



DODGERS DREAMFIELDS

IMPACT REPORT



50 Fields in
15 Years



A PROMISE FULFILLED

In September of 2018, the Los Angeles Dodgers Foundation (LADF) fulfilled its promise to build 50 Dodgers Dreamfields across Los Angeles. Having **invested over \$10 million**, Dodgers Dreamfields can be found in some of Los Angeles' most underserved communities, such as Central Los Angeles, Inglewood, South Los Angeles, Harbor City, San Fernando Valley, East Los Angeles, and La Puente. These 50 Dodgers Dreamfields provide 300,000 kids a positive and vibrant environment to participate in baseball and softball opportunities in their neighborhoods. In partnership with corporations, foundations, local municipalities, and individuals, Dodgers Dreamfields contribute to both community development and youth development by providing youth the opportunity and space to learn and play the game of baseball and softball, while building character and instilling important life lessons.

“Since the Dodgers Foundation has built these Dreamfields here for us, we’ve seen such a turn in the community. This park was over run with gangs, people were concerned about kids getting hurt, drugs were being sold in this park, shootings... but now, with the Dodgers Dreamfield, it is changing the whole community.”

- Charlotte Perkins, Recreation Supervisor, Roosevelt Park

GOALS

1. To build or refurbish baseball and softball fields in underserved communities.
2. To increase enrollment in the youth baseball and softball programs played on the Dodgers Dreamfields.
3. To promote a positive environment for youth to play baseball or softball.
4. To provide a baseball or softball field that is built for safe playing conditions.
5. To increase general park and recreation usage at Dreamfield locations.

PROGRAM RESOURCES & ELEMENTS

- Backstop Upgrades
- Dugout Upgrades
- Irrigation Improvements
- Surface Re-grading
- New Home Plate, Pitching Rubbers and Bases
- Outfield Fencing & Windscreens
- Turf Renovation
- Sod Installation
- New Signage & Scoreboard

WHY?

According to the Los Angeles County Department of Public Health, L.A. County is lacking in park space in comparison to other large urban zones¹. Communities that lack access to parks and recreational space are at higher risk for cardiovascular disease, childhood obesity, and greater economic hardship.

The benefits of parks and green spaces



PROMOTE PHYSICAL ACTIVITY



IMPROVE HEALTH



IMPROVE MENTAL HEALTH



REDUCE THREAT OF CRIME



IMPROVE OVERALL SAFETY

¹ Los Angeles County Department of Public Health. Parks and Public Health in Los Angeles County: A Cities and Communities Report; May 2016.

DODGERS DREAMFIELDS LOCATIONS

2003 / BISHOP CANYON RECREATION CENTER
929 Academy Road, Los Angeles, CA 90012

2003 / MONTECITO HEIGHTS RECREATION CENTER*
4545 Homer Street, Los Angeles, CA 90031

2003 / CHEVIOT HILLS PARK
2551 Motor Avenue, Los Angeles, CA 90064

2005 / GILBERT LINDSAY RECREATION CENTER
429 E 42nd Pl, Los Angeles, CA, 90011

2006 / SEOUL INTERNATIONAL PARK
3250 San Marino Street, Los Angeles, CA 90006

2006 / EVERGREEN RECREATION CENTER*
2844 East 2nd Street, Los Angeles, CA 90033

2007 / CULVER MARINA LITTLE LEAGUE
13120 Culver Boulevard, Playa Del Rey, CA 90293

2010 / LOS ANGELES BOYS & GIRLS CLUB*
2635 Pasadena Avenue, Los Angeles, CA 90031

2011 / JAMES D. KREIGH PARK
23 E. Calle Concordia, Oro Valley, AZ, 85704

2011 / TOBERMAN RECREATION CENTER
1725 Toberman St., Los Angeles, CA 90015

2011 / LEMON GROVE RECREATION CENTER
4959 Lemon Grove Avenue, Los Angeles, CA 90029

2011 / PECAN RECREATION CENTER*
127 S Pecan St, Los Angeles, CA 90033

2011 / PAN PACIFIC PARK
7600 Beverly Boulevard, Los Angeles, CA 90036

2011 / MARTIN LUTHER KING JR. RECREATION CENTER
3916 S. Western Ave., Los Angeles, CA 90062

