

Wrigley Field Replica Gets New Website to Take Advantage of World Series Victory

Brief

Create a new and improved site for a Wrigley Field replica to take advantage of new opportunities for promotion, tell its remarkable story, and help the public use and enjoy it even more.

Results

Little Cubs Field in Freeport, Illinois may be the world's most unique Little League ballpark. It's a detailed and faithful replica of Chicago's Wrigley Field and includes bricks, seats, ivy and other actual parts of the full-sized stadium. It was built by local volunteers as a tribute to a great American team and the great American game. It's no surprise that interest in the field increased after the Cubs won the 2016 World Series and ended the longest championship drought in pro sports. ESPN filmed play



at the field for segments that would be broadcast during a game between the Cubs and St. Louis Cardinals. The field's board of directors anticipated a large spike in web traffic as a result. The problem? They needed a better site for those visitors to come to. The one they had was generously donated by a local web developer, but was nine years old, difficult to update and not mobile friendly.

We created a new site that was optimized for all devices, with a streamlined sitemap and menu to make information easy to find. That information was conveyed with cheerful, conversational copy meant to capture the "big league fun" atmosphere of the park. Visitors had no trouble discovering how these ivy-shrouded "friendly confines" could be rented, when to catch a game or visit the store, what enchanting features were available to view and how it all came together in the first place.

An ecommerce system for field rental was put in place, and the rental process was simplified and

made more user friendly. Visitors could even view the field live with a dedicated webcam.

And of course, the design made generous use of Cubbie Blue and Marquee Red.

The Happy Client

We have been quite pleased with our new website from Modern One. We've received many compliments on its sleek, easy-to-read look, and the rental process has been streamlined. Our web traffic and the number of rentals this summer (following the launch of the site) are both up considerably.

We receive responses within a few hours, even minutes, when we have questions or requests for the Modern One team. They were quite professional in presentations and have a unique ability to tailor sites to specific user groups.

Our peace of mind has increased in direct proportion to their work. The Little Cubs Field board highly recommends them for your website.

Denny Garkey

Little Cubs Field Founder and Board Member

