

Myrtle Beach Pelicans

Myrtle Beach, South Carolina

The Myrtle Beach Pelicans are a Class A advanced baseball team in the Carolina League, and an affiliate of the Atlanta Braves. They play at BBT Coastal Field, a 6,000 seat stadium owned by the city of Myrtle Beach, which is leased to the team.

The challenge

Located just three blocks from the Atlantic Ocean, the stadium is affected by storms that regularly roll in from off the coast. In addition, rain, heat, and humidity all play a sizable factor in maintaining a healthy field.

Chris Ball, senior director of ballpark operations and sports turf management strives to keep the moisture content consistent throughout the field. “The ball has to be able to hug the ground and not bounce,” said Ball.

Ball and his staff are also responsible for keeping the umpires and teams updated on storms and lightning that is in or approaching their area.

The solution

To meet these diverse needs, Ball and the Myrtle Beach Pelicans chose MxVision WeatherSentry Online® *Sports Edition* from industry leader Telvent DTN. In particular, they opted for the solution’s professional package — which includes the online service, MxVision WeatherSentry Mobile®, MxVision Weather Information Notification System® (WINS), Lightning Manager®, Alert Manager®, and an optional slide show tool.

MxVision WeatherSentry Online *Sports Edition* is a real-time, Internet-delivered solution designed to help users stay on top of changing weather conditions that can impact turf maintenance decisions and the safety of employees, players, and patrons.

MxVision WeatherSentry Mobile is a “portable” weather system that provides on-the-go weather information delivered by cell phone, to help personnel stay on top of the weather anywhere they go.

MxVision WINS delivers instant, personalized weather alerts on any e-mail compatible cell phone, PDA, pager, or P.C. The service constantly monitors custom weather parameters for the team, 24 hours a day, allowing Ball and his staff to focus on other duties.

Lightning Manager gives reliable, advance warning to dangerous weather conditions by using real-time lightning data — not predictions that can lead to false alarms or delayed reporting after deadly lightning has already struck.

The results

For operations decisions, including proper timing of fertilizer applications, Ball really appreciates the system's real-time local radar and highly-accurate local forecasts, which include detailed information on anticipated rainfall.

"We use the local radar to show movement and tracking of storms," said Ball. "The forecasting feature in the system allows us to set our schedules a few days in advance."

Knowing also when it will not rain is critical when applying pesticides that must dry on the leaf. For this, Ball and team rely on the system's regional radar to show fronts and systems. After a rain event, they need to know how much sun and wind they will get to help dry out the field.

Ball's and his team keep a daily record of each day's highs, lows, rain, and wind. For this, they refer to Telvent DTN's historical weather data. By keeping a historical record, they can show what conditions they experienced over several weeks or months, and compare weather year-over-year for improved planning and efficiencies. "Knowing the weather pattern we are in allows us to tailor our turf management program," said Ball.

The client's view

"The forecasting features in the system allow us to set our schedules a few days in advance."

Chris Ball, Myrtle Beach, South Carolina



www.dtnmeteorlogix.com/1.800.610.0777