2011 / MONA PARK*
2291 East 121st Street, Compton, CA 90222

2011 / NORTHRIDGE RECREATION CENTER
18300 Lemarsh St., Northridge, CA 91325

2011 / RITCHIE VALENS RECREATION CENTER - TWO DREAMFIELDS
10736 Laurel Canyon Boulevard, Pacoima, CA 91331

2011 / VALLEY PLAZA PARK
12240 Archwood Street, North Hollywood, CA 91606

2012 / NORMANDIE RECREATION CENTER*
1550 S. Normandie Ave., Los Angeles, CA 90006

2012 / ATHENS PARK* - TWO DREAMFIELDS
12603 South Broadway Ave., Los Angeles, CA 90061

2012 / LENNOX PARK*
10828 Condon Ave., Lennox, CA 90304

2012 / HARBOR CITY RECREATION CENTER*
24901 Frampton Avenue, Harbor City, CA 90710

2013 / RANCHO CIENEGA SPORTS COMPLEX* - TWO DREAMFIELDS
5001 Rodeo Rd., Los Angeles, CA 90016

2013 / HIGHLAND PARK RECREATION CENTER* - TWO DREAMFIELDS
6150 Piedmont Avenue, Los Angeles, CA 90042

2013 / ROY CAMPANELLA PARK*
14812 South Stanford Avenue, Compton, CA 90220

2013 / RESEDA PARK
18411 Victory Blvd., Los Angeles, CA 91335

2014 / FRANKLIN D. ROOSEVELT PARK* TWO DREAMFIELDS
7600 Graham Ave., Los Angeles, CA 90001

2014 / TED WATKINS MEMORIAL PARK*
1335 E 103rd St., Los Angeles, CA 90002

2014 / JESSE OWENS PARK* - TWO DREAMFIELDS
9651S. Western Avenue, Los Angeles, CA 90047

2014 / LELAND RECREATION CENTER
863 S. Herbert Ave., San Pedro, CA 90731

2015 / MARY M. BETHUNE PARK*
1244 E 61st St, Los Angeles, CA 90001

2015 / BALDWIN HILLS RECREATION CENTER**
5401 Highlight Pl., Los Angeles, CA 90016

2016 / BELVEDERE PARK* TWO DREAMFIELDS
4914 East Cesar E Chavez Ave., Los Angeles, CA 90033

2016 / JOHN MUIR HIGH SCHOOL
1905 Lincoln Ave., Pasadena, CA 91103

2016 / BUD BENDER PARK - TWO DREAMFIELDS
235 N Lilac Ave., Rialto, CA 92376

2017 / RAMONA GARDENS BOYS AND GIRLS CLUB*
2830 Lancaster Ave, Los Angeles, CA 90033

2017 / DARBY PARK* - TWO DREAMFIELDS
3400 W Arbor Vitae St, Inglewood, CA 90305

2018 / RINGROVE PARK - TWO DREAMFIELDS
747 Ringrove Dr, La Puente, CA 91744

2003 & 2018 / ALGIN SUTTON RECREATION CENTER* TWO DREAMFIELDS
8800 South Hoover Street, Los Angeles, CA 90044

