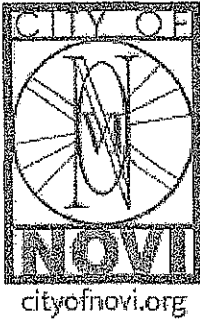


MEMORANDUM



TO: CLAY PEARSON, CITY MANAGER
FROM: NANCY COWAN, SUPERINTENDENT OF RECREATION
SUBJECT: ASA GIRLS' 18-U CLASS A FAST PITCH NORTHERN NATIONAL TOURNAMENT
DATE: JULY 22, 2010

7.22.10
Mayor & Council
members
mp

On Wednesday, August 4 through Sunday, August 8, 2010, the City of Novi will host the **2010 Amateur Softball Association (ASA) Girls' 18-U Class A Fast Pitch Northern National Tournament**. Novi is one of 100 cities in the United States selected by ASA to host a tournament this year. Registrations are still taking place from teams mainly in Michigan, Illinois, Indiana and Wisconsin. We anticipate approximately 40 teams overall and about 1,500 people per day to visit the site. The tournament will be played at the Ella Mae Power Park Softball Complex and the Novi High School varsity softball field (if needed). ITC Community Sports Park will be utilized as a practice site for the teams. Games begin at approximately 8am and run through 10pm on Thursday and Friday, through 8pm on Saturday and 5pm on Sunday. Opening Ceremonies will take place on Wednesday, August 3, 5pm on the Novi High School football field. All community members are invited to attend the ceremony and tournament. Currently if inclement weather arises the ceremony will be cancelled, however we are working with the schools to secure the gym if possible. An informal social will take place for all the teams immediately following the Ceremony in Fuerst Park, with light refreshments, music and lawn games.

The national tournament visitors will stimulate the local economy by booking over 250 local hotel rooms and spending the weekend visiting Novi businesses. The Novi Chamber of Commerce and Experience West Oakland have provided a book of coupons for visitors advertising many local businesses. In addition, the City website will have a special link and page for the tournament during the week of August 2.