



## MAJOR LEAGUE BASEBALL

{Appendix 1, to *Sports Facility Reports*, [Volume 19](#)}

*Research completed as of October 1, 2018*

### Team: Arizona Diamondbacks

**Principal Owner:** Ken Kendrick

**Year Established:** 1998

[Team Website](#)

Twitter: [@Dbacks](#)

**Most Recent Purchase Price (\$/Mil):** \$238 (2004)

**Current Value (\$/Mil):** \$1,210

**Percent Change From Last Year:** +5%

**Stadium:** Chase Field

**Date Built:** 1998

**Facility Cost (\$/Mil):** \$354

**Percentage of Stadium Publicly Financed:** 75%

**Facility Financing:** The Maricopa County Stadium District provided \$238 million for the construction through a 0.25% increase in county sales tax from April 1995 to November 1997. In addition, the Stadium District issued \$15 million in bonds that are being paid off with stadium-generated revenue. The remainder was paid through private financing, including a naming-rights deal worth \$66 million over thirty years and the Diamondbacks' investment of \$85 million. In 2007, the Maricopa County Stadium District paid off the remaining balance of \$15 million on its portion of Chase Field. The payment erased the final debt for the stadium nineteen years earlier than expected.

[Facility Website](#)

Twitter: [@MariCo\\_StadDist](#)

**UPDATE:** The Diamondbacks can now leave Chase Field as early as 2022 after a decision by the Maricopa County leaders in early May 2018. This ended a longstanding lawsuit between the two parties over the cost and payment of upgrades to the current stadium. In exchange for the Diamondbacks dropping their demand for the county to pay \$187 million in stadium upgrades, the

county allowed the team to start looking for another home located in Maricopa County. If the team were to leave early (the original contract required them to stay through 2028), they would have to pay fines of between \$5 and \$25 million.

For the 2018 season, the Diamondbacks made a number of changes to Chase Field. Platinum T.E., which is a natural turfgrass sod used by other ballparks, was installed. They also installed a humidifier to store baseballs becoming only the second ballpark to do so and a bullpen cart will be used. The food and beverage offerings have also been improved with an expanded menu, with the introduction of Gonzo's Grill, named after Diamondbacks legend Luis Gonzales, being the highlight.

Four Coors Light Strike Zone Cabanas, capable of seating 10 people each were introduced as a new, unique seating option. Each cabana is equipped with a couch, television, and high-top chairs. The PetSmart Patio was also introduced as a space to accommodate a small number of guests and one dog. The Diamondbacks also expanded their virtual reality experience at the COX Connects VR Bullpen, where fans can now watch a virtual reality home run derby.

**NAMING RIGHTS:** On June 5, 1995, the Arizona Diamondbacks entered into a \$66.4 million naming-rights agreement with Bank One that extends over thirty years, expiring in 2028, and averages a yearly payout of \$2.2 million. In January 2004, Bank One Corporation and J.P. Morgan Chase & Co. merged and announced they were phasing out the Bank One brand name. In 2005, the name was changed from Bank One Ballpark to Chase Field.

## **Team: Atlanta Braves**

**Principal Owner:** Liberty Media

**Year Established:** 1876

[Team Website](#)

Twitter: [@Braves](#)

**Most Recent Purchase Price (\$/Mil):** \$400 (2007)

**Current Value (\$/Mil):** \$1,625

**Percent Change From Last Year:** +8%

**Stadium:** Sun Trust Park

**Date Built:** 2017

**Facility Cost (\$/Mil):** \$672

**Percentage of Stadium Publicly Financed:** 58%

**Facility Financing:** The new stadium was constructed in a public/private partnership with a project budget of \$622 million. Cobb-Marietta Coliseum & Exhibit Hall Authority issued up to \$397 million in bonds for the project. The county raised \$368 million through bonds, \$14 million from transportation taxes, and \$10 million cash from businesses in the Cumberland Community Improvement District. The Braves contributed the remaining money for the park.

[Facility Website](#)

Twitter: [@SunTrustPark](#)

**UPDATE:** SunTrust Park opened in 2017, so there have not been many recent changes to the park. The few changes that did occur were the addition of six or so shops and restaurants to The Battery Atlanta and six rows of seats in two lower-level sections were replaced by four-person tables. Additionally, the Omni hotel and Comcast office building opened, which overlook the outfield.

