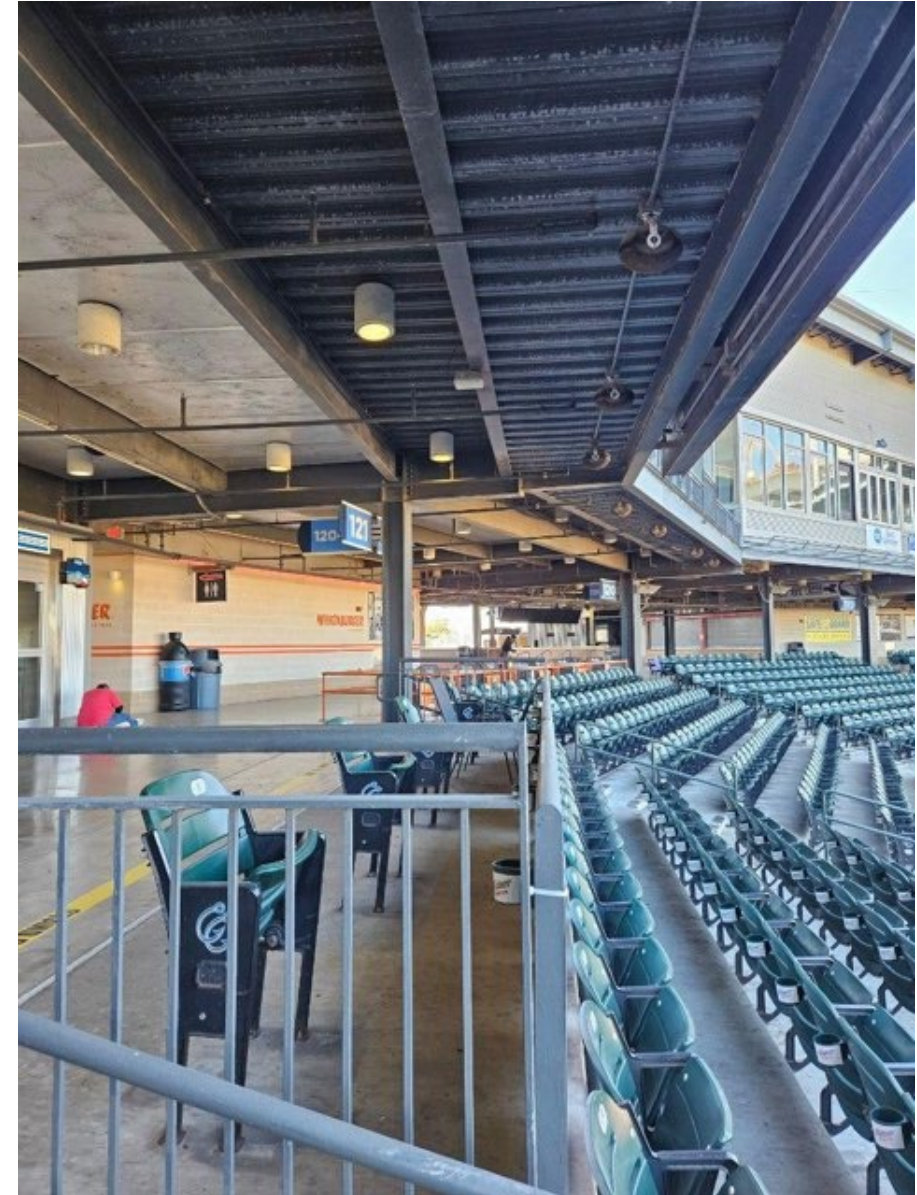
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# BALLPARK CAPITAL IMPROVEMENTS – AC UNITS



**Purchased 20 HVAC units in the last two years. There are no more original AC units remaining.**

**Two (2) ventilation units purchased with remaining Type A funds after coming in under budget from 2022 grant.**

**Before 2025 season, we will be replacing the membrane portions of the facility's roof.**





# BALLPARK CAPITAL IMPROVEMENTS – YOUTH FIELD



**Through a corporate partnership, the Hooks are currently renovating the youth field at Whataburger Field.**

**An artificial surface is being installed which will allow for more inclusive use along with additional public and private events.**





# BALLPARK CAPITAL IMPROVEMENTS



**SEATS**

**Stadium seats will be upgraded**



**CONCOURSE LIGHTS**

**A total of 279 compound florescent lights along the concourse and suite will be replaced with smaller high performance LED cylinders.**





# COMMUNITY LEADERS



**10 public school educators per year each receive a \$1,600 school supply shopping spree**

**Dollars spent locally at Mardel, who additionally provides \$100 onto \$1,500 from Reliant**

**Teachers also receive a classroom visit and stadium recognition. Videos are produced of the shopping spree and following the implementation of supplies into the classroom.**





# COMMUNITY LEADERS



**Whataburger and the Hooks have donated over \$50,000 in hard cost field materials, uniforms, player and equipment to 10 area Little Leagues since 2021.**

**Additionally, the Hooks have donated professional player-used cleats, turf/trainer shoes, and catcher's equipment to area high school players (over \$10,000 value)**





# COMMUNITY LEADERS



Starting in 2024, we will have two new Community Leader programs with the support of corporate partners.

One will focus on environmental initiatives alongside the Coastal Bend Bays & Estuaries Program.

The other will highlight area First Responders which includes CCPD & CCFD.

Each program will allow us to commit funds, resources and promotion.





# SHARE2CARE 50/50



**Over \$150,000 donated to Coastal Bend charities since 2022.**

**Diverse recipients including:**  
**Community in Schools**  
**Heroes on the Water**  
**The Junior League of CC**  
**Special Hearts in the Arts**  
**Choice Living Community**  
**CCPD Explorer Post 133**  
**Amigos for Education**  
**Metro Ministries**  
**The Purple Door**  
**Hispanic Women's Network**  
**The Traveling Library**  
**CC RIMZ**  
**Military Order of the Purple Heart**  
**Rainbow Room**  
**And more**





# ADDITIONAL IMPACT



**288 Rooms over a week in February**

**62-person travel party**

**'22-'24 opened season in Corpus Christi**

**Committed through 2026**

**Landry's, Water St Oyster Bar, Jersey Mikes, Rudy's BBQ, Jalisco Bar & Grill, Howard's BBQ, Smoothie King, Freebirds, McAllister's, Kiko's, On the Border, Olive Garden, Outback Steakhouse and Tropical Smoothie**





# RETAIL REACH

Yucaipa Valley American Little League Opening Ceremonies held with much fanfare

Rachael Gustuson Mar 23, 2017



1 of 3  
< >

Yucaipa Valley American Little League players from the Hooks are ready to play some ball!



**“Corpus Christi” represented in retail beyond the Coastal Bend.**

**Merchandise sold to all 50 states and Puerto Rico plus the United Kingdom, Australia, Canada, Taiwan, Armed Forces Europe, France, New Zealand, Paraguay, Spain and Mexico.**

**Top 20 in MiLB Retail annually.**

**Little League teams around the country playing as the Hooks.**





# ADDITIONAL IMPACT

## S. Texas Economic Development Center @ TAMUCC

The 2020 Report states the average economic impact from operations at Whataburger Field is \$20.68 million per year.

Entering our 19<sup>th</sup> season in 2024, and with some big plans for the 20<sup>th</sup> anniversary in 2025, we hope this provided an informative look into how the value and ongoing investment of this facility extends far beyond what happens on the field.