PARTNER ORGANIZATIONS

BOYS & GIRLS CLUB OF RAMONA GARDENS

CITY OF INGLEWOOD PARKS, RECREATION AND LIBRARY SERVICES DEPARTMENT

CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS

CITY OF RIALTO

COUNTY OF LOS ANGELES DEPARTMENT OF PARKS AND RECREATION



CULVER MARINA LITTLE LEAGUE

JOHN MUIR HIGH SCHOOL

LOS ANGELES BOYS & GIRLS CLUB



Impacting over 300,000 youth across Los Angeles¹

-  DODGERS DREAMFIELDS LOCATION
-  DODGERS DREAMFIELDS & DODGERS RBI* LOCATION

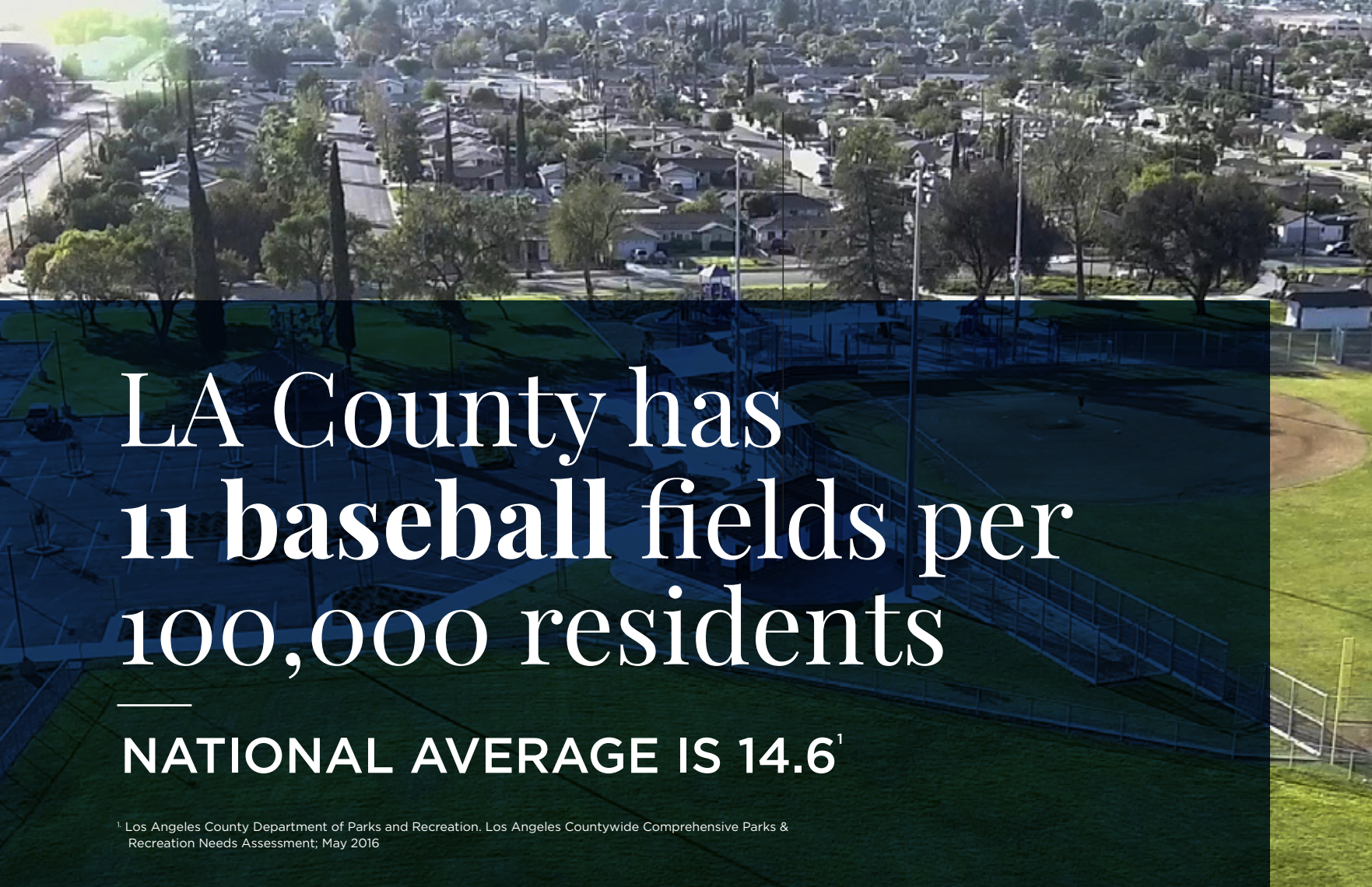
¹ Number of youth in neighborhoods with a Dodger Dreamfield as designated by USC Neighborhood Data for Social Change. Price Center for Social Innovation. <https://socialinnovation.usc.edu/special-initiatives/neighborhood-data-for-social-change/>

James D. Kreigh Park, Northridge Recreation Center, Ritchie Valens Recreation Center, Ringrove Park and Bud Bender Park not shown on map

*LADF's Youth baseball & softball youth development program

* Indicates field sites that also serve as a Dodgers RBI (Reviving Baseball in Inner Cities) location

▲ Indicates a field that is universally accessible



LA County has
**11 baseball fields per
 100,000 residents**
 NATIONAL AVERAGE IS 14.6¹

¹ Los Angeles County Department of Parks and Recreation. Los Angeles Countywide Comprehensive Parks & Recreation Needs Assessment; May 2016



EVALUATION, LEARNINGS & SIGNIFICANT OPPORTUNITIES

Beginning in 2017, LADF initiated a significant evaluation for Dodgers Dreamfields. Over the course of a year and a half, LADF was able to identify the meaningful impact that Dodgers Dreamfields have on communities, as well as important opportunities for program improvement.