**NAMING RIGHTS:** In September 2014, it was announced that the Braves had signed a twenty-five-year naming-rights deal with SunTrust Banks for the club's new ballpark in Cobb County. The worth is in excess of \$10 million per year, according to sources. The deal includes activation that includes signage inside and outside the ballpark, a revival and expansion of the SunTrust club previously at Turner Field, and some type of retail banking presence for SunTrust in the large mixed-use development being constructed adjacent to the facility, among other assets.

## **Team: Baltimore Orioles**

**Principal Owner:** Peter Angelos

**Year Established:** 1953

[Team Website](#)

Twitter: [@Orioles](#)

**Most Recent Purchase Price (\$/Mil):** \$173 (1993)

**Current Value (\$/Mil):** \$1,200

**Percent Change From Last Year:** +2%

**Stadium:** Oriole Park at Camden Yards

**Date Built:** 1992

**Facility Cost (\$/Mil):** \$107

**Percentage of Stadium Publicly Financed:** 96%

**Facility Financing:** The project was financed with \$137 million in lease revenue bonds and \$60 million in lease revenue notes issued by the Maryland Stadium Authority. Revenue generated by special sports-themed lottery tickets is paying the debt. The remaining costs were covered with cash that accumulated in the lottery fund that was established in 1988 to finance sports stadiums. The team contributed \$9 million for the construction of skyboxes. The Maryland Sports Authority spent \$1.5 million on improvements in 1998.

[Facility Website](#)

Twitter: N/A

**UPDATE:** Additions to Oriole Park at Camden Yards for 2018 include a number of family-oriented offerings. A Kids Cheer Free ticket offering is one of the new ways the Orioles plan to attract families to the ballpark. This offering allows an adult who purchases an upper deck ticket to bring up to two children (ages 9 and under) to the ballpark. There are also plans to expand Kids' Corner to include a treehouse and jungle gym. Along with a change to concession price points, there are a number of new menu offerings that include many local favorites.

**NAMING RIGHTS:** In September 2001, the Maryland Stadium Authority amended its lease with the Orioles, giving the team the authority to enter into a naming rights agreement. However, as of

June 2010, the Orioles had not entered into a corporate naming rights agreement for their stadium. There are no current plans to change the name.

## **Team: Boston Red Sox**

**Principal Owner:** John Henry, Tom Werner, and Larry Lucchino

**Year Established:** 1901

[Team Website](#)

Twitter: [@RedSox](#)

**Most Recent Purchase Price (\$/Mil):** \$380 (2002)

**Current Value (\$/Mil):** \$2,800

**Percent Change From Last Year:** +4%

**Stadium:** Fenway Park

**Date Built:** 1912

**Facility Cost (\$/Mil):** \$450

**Percentage of Stadium Publicly Financed:** 0%

**Facility Financing:** The cost of constructing the stadium was funded entirely with private money.

[Facility Website](#)

Twitter: [@fenwaypark](#)

**UPDATE:** For the 2018 season, the Red Sox extended the protective netting beyond the dugouts to cover about 20 additional sections on each of the right and left field lines. The Jim Beam Dugout, a new field-level group seating area, was added on the first base line behind the Red Sox dugout. Additionally, the Right Field Roof Deck was redone and is now called the “Sam Deck,” which features a large bar and lounge seating area and will have a variety of Sam Adams beers. A new row of seating was also added to left field adding 30 new seats. Lastly, the concession menu has added a number of locally inspired items.

**NAMING RIGHTS:** Former Boston Globe Owner General Charles Henry bought the team for his son, John Taylor, in 1904. After changing the name from the Pilgrims to the Red Sox in 1907, Taylor announced plans to build a new ballpark in 1910. Taylor called the new ballpark Fenway Park because of its location in the Fenway district of Boston. There are no current plans to change the name.

## **Team: Chicago Cubs**

**Principal Owner:** Ricketts family

**Year Established:** 1876

[Team Website](#)

Twitter: [@Cubs](#)

**Most Recent Purchase Price (\$/Mil):** \$700 (2009)

**Current Value (\$/Mil):** \$2,900  
**Percent Change From Last Year:** +8%

**Stadium:** Wrigley Field

**Date Built:** 1914

**Facility Cost (\$/Mil):** \$250

**Percentage of Stadium Publicly Financed:** 0%

**Facility Financing:** Restaurateur Charles H. Weeghman privately funded the entire cost of the ballpark.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the longstanding lawsuit against the Cubs brought by rooftop owners of the building located just past the outfield of the stadium came to a conclusion. The Supreme Court left the decision of the lower court in place which dismissed the lawsuit. The rooftop owners had argued the new construction of a video board in right field blocked their view of the ballpark and violated terms of a 2004 revenue sharing agreement. However, the 7<sup>th</sup> Circuit concluded the Cubs had the right to renovate and improve Wrigley Field.

