



“Impacting a City”

Reference to Tennessee Social Studies Standards:

- ✓ Geography: Recognize the interaction between human and physical systems around the world (GLE 5.1.02)

Reference to Common Core Standards:

- ✓ [CCSS.ELA-Literacy.RI.5.7](#) Draw on information from multiple print or digital sources, demonstrating the ability to locate an answer to a question quickly or to solve a problem efficiently.

Objectives:

To determine the impact the Memphis Redbirds baseball team has on the Memphis area.

Materials:

Memphis Redbirds Info, Memphis Redbirds’ website (www.memphisredbirds.com), newspaper articles, chart paper, and markers

Before the Game:

Divide the class into groups of 3-4 students. Ask students to use the Internet, newspapers, *Memphis Redbirds Info* and any other resources to find out as much as possible about the Memphis Redbirds. Each small group will record on chart paper all the ways the Memphis Redbirds team has impacted the area. Remind students to think about the factors of production (land, labor, capital and entrepreneurship). Students will bring responses back to the large group. Select a reporter from each group to share responses with the class. Leave charts hanging in the classroom.

At the Game:

List the behind the scenes: land, labor, capital, entrepreneurship. Have students note items and determine if they are goods or services (example: hot dogs, ushers, soda). Have students write down the sponsors that they see throughout the park and identify them as a good, service, or both.

Beyond the Game:

Discuss any additions to the classroom chart. Analyze the list to determine which changes are positive and which changes are negative and why. Create a chart with quadrants (land/labor/capital/entrepreneurship). Brainstorm a list of items used at the game, analyze the factors of production for each.



Memphis Redbirds Information

Located in the heart of Downtown Memphis, AutoZone Park was named the 2009 Minor League Ballpark of the Year by Baseball America. Thanks to the innovative structure of the Foundation, it is also financed primarily with private dollars. By combining the feel of such parks as Wrigley Field, Fenway Park, and Camden Yards, AutoZone Park is a state-of-the-art facility with classic, neo-traditional style.

AutoZone Park's main entry plaza is located at the corner of Third Street and Union Avenue in downtown Memphis. The Park covers more than two full city blocks in downtown Memphis - across the street from Peabody Hotel and 2 blocks from the famous Beale Street. With all the comforts and innovations of a ballpark for the future it still reminds fans of America's pastime and its rich history. Redbirds fans enjoy:

- ✓ an open concourse allowing them to never lose sight of the game.
- ✓ the Delta Dental Picnic Pavilion hosting as many as 500 fans.
- ✓ lawn seating on the TruGreen Bluff (Please Note: No Chairs Allowed).
- ✓ two upper Club levels with 48 Club suites.
- ✓ club seats with access to an air conditioned atrium and specialty foods.
- ✓ a state-of-the-art press box and Super LED Video Board.
- ✓ two open-air party decks seating up to 175 fans each.
- ✓ three pre-game party balconies.
- ✓ The Boardwalk: A family-oriented games and amusement area including a playground.
- ✓ The Backstop Baseball Emporium: Headquarters for Redbirds gear and more.
- ✓ The Memphis Redbirds Team Front Office.
- ✓ Major league quality lighting.

Ballpark Facts

- ✓ Architects: Looney Ricks Kiss Architects of Memphis was the lead architectural firm. Kansas City-based HOK Sports, designers of more major league baseball parks than any other architectural firm in the nation, was the consultant.
- ✓ Opening Day: AutoZone Park opened April 1, 2000. In that year 859,823 fans passed through its gates, setting an all time record for professional baseball in Memphis-a history that spans over 100 years. The 2001 Redbirds led the MLB with an average crowd of 10,437 fans per game.
- ✓ Numbers: In building AutoZone Park, 17,586 cubic yards of concrete were used - enough to cover 11 acres. There are 125,738 square feet of brick wall surrounding the park, including 380,000 specially manufactured bricks. There are 3,400 tons of structural steel and 227 miles of electrical wiring. AutoZone Park features a playing surface that includes 100,000 sq ft of Tifton, 419 Bermuda sod and nearly 5,000 tons of sand and includes nearly one half mile of drain pipe
- ✓ Some 350 tons of clay and 5,000 tons of sand were used to build the playing field. 100,000 square feet of sod cover the outfield.
- ✓ The infield can drain one inch of rain per hour and still be playable. The average rainfall during an entire baseball season in Memphis is 22.18 inches or 4.44 inches each month, from April through August.
- ✓ Dimensions: Left field is 319 feet from home plate, center field 400 feet, and right field 322 feet. The power alleys are 360 feet in left and 373 in right.
- ✓ The left field wall is 15 feet, 8 inches high. A 7-foot-8-inch wall encloses the rest of AutoZone Park's out field.



- ✓ AutoZone Park features the one of the largest video boards in Minor League Baseball: a 23-by-30 foot screen. The video board can produce 16.2 million different colors and is 127 feet (or 13 stories) above the playing field.

RBI and Stripes Program

- ✓ Redbirds are 501 © (3) not for profit – first not for profit entity to own a professional sports franchise and the facility in which it plays
- ✓ Foundation funds two youth baseball programs: RBI (Returning Baseball to the Inner-City) and STRIPES (Sports Teams Returning in the Public Education System)
- ✓ RBI is a summer program that teaches baseball and softball fundamentals to kids who had not previously been exposed to the sports.
- ✓ STRIPES brought interscholastic baseball and softball competition back to almost 40 middle and Jr high schools in the Memphis City School system that lost programs in a 1992 budget cut.