SURVEYS



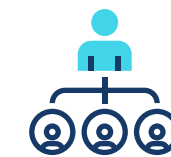
Administered to every Dodgers Dreamfield location

INTERVIEWS



20 interviews with park administrators

FOCUS GROUPS



10 community focus groups at Dreamfield sites with baseball/softball players, parents, coaches and other stakeholders

OVER 150
 STAKEHOLDERS ENGAGED

This system of surveys, focus groups, and interviews allowed LADF to evaluate the multifaceted perspectives people had surrounding Dodgers Dreamfields. LADF learned how people utilized Dreamfields annually, while the stories illustrate the range of experiences people had with their local Dreamfield. These approaches allowed LADF to measure and evaluate the impact a Dreamfield has on community members and the opportunities for program improvement.

MEASUREABLE INFLUENCE & POSITIVE CHANGE

- 81.5% of sites report an increase in baseball participation numbers since construction
- 61.8% of sites report an increase in softball participation numbers since construction
- 66.7% of sites report an increase in overall park usage and programming since construction
- 64% of sites report that more people are visiting parks since construction
- 94.7% of sites report a positive change in the park's environment
- 64.7% of sites report less injuries during play or practice
- 59.4% of sites agree that having a Dodger Dreamfield helps with recruitment of baseball coaches
- 85% of park directors were satisfied with their Dreamfield experience
- 95% of park directors reported the Dreamfield contributed to a safe park environment
- 70% of park directors reported that the fields were in safe playing condition

LEARNINGS

In sum, Dodgers Dreamfields have promoted safer playing conditions for children and have given a professional feel to the everyday baseball and softball game. The addition of a Dodgers Dreamfield has impacted communities by:

- Helping promote positive park environments by empowering community members to reclaim the space for families and recreation.
- Helping revive the love of baseball and softball in places where the sport had been inactive for decades.
- Helping create an eagerness among youth to try the game.
- Helping create a sense of pride and ownership among community members that use the fields.
- Providing a space for other recreation and programming like summer night programming, movies in the park, Easter egg hunts, and more.

SIGNIFICANT OPPORTUNITIES

Although positive feedback has been overwhelming, there were significant opportunities for program improvement at Dreamfield sites. LADF will respond to these needs by:

- Ensuring that all scoreboards remain functional at all sites.
- Conducting consistent programming at sites in the form of
 - Fitness Clinics
 - Baseball/Softball Clinics
 - Community Service Projects
- Creating robust field maintenance education resources for partner organizations.

“[The park has] always been a baseball park, but the Dreamfield increased the love for the game and helped with retention.”

– Monica Resendez, Recreation Facility Director, Reseda Park



Youth Organizations That Utilize Dreamfields

Boys & Girls Clubs
California Interscholastic Federation
Dodgers RBI (Reviving Baseball in Inner Cities)
Girls Play LA
Little League Baseball
City of Los Angeles Mayor's Office of Gang Reduction & Youth Development (GRYD)
Natasha Watley Foundation

Beyond

50

Despite LADF's massive effort to revitalize play space in Los Angeles with the construction of 50 Dodgers Dreamfields, there is still a great need to build and refurbish spaces for kids in Los Angeles. By maintaining current partners and establishing new partnerships with municipalities, elected officials, community organizations, foundations, corporations and individuals, LADF will continue to positively impact communities throughout the Los Angeles area.