As the team continues their multiyear, \$500 million project, a number of changes occurred before the 2018 season. A 600-seat American Airlines 1914 Club debuted on opening day located behind home plate. A new entrance near the marquee was also created for premier ticket holders. Additionally, two new elevators were installed to reach the upper levels, and the dugouts were widened.

**NAMING RIGHTS:** Originally known as Weeghman Park, Wrigley Field was built on grounds once occupied by a seminary. The ballpark became known as Cubs Park in 1920 after the Wrigley family bought the team. In 1926, the ballpark was named Wrigley Field after William Wrigley Jr., the club's owner. Although experts in sports marketing believe the sale of naming rights will prove necessary as a means of financing Wrigley renovations, the Ricketts family says it will not sell the naming rights because of the strong history associated with the ballpark.

## **Team: Chicago White Sox**

**Principal Owner:** Jerry Reinsdorf

**Year Established:** 1900

[Team Website](#)

Twitter: [@whitesox](#)

**Most Recent Purchase Price (\$/Mil):** \$20 (1981)

**Current Value (\$/Mil):** \$1,500

**Percent Change From Last Year:** +11%

**Stadium:** Guaranteed Rate Field

**Date Built:** 1991

**Facility Cost (\$/Mil):** \$167

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The Illinois Sports Facilities Authority issued \$150 million in bonds for the land and the construction of the new stadium. A two percent hotel tax levied on Chicago hotels services the debt.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the White Sox partnered with Revolution Brewing and introduced the Revolution Brewing #SoxSocial Tap Room. It will feature Revolution beers on tap and food from Levy Restaurants. A new Craft Kave Express debuted as well following the success of the Craft Cave that debuted the previous season, which will still have a large number of beer offerings.

Goose Island became the official beer of the White Sox, so their advertising presence will be prominent throughout the park and so will their beers. A new wraparound LED ribbon board was installed, and the retired number display was moved behind the first and third base lines.

**NAMING RIGHTS:** In August 2016, the White Sox struck a thirteen-year deal for about \$25 million with Chicago based Guaranteed Rate. The deal will expire in 2029, and the average annual payout is \$1.9 million.

## **Team: Cincinnati Reds**

**Principal Owner:** Robert Castellini

**Year Established:** 1869

[Team Website](#)

Twitter: [@Reds](#)

**Most Recent Purchase Price (\$/Mil):** \$270 (2006)

**Current Value (\$/Mil):** \$1,010

**Percent Change From Last Year:** +10%

**Stadium:** Great American Ball Park

**Date Built:** 2003

**Facility Cost (\$/Mil):** \$291

**Percentage of Stadium Publicly Financed:** 96%

**Facility Financing:** The Reds contributed \$30 million toward construction of the stadium. Rent will amount to \$2.5 million annually for the thirty-year lease. However, because of the extra costs of the project, the team expanded its lease with the facility to thirty-five years. The County will pay most of the cost, using proceeds from the 0.5% sales tax increase that voters approved in 1996.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the Reds added a second level to the BOWTIE Bar in right field. The new deck has a great view of both the field and the Ohio River and has full access to the bar, which now serves Budweiser products. A new Budweiser Balcony was also added, which includes 12 loge boxes in right field capable of seating four each. A new Garden bar was opened near the main entrance and serves beer, wine, and soda. A number of new food items have been added including some recognizable brands such as Dunkin' Donuts and Smoothie King. LED lights have installed for lighting the field, and there are plans to convert the rest of the park's lighting to LED down the road.

**NAMING RIGHTS:** The Cincinnati Reds and the Great American Insurance Company agreed to a thirty-year, \$75 million naming rights deal that expires in 2033. The average annual payout is \$2.5 million. Cooper Tires is now the sponsor of the two Party Decks down the first base line. Laura's Lean Beef is sponsoring the decks located above the Reds bullpen in center field.

