

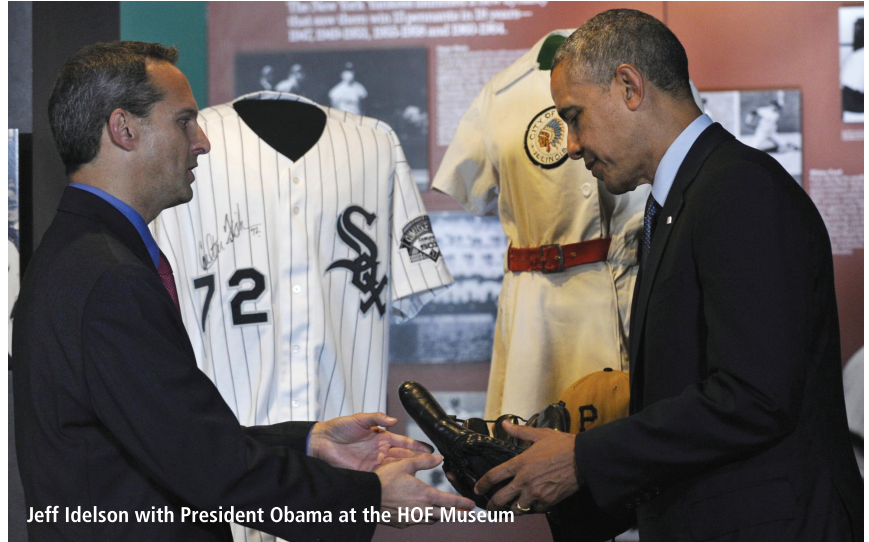
We work with local government, chambers of commerce, area businesses, tourism agencies and accommodations to ensure HOF visitors have a great experience. Our staff serves on virtually every local civic organization to constantly promote the charm of Cooperstown - beautiful scenery, great restaurants, hotels and, most importantly, the community's warm hospitality – well beyond the museum.

We work with area B&B's to market "VIP Experience" packages during shoulder and winter seasons. The program allows their guests to experience the HOF in deeper and more meaningful ways. We promote the region's antique markets, agritourism, other destinations and Main Street, showcasing Cooperstown as a multi-day destination with plenty to do beyond baseball.

NYBR: What community activities do you arrange for Major League Baseball players visiting the HOF?

Ji: We provide an orientation program for incoming HOF members to give them a sense of all that Cooperstown and the region offers. Once they become a Hall of Famer, they return often to the area. Doing so gives them a sense of all that our region has to offer.

With more than 75 living Hall of Famers representing the museum, many return early in the week ahead of Hall of Fame Weekend to golf,



Jeff Idelson with President Obama at the HOF Museum

fish on Otsego Lake, experience the Glimmerglass Opera or even go blueberry picking. They love coming to Cooperstown to see their fellow Hall of Famers, residents they have befriended, and to enjoy all there is to do.

NYBR: Which Hall of Famers have a particular fondness for Cooperstown?

Ji: Phil Niekro loves Cooperstown so much that I've joked he should pay taxes here. I was shoveling my driveway one December morning, and all of a sudden, he's standing in my driveway asking if I have another shovel. He seems to spend as much time in our village as his home in Atlanta!

Phil Rizzuto and his wife, Cora, felt very comfortable calling Cooperstown

their second home. Phil would leave his golf clubs at The Otesaga Resort Hotel, as he enjoyed playing the Leatherstocking Golf Course. Phil was one of the first to let the HOF know he was coming to the induction ceremonies every year.

NYBR: Tell us about the Class of 2019, headlined by New York Yankees great Mariano Rivera?

Ji: The Class of 2019 has all the ingredients to be an all-time, top-drawing induction among local and big-drawing markets. This class has a great relationship with fans. When fan favorites make it into the HOF, they want to be there Hall of Fame Weekend to say thank you.

The Class of 2019 is star-studded, highlighted by Yankees' great Mariano Rivera, who is still incredibly popular. Roy Halladay, who played in Philadelphia and Toronto, is being inducted posthumously. Mike Mussina played in Baltimore and New York. Lee Smith and Harold Baines represent both sides of Chicago. Edgar Martinez is incredibly popular in Seattle, where he still lives. We saw how well Mariners fans traveled for Ken Griffey, Jr. in 2016. This induction class has the chance of being one of the top three biggest inductions in history.

NYBR: What impact would a big draw for the Class of 2019 have on the HOF



Jeff Idelson at the Class of 2019 introductory press conference, January 23, 2019. Left to right: Edgar Martinez, Mike Mussina and Mariano Rivera.