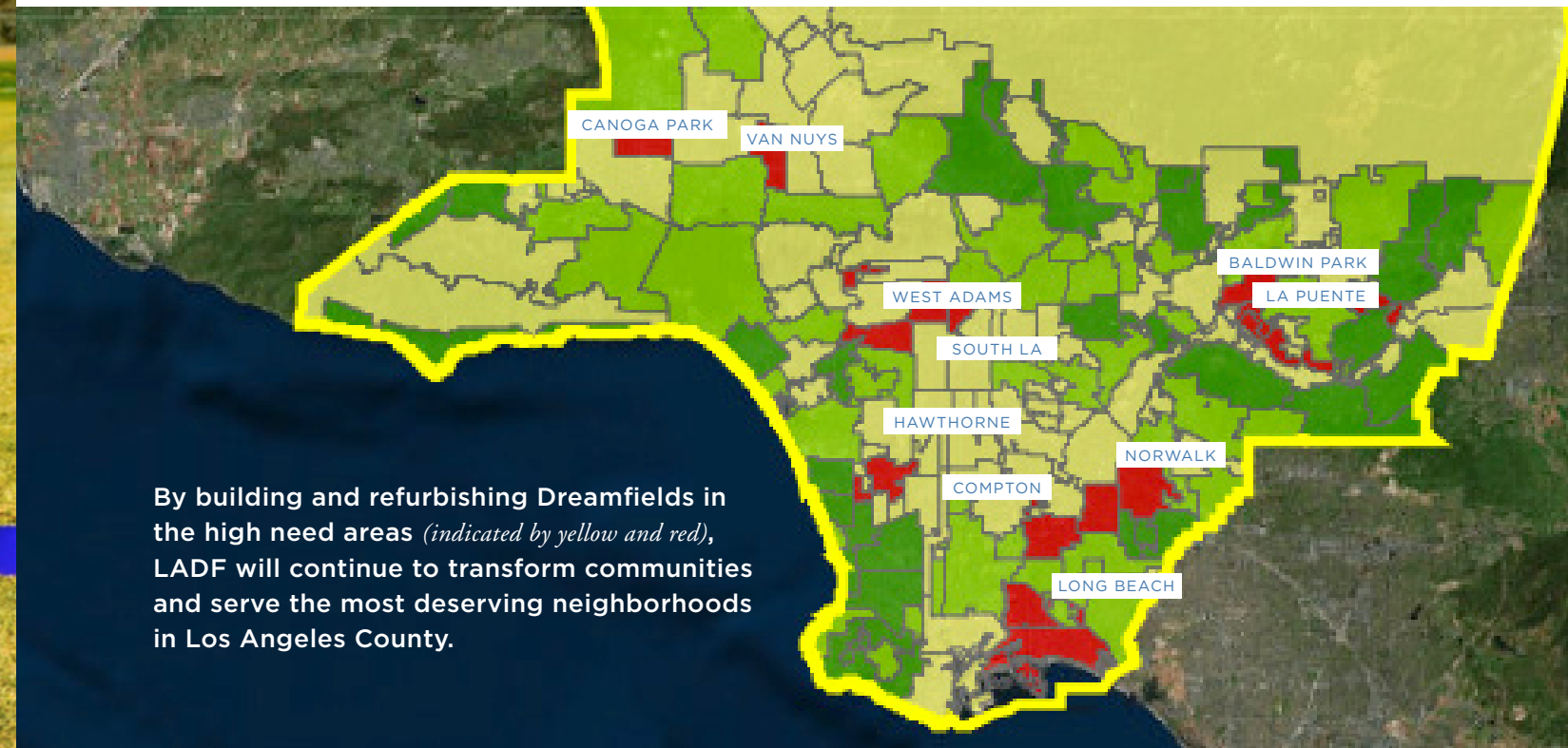


75 BY 75

With the completion of Dodgers Dreamfield #50 at Algin Sutton Recreation Center in South Los Angeles, LADF is committing to build and refurbish 25 more fields by 2033—the 75th Anniversary of the Dodgers' move to Los Angeles. **25 more fields in 15 years. 75 Dreamfields by the 75th Anniversary.**

LADF will continue to select Dreamfield sites based on the following criteria:

1. High need for youth baseball/softball recreation space
2. Racial and ethnic diversity
3. High “park need”¹ metric
4. Amount of youth living in the surrounding community
5. Current baseball/softball popularity and participation rates



By building and refurbishing Dreamfields in the high need areas (indicated by yellow and red), LADF will continue to transform communities and serve the most deserving neighborhoods in Los Angeles County.

Courtesy of Los Angeles County Department of Parks & Recreation

¹ LA County Department of Parks and Recreation metric that considers amount of park land, park access, population density, park demand, park conditions and amenities. Los Angeles County Department of Parks & Recreation. Los Angeles Countywide Comprehensive Parks & Recreation Needs Assessment. 2016



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#DodgersDreamfields #50FieldsIn15Years #BiggerThanBaseball