## **Team: Cleveland Indians**

**Principal Owner:** Lawrence and Paul Dolan

**Year Established:** 1901

[Team Website](#)

Twitter: [@Indians](#)

**Most Recent Purchase Price (\$/Mil):** \$323 (2000)

**Current Value (\$/Mil):** \$1,045

**Percent Change From Last Year:** +14%

**Stadium:** Progressive Field

**Date Built:** 1994

**Facility Cost (\$/Mil):** \$175

**Percentage of Stadium Publicly Financed:** 82%

**Facility Financing:** The stadium was built as part of a city sports complex that was funded both publicly and privately. The Gateway Economic Development Corp. issued \$117 million in bonds backed by voter-approved countywide sin taxes on alcohol (\$3/gallon on liquor, 16 cents/gallon on beer) and cigarettes (\$0.045/pack) for fifteen years. It also issued \$31 million in stadium revenue bonds. The Gateway Economic Development Corp. received about \$20 million upfront from early seat sales.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the Indians focused their changes to Progressive Field on concessions. New food items include Pizza Logs, Cheesy Bacon Mac melt, Club Tacos, and the Flamethrower, a pork belly and pulled pork sandwich topped with Flamin' Hot Cheetos. They also have a new sponsor for their home plate club which will now be called the Lexus Home Plate Club. Additional lockers used for storage and phone charging are also available on a first come, first serve basis for fans.

**NAMING RIGHTS:** When former owner Richard Jacobs bought the naming rights to the ballpark, which opened in 1994, he bought the naming rights for \$13.9 million for twenty years (expiring in 2014). However, when Jacobs sold the Indians to Larry Dolan in 2000, Jacobs only retained naming rights through the 2006 season as part of the deal. The team had conversations with Jacobs about extending the deal due to Jacobs' expressed interest in keeping his family's name on the ballpark. The name of the ballpark remained Jacobs Field through the 2007 season. However, the stadium was renamed Progressive Field in 2008, when Progressive Corp. gained naming rights for \$57.6 million. The Ohio-based insurance company entered into a sixteen-year naming-rights deal for approximately \$3.6 million per year. This agreement also made the company the official auto insurer of the ball club. In 2017, the Indians announced that the Cleveland Clinic would be the presenting sponsor of Indians.com and the Indians Radio Network and will also partner up with four Cleveland Indians Community Impact programs.

## **Team: Colorado Rockies**

**Principal Owners:** Charles and Richard Monfort

**Year Established:** 1991 (First Game - 1993)

[Team Website](#)

Twitter: [@Rockies](#)

**Most Recent Purchase Price (\$/Mil):** \$95 (1992)

**Current Value (\$/Mil):** \$1,100

**Percent Change From Last Year:** +10%

**Stadium:** Coors Field

**Date Built:** 1995

**Facility Cost (\$/Mil):** \$215

**Percentage of Stadium Publicly Financed:** 75%

**Facility Financing:** The legislature created the Denver Metropolitan Major League Baseball Stadium District in the six counties surrounding Denver. The District issued bonds and levied a one-tenth of 1% sales tax within the six-county area to fund the stadium. The tax will remain in place until the bonds are paid off in about ten years. The Rockies contributed \$53 million.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the Rockies also expanded their netting to protect fans from flying balls and bats. The major upgrade was the installation of a new scoreboard in left field that is in the shape of the Rocky Mountains. This upgrade was accompanied by an updated scoreboard control room, sound, and in-game entertainment. A number of unique food items have been added to the concession menu as well.



**NAMING RIGHTS:** Coors Brewing Company (now MillerCoors) purchased the naming rights to the stadium prior to its completion in 1995. Coors Brewing reportedly paid a one-time \$15 million lump sum for indefinite naming rights.

## **Team: Detroit Tigers**

**Principal Owner:** Ilitch Family

**Year Established:** 1901

[Team Website](#)

Twitter: [@tigers](#)

**Most Recent Purchase Price (\$/Mil):** \$82 (1992)

**Current Value (\$/Mil):** \$1,225

**Percent Change From Last Year:** +2%

**Stadium:** Comerica Park

**Date Built:** 2000

**Facility Cost (\$/Mil):** \$361

**Percentage of Stadium Publicly Financed:** 38%

**Facility Financing:** Public financing paid for \$115 million of the ballpark's cost through a 2% car rental tax, a 1% hotel tax, and money from Indian casino revenue. Tiger's owner Mike Ilitch footed the remaining \$187 million.

