

1067235600035



**Office of the Minnesota Secretary of State**  
**Minnesota Public Benefit Corporation / Annual Benefit Report**  
*Minnesota Statutes, Chapter 304A*



**Read the instructions before completing this form**  
**Must be filed by March 31**  
**Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail**

**The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.**  
**Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301**

1. Corporate Name: (Required) Peppers Pro. SBC
2. The public benefit corporation's board of directors has reviewed and approved this report.
3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

*See attached report.*

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

*Matt Mangulis*  
Signature of Public Benefit Corporation's Chief Executive Officer

March 29, 2020  
Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

**Email Address for Official Notices**

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

*Matt Mangulis.peppers@gmail.com*

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

*Matt Mangulis*                      *507-340-6072*  
Contact Name                                      Phone Number

**Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.**

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?  
Yes  No

Annual Benefit Report of  
Peppers Pro, SBC  
A Minnesota Specific Public Benefit Corporation  
March 28, 2020

This corporation elects to operate under, and acknowledges that the corporation is subject to Sections 304A.001 to 304A.301 of the Minnesota Statutes, the Minnesota Public Benefit Corporation Act. Pursuant to Section 304A.101, the corporation is a specific benefit corporation that elects to pursue the specific public benefit of encouraging the development and proliferation of the sport of women's softball.

**Mission**

Promoting diversity and equality for the professional female athlete while inspiring, building confidence, and building self-esteem in girls via the growing sport of softball locally, nationally, and globally.

Aussie Peppers of Minnesota seeks to bring change to the professional sports world as a public benefit corporation that advances society and advocates diversity and equality for the under-served female athlete in professional sports. Aussie Peppers of Minnesota will be a model for advancing and empowering women and inspiring girls to achieve their aspirations with the professional sport of women's fastpitch softball locally, nationally, and globally.

**2019 Summary**

**Team**

2019 was Peppers Pro, SBC first year in operation. Peppers Pro SBC worked to fulfill the mission by hosting Minnesota's first and only professional women's fastpitch softball team. Peppers Pro, SBC formed a team the Aussie Peppers of Minnesota in partnership with Softball Australia, Australia's women's national team. The team joined the National Professional Fastpitch league (NPF) that consisted of 6 teams; USSSA Pride, Beijing Eagles, Cleveland Comets, Chicago Bandits, Canadian Wild, and Aussie Peppers of Minnesota.

Four of the league's teams were international teams participating in the NPF league for the league's high level of competition in preparation and training towards 2020 Olympic qualification. The Beijing Eagles - China's national team, Cleveland Comets - Mexico's national team, Canadian Wild - Canada's national team, and our Aussie Peppers - Australia's national team.

The season consisted of 44 games with 20 home games over 15 home dates played at Caswell Park in North Mankato, MN.

**Partnership**

Peppers Pro, SBC brought benefit to many partners financially and via good will.

Softball Australia partnership brought the most benefit as the team would not have existed without them. The main goal for Australia was to play and train in preparation for the WBSC Softball Asia/Oceania Qualifier held in Shanghai, China. This is the last and only chance Softball Australia had to qualify its softball team for Tokyo 2020 Olympics.

After the NPF season the team traveled to Shanghai, China to compete in the Olympic qualifier. Australia clinched its ticket to the Olympic Games Tokyo 2020 with a 9-3 victory over China, in the last game of the WBSC Softball Asia/Oceania Qualifier held in Shanghai, China. The Australian team become 1 of only 6 countries that will participate in the 2020 Olympic Games.

Australia joins host nation Japan; the 2018 WBSC Softball World Champions, USA; the winner of the Europe/Africa Qualifier, Italy; and the top two teams of the Americas Qualifier, Mexico and Canada, to compete in the six-team Tokyo 2020 Olympic softball competition.

Softball Australia credits Peppers Pro, SBC and its partners in playing a significant role in Australia's Olympic qualification.

Aussie Peppers players attended local youth softball games, attended local youth practices, gave lessons, and held youth softball camps and clinics. Although the players were focused and busy training, playing and performing tasks mentioned above; they also found time to frequent local stores and coffee shops in and around Southern Minnesota.

Softball Australia also brought two Aussie national 17U youth softball teams to Mankato, MN to play exhibition games against Minnesota youth teams, and participate in the Peppers Classic youth softball tournament. The Aussie youth teams brought so much benefit to all the youth teams that were able to interact with the Aussie youth. Even though the girls were from halfway around the world they all spoke the same language and could be seen hanging out during the youth tournament and in the evenings when they all attended Aussie Peppers of Minnesota home games.

The City of North Mankato was a critical partner in hosting home games at Caswell Park. The City provided two fields for professional teams to warm up and play. The City also took care of field and fence maintenance, provided a concession and gate workers. The city benefited by utilizing a public park and benefited financially with revenues paid by Peppers Pro, SBC of \$600 per game day and via concessions with and estimated \$16,000 in concession sales.

