

Lexington Legends Professional Baseball Case Study

Keeping Fans Connected to Fun & Memorable Experiences



The Lexington Legends are a minor league baseball team, Class A affiliate of the Kansas City Royals and the defending champions of the South Atlantic League. In addition to its 7,000-seat ballpark, the team's stadium offers a basketball court, taproom, fan shop, several bars and eateries, and a kids' area with a playground, bouncer and obstacle course. This is a family entertainment destination that depends on powerful WiFi access to provide guests with connected, memorable experiences that will keep them returning year after year.

Challenge: Satisfying the Demand for Powerful, Consistent WiFi

For the Lexington Legends and for Minor League Baseball as a whole, the primary goal is to provide affordable family entertainment. Families in the Lexington, Kentucky area have many options for places to spend quality time together, from the University of Kentucky's NCAA games, to movie theaters, arcades and amusement parks. In order to compete, the Legends' Whitaker Bank Ballpark must offer something for everyone. One amenity that almost every member of the family can agree on is WiFi accessibility, as people of all ages carry devices and expect to be able to share their experiences on social media.

One opening day, guest and staff connectivity came to a halt when the stadium's network suddenly went down. Employees lost access to ticketing and food and beverage point-of-sale systems. With no backup solution in place, business was at a standstill. They were able to get things back up and running a short while later, but it was a wakeup call for management.

"Technology is certainly fun and exciting, but it's also expensive and scary at the same time. For a small business, it's always tough trying to find that middle ground."

At that time, the park had one gigabit of bandwidth and only four access points expected to support ticket scanners, food and beverage sales, back-office operations, press box broadcasting and fan devices—which proved to be a very unrealistic expectation. Management couldn't keep running the risk of lost revenue and poor visitor experiences due to network disruptions. An upgrade was overdue. So they turned to local provider, Kinetic Business by Windstream, for advice.



The ballpark didn't have nearly enough bandwidth to support ticketing, food and beverage sales, back-office operations, press box broadcasting and fan connectivity. An upgrade was long overdue, as management couldn't keep running the risk of lost revenue and poor visitor experiences due to network disruptions.

Lexington Legends Professional Baseball Case Study

Solution: Dedicated Connectivity, Guaranteed

The Lexington Legends developed a solid relationship with Kinetic Business by Windstream. “They drop by as often as possible, being that we’re neighbors,” commented Jesse Scaglione, Director of Corporate Sales for the Legends. Scaglione collaborated with his Kinetic Business representatives to perform a technology audit and develop a plan. They decided to take the stadium’s bandwidth from one gig up to a total of 21 gigs. They did this by implementing a professional services solution consisting of two dedicated circuits, the first of which powers 40+ access points to deliver 10-gig connectivity for vendor sales and guest WiFi throughout the stadium. The

“We’re constantly running promotions during the games like 25-cent hot dog night and free admission for kids on Sundays. We need a powerful network that lets people instantly go online and buy tickets from their seats in the stadium.”

purpose of the second 10-gig circuit is for redundancy and business continuity. If for some reason the primary network goes down, the system will automatically failover to the backup solution. In addition, a separate one-gig dedicated circuit was established to support back-office operations.

This giant leap in bandwidth now allows uninterrupted connectivity for ticket, food, drink and merchandise sales and facilitates live HD game streaming, online stat uploads and general office operations. Food and beverage concessions are 100% owned and operated by the Lexington Legends and are powered by 25 point-of-sale systems connected to their new robust network.

Fans attending the ballpark’s 70 home baseball games and 100+ events ranging from high school baseball tournaments to charity walks, fundraisers and music festivals are no longer hindered by poor internet connectivity. They have full access to their social media and other apps to check in, upload photos and share their experiences as much as they desire—ultimately creating valuable marketing exposure for the Lexington Legends.



Future Benefits: Powerful Marketing Tools

The ballpark’s network is currently being optimized to allow management to gather fan data. These guest analytics will empower management to create a more personalized experience through customized promotions that will ultimately increase sales. For instance, in the future geofencing can be used to send targeted text alerts to guests on-site at a particular time, thanking them for visiting and offering them coupons they can redeem that day for discounts on food, drinks or merchandise.

The scalability of the ballpark’s Kinetic Business network is essential to their rapidly growing reliance on internet connectivity. An expanding number of visiting scouts and prospective players need access to shared networks and cloud-based software, as does the ever-increasing fan base resulting from the team’s recent championship win. The ability to provide everyone with such a high level of connectivity will help boost ticket and advertising sales, increase revenue and lay the foundation for future marketing innovation.

“The additional bandwidth makes for a much better fan experience and helps tremendously from a sales and marketing perspective. Our fans can access their social media apps and post great pictures and experiences—which becomes our best marketing tool by far.”