[Facility Website](#)

Twitter: [@ComericaPark](#)

**UPDATE:** In 2018, talks of major updates to Comerica Park down the road have started to be discussed. The park has seen some small changes in recent years but is due for significant updates. A number of new ticket packages are available for the 2018 season. They also added a new rooftop deck in right field that allows fans to enjoy a panoramic view of the ballpark.

**NAMING RIGHTS:** Comerica Bank, a financial services company, purchased the naming rights for Comerica Park on December 21, 1998. Comerica will pay \$66 million over thirty years. The average annual payout is \$2.2 million, and the deal expires in 2030.

## **Team: Houston Astros**

**Principal Owner:** Jim Crane

**Year Established:** 1962

[Team Website](#)

Twitter: [@astros](#)

**Most Recent Purchase Price (\$/Mil):** \$465 (2011)

**Current Value (\$/Mil):** \$1,650

**Percent Change From Last Year:** +14%

**Stadium:** Minute Maid Park

**Date Built:** 2000

**Facility Cost (\$/Mil):** \$252

**Percentage of Stadium Publicly Financed:** 68%

**Facility Financing:** Public financing of \$180 million came from a 2% hotel tax and a 5% car rental tax. The Houston Sports Facility Partnership provided a \$33 million interest-free loan with no repayment due until ten years of ballpark operations occurred. Astros owners contributed \$52 million. The project was completed under budget, as only \$248.2 million of \$250 million in public money allotted for the project was used.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the Astros extended their lease at Minute Maid Park through 2050. The original lease was set to expire in 2030. The rent will increase by \$1 million beginning this year and through the remainder of the original lease and then will increase by another \$1 million for the remaining 20 years. The majority of those funds will go to maintenance and repairs at the ballpark. Now that the Astros plan to stay at Minute Maid Park, they have plans to update the ballpark in what they are calling “Minute Maid Park 2.0.” Their focus will be on more gate capacity, maximizing efficiency for fans entering and leaving the game, and another addition along the “view deck” in the upper levels.

**NAMING RIGHTS:** On June 5, 2002, the Houston Astros agreed to a twenty-eight-year deal with Minute Maid, a division of Coca-Cola, worth \$178 million. The Astros had to pay Enron \$2.1 million to opt out of a thirty-year, \$100 million agreement signed in 2000. The deal expands a long-term relationship with Minute Maid and Coca-Cola, who signed the deal in an effort to compete with rival Tropicana, owned by PepsiCo. Tropicana currently owns the naming rights for the Tampa Bay Rays' stadium in Florida.

## **Team: Kansas City Royals**

**Principal Owner:** David Glass

**Year Established:** 1969

[Team Website](#)

Twitter: [@Royals](#)

**Most Recent Purchase Price (\$/Mil):** \$96 (2000)

**Current Value (\$/Mil):** \$1,015

**Percent Change From Last Year:** +7%

**Stadium:** Kauffman Stadium

**Date Built:** 2009

**Facility Cost (\$/Mil):** \$250

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The stadium was financed through a \$43 million county bond issue. Half of the bond money (\$21.5 million) was used to fund the neighboring Arrowhead Stadium (NFL Kansas City Chiefs). The \$250 million renovation of Kauffman Stadium was financed by a three eighth percent increase in the county sales tax.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the field was improved by replacing the playing field and improving the ballpark's drainage system. Additionally, new LED field lights were installed improving the quality of lighting and saving energy. The Royals also added unique food items to the menu like the Chicken Philly, Jalapeno and Cheddar Kielbasa, and BBQ Brisket Taco Trio.

**NAMING RIGHTS:** On July 2, 1993, Royals Stadium was renamed in honor of former owner Ewing M. Kauffman, who passed away on August 1, 1993. Kauffman, a self-made millionaire and beloved member of the Kansas City community, purchased the Royals as an expansion team in 1968 with the commitment of making the Royals a competitive team.

## **Team: Los Angeles Angels of Anaheim**

**Principal Owner:** Arturo Moreno

**Year Established:** 1961

[Team Website](#)

Twitter: [@Angels](#)

**Most Recent Purchase Price (\$/Mil):** \$184 (2003)

**Current Value (\$/Mil):** \$1,800

**Percent Change From Last Year:** +3%

**Stadium:** Angel Stadium of Anaheim

**Date Built:** 1998

**Facility Cost (\$/Mil):** \$117

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** In April 1998, Disney completed a \$117 million renovation. Disney contributed \$87 million toward the project, while the City of Anaheim contributed \$30 million through the retention of \$10 million in external stadium advertising and \$20 million in hotel taxes and reserve funds.