A critical partnership was that of Bethany Lutheran College. In this partnership Bethany Lutheran College provided housing and training facilities for both the Aussie Peppers of Minnesota and for the two 17U Aussie youth teams. The Aussie Peppers utilized an entire residence hall at Bethany as well as it's softball field, weight room, gymnasium, indoor batting cages, and athletic training room. In return Bethany Lutheran College received marketing, students on campus via Aussie 17U team and via youth softball lessons, camps, and clinics. Bethany Lutheran College also received financial benefit of facility rental fees.

Bethany Lutheran College also has a Media Arts program that Peppers Pro, SBC engaged via BLC Studios. BLC Studios set a up and produced the digital stream that was broadcast throughout the world on FloSports platform. BLC Studios benefited from the real live experience the production gave to BLC students, and financially via production costs Peppers Pro, SBC paid to BLC Studios.

## Internships

Peppers Pro, SBC took on as many as 19 interns for game day. Local and regional Colleges and Universities benefited from student experience that game day brought. Peppers Pro, SBC had mostly paid interns, so the interns not only gained valuable sports management experience, but were also able to generate some income.

Internship activity ranged from entire management of game day for a recent Minnesota State University Sports Management graduate. To marketing, social media engagement, fan engagement, in-game promotion, camp and clinic operation, digital TV production, sponsor sales, ticketing, and media promotion.

## Community

The local community saw benefit from the visitors that traveled to the region for Aussie Peppers games. Total season attendance was over 8,700 spectators with an average per day attendance of 581 people with the highest attendance over 900 during a Youth 1<sup>st</sup> promotional game day. Youth 1<sup>st</sup> is a nonprofit organization that awards Minnesota youth sports organizations with game ticket awards for demonstrating good sportsmanship at youth tournaments. The teams were all brought onto the field and recognized prior to the game.

Home games had people attend from 171 unique towns, 15 different states and providences, and 5 different countries. Visiting teams booked roughly 300 hotel nights and frequented many of Mankato's local restaurants. At one point in the season the Mankato area had over 100 visitors from Australia in town.

The Southern Minnesota community supported the team in many ways. Either by attending games, businesses that sponsored the team, and youth organizations like Mankato Peppers, Fairmont Cardinal Power Fastpitch, St. James James Gang Softball, and Southern Star youth softball league. These organizations took active roles in promoting the team and players to its youth. Each organization was allotted free tickets and a free skills clinic put on by the Aussie Peppers of Minnesota team.

## Youth

Many youth league games and some large youth fastpitch tournaments were hosted in Mankato via Peppers Pro, SBC youth partners. Aussie Peppers home games were held in conjunction with the youth league games and youth tournaments. This allowed Peppers Pro, SBC to attract a lot of youth to come watch Aussie Peppers of Minnesota games via free tickets to the professional game following the youth games. Peppers Pro, SBC made the team extremely accessible to the youth via nightly autograph and photo sessions after the professional game. Aussie Peppers team as well as visiting teams would gather in the outfield and would stay until every kid had left the ballpark. Inspiring the youth is core to our mission and providing access to the role model players accomplished a lot of what we set out to do.

Outside of game, clinic, and camp attendance, its difficult to quantify a metric of success for measuring inspiration of the youth. However, locally the Mankato Peppers youth fastpitch program hosts a youth fall league beginning in August. Which started only a couple weeks after the end of the Aussie Pepper season. The Mankato Peppers fall league realized over a 50% year over year increase in participation this

year. A significant increase in year over year participation could be attributed to the impact that Peppers Pro, SBC and the Aussie Peppers of Minnesota team had on the youth.

#### Promotion of Fastpitch Softball

Peppers Pro, SBC was successful in bringing more promotion and recognition to the sport of fastpitch in the summer of 2019 via the Aussie Peppers team. The local newspapers reported on game results and stories all summer, and the local TV sports covered every home and away game in the nightly sports cast. The team's home game broadcast analyst for the digital game stream was a local TV sports reporter which provided broadcasting experience for both the team and the local reporter. A local radio station held a weekly update for the team April through August. The team was also featured on the front page of the StarTribune sports section and in two highlights on ESPN's Sports Center top ten.

The Aussie Peppers of Minnesota started with no social media accounts last year and no followers. At year end the Aussie Peppers of Minnesota manage upwards of 1650 followers on multiple platforms including Facebook, Instagram, Snapchat, and Twitter. The number of followers on social media continues to grow every month.

#### Summary

Peppers Pro, SBC had an extremely successful first year in 2019. Although the corporation was not profitable, this was never a goal that we set out to achieve. Peppers Pro, SBC and its investors are focused on advancing the mission. Having said that, many businesses, colleges, and even city government did profit from the activity of Peppers Pro, SBC. Pepper Pro, SBC looks to continue its partnerships into 2020, and the investors would agree that we are accomplishing the mission at a sustainable level to the corporation. The success will bring more opportunity for women in professional softball, promotion of the sport, and will continue to inspire the youth to achieve their dreams and aspirations.



**Work Item 1151440200032**  
**Original File Number 1067235600035**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**03/31/2020 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State