[Facility Website](#)

Twitter: [@angelstadium](#)

**UPDATE:** In 2018, the Angels lowered the right field home run boundary from 18 feet to 8 feet. The team also added a number of new video displays including boards in left and right field. Like other teams, they have also extended the protective netting to the end of the dugouts.

**NAMING RIGHTS:** In early 2004, Edison International exercised its option to terminate its twenty-year, \$50 million naming rights agreement with the Anaheim Angels. Beginning with the

2004 season, the ballpark changed its name from Edison International Field of Anaheim to Angel Stadium of Anaheim. No decision on reselling the naming rights has been made.

## **Team: Los Angeles Dodgers**

**Principal Owner:** Guggenheim Baseball Management LLC

**Year Established:** 1890

[Team Website](#)

Twitter: [@Dodgers](#)

**Most Recent Purchase Price (\$/Mil):** \$2,000 (2012)

**Current Value (\$/Mil):** \$3,000

**Percent Change From Last Year:** +9%

**Stadium:** Dodger Stadium

**Date Built:** 1962

**Facility Cost (\$/Mil):** \$18

**Percentage of Stadium Publicly Financed:** 0%

**Facility Financing:** The stadium was privately funded by then owner, Walter O'Malley.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, after major updates to the ballpark the last few years, the Dodgers have focused more on upgrades to their food and beverage options. However, they did permanently mark a commemorative seat in the Right Field Pavilion where Kirk Gibson hit his historic walk-off homerun. New Field Level seating is available as well which includes a table top and barstool seating at the top row of sections 1-13. The team announced plans to continue investing in upgrades to the stadium especially because they are hosting the 2020 All-Star Game.

**NAMING RIGHTS:** There is no current naming rights deal in place for Dodger Stadium.

## **Team: Miami Marlins**

**Principal Owner:** Bruce Sherman

**Year Established:** 1991 (First Game - 1993)

[Team Website](#)

Twitter: [@Marlins](#)

**Most Recent Purchase Price (\$/Mil):** \$1,200 (2017)

**Current Value (\$/Mil):** \$1,000

**Percent Change From Last Year:** +6%

**Stadium:** Marlins Park

**Date Built:** 2012

**Facility Cost (\$/Mil):** \$515 million

**Percentage of Stadium Publicly Financed:** 76%

**Facility Financing:** Miami-Dade County is responsible for a large percentage of the financing for the facility, with \$347 million coming from tourist-related taxes and bond money and \$12 million coming from road and utility repairs. The City of Miami agreed to pay \$13 million in addition to covering the cost of land and demolition. The Marlins covered \$155 million, plus any cost overruns, in addition to purchasing \$100 million worth of parking from the City of Miami.

[Facility Website](#)

Twitter: [@MarlinsPark](#)

**UPDATE:** In September 2017, a group led by Bruce Sherman purchased the Marlins for \$1.2 billion from Jeffery Loria. They were the only formal bidder on the team. Derek Jeter, former Yankee great, was the sixth largest investor in the group and is now the CEO of the team. Changes in ownership have led to changes around the park. The Marlins got rid of the Great Sea mascot race that have become a staple of the ballpark in recent years. The colorful home run sculpture remains in the park after discussion of having it removed. A large number of changes have been made to the food menu as well.

**NAMING RIGHTS:** The Marlins do not currently have a contract in place for naming rights of Marlins Park. Marlins President David Samson said in January 2012 that the Marlins were seeking a naming rights partner, and until a deal is finalized, the facility will be known as Marlins Park.

## **Team: Milwaukee Brewers**

**Principal Owner:** Mark Attanasio

**Year Established:** 1970

[Team Website](#)

Twitter: [@Brewers](#)

**Most Recent Purchase Price (\$/Mil):** \$223 (2005)

**Current Value (\$/Mil):** \$1,030

**Percent Change From Last Year:** +11%

**Stadium:** Miller Park

**Date Built:** 2001

**Facility Cost (\$/Mil):** \$414

**Percentage of Stadium Publicly Financed:** 71%

**Facility Financing:** The Brewers contributed \$90 million for the stadium, while the public contributed \$310 million through a five-county 0.10% sales tax increase. The \$72 million infrastructure costs were split as follows: \$18 million from the City, \$18 million from Milwaukee County, and \$36 million from the State.

[Facility Website](#)

Twitter: [@millerpark](#)

**UPDATE:** In 2018, the Brewers made a few small changes to Miller park. They added large screen TVs in the club level concourse. They also continued to improve their concession menu adding buffalo chicken loaded nachos, mac and cheese topped with pulled pork, and more rotations to the craft beer offerings.

**NAMING RIGHTS:** Miller Brewing Company purchased the naming rights to Miller Park for \$41.2 million over twenty years. The deal has an average annual payout of \$2.1 million and expires in 2020. For the first time in Miller Park history, the club level at Miller Park is now the subject of a naming rights deal and is known as the “PNC Club Level,” part of an expanded five-year sponsorship deal with PNC Bank.

## **Team: Minnesota Twins**

**Principal Owner:** Jim Pohlad

**Year Established:** 1961

[Team Website](#)

Twitter: [@Twins](#)

**Most Recent Purchase Price (\$/Mil):** \$44 (1984)

**Current Value (\$/Mil):** \$1,150

**Percent Change From Last Year:** +12%

**Stadium:** Target Field

**Date Built:** 2010

**Estimated Facility Cost (\$/Mil):** \$545 (includes site acquisition and infrastructure)

**Percentage of Stadium Publicly Financed:** 72%

**Facility Financing:** The Twins contributed \$152.4 million. Hennepin County contributed \$392 million raised from bonds that will be financed through a 0.15% sales tax increase.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the Twins reconfigured the concourse area on the ground level to create a better flow of traffic. Bat & barrel replaced the Old Metropolitan Club, creating another social space in the ballpark. New food items were added to the concession menu, Draft 34 was introduced which will feature 22 different craft beers from the Twin Cities area.

**NAMING RIGHTS:** The Twins and Target Corp. reached a twenty-five-year marketing deal that includes the naming rights to the new ballpark. The deal is believed to cost \$5–\$8 million annually. Target also holds the naming rights to the Target Center, home of the Minnesota Timberwolves. This is the first time that one company has had dual facility naming rights in a single city.

## Team: New York Mets

**Principal Owner:** Fred and Jeff Wilpon, Saul Katz

**Year Established:** 1962

[Team Website](#)

Twitter: [@Mets](#)

**Most Recent Purchase Price (\$/Mil):** \$391 (2002)

**Current Value (\$/Mil):** \$2,100

**Percent Change From Last Year:** +5%

**Stadium:** Citi Field

**Date Built:** 2009

**Facility Cost (\$/Mil):** \$688

**Percentage of Stadium Publicly Financed:** 19% (not including savings gained through use of tax-exempt bonds)

**Facility Financing:** The Mets were responsible for Citi Field's construction costs. The Mets initially contributed \$613 million from tax-exempt municipal bonds to pay for the construction, with another \$82.3 million in tax-exempt bonds needed to complete construction. The use of tax-exempt bonds saved the Mets an estimated \$513 million. An additional \$89.7 million came from the City of New York, and \$74.7 million came from the State of New York to cover infrastructure improvements, site preparation, installation of pilings, and mass transit improvements.

[Facility Website](#)

Twitter: [@citifield](#)

**UPDATE:** In 2018, the Mets expanded their partnership with First Data and doubled the size of the First Data Club behind home plate. Citi Pavilion, located above the bullpens, was also renovated and now features panoramic views of the field, flex seating with benches, drink rails, and high-top tables with charging stations. The Mets also partnered with New Balance, which is now the official footwear and apparel company of the team.

**NAMING RIGHTS:** The Mets and Citigroup reached a twenty-year, \$400 million naming rights and multifaceted strategic marketing and business partnership. The naming rights agreement has been under intense scrutiny in light of the \$45 billion in government bailout money Citigroup took in 2008 and 2009. There was a failed attempt by a few members of Congress to dissolve the naming-rights agreement between the Mets and Citigroup.

## Team: New York Yankees

**Principal Owner:** Steinbrenner Family

**Year Established:** 1903

[Team Website](#)

Twitter: [@Yankees](#)

**Most Recent Purchase Price (\$/Mil):** \$9 (1973)  
**Current Value (\$/Mil):** \$4,000  
**Percent Change From Last Year:** +8%

**Stadium:** Yankee Stadium

**Date Built:** 2009

**Facility Cost (\$/Mil):** \$1,100

**Percentage of Stadium Publicly Financed:** 32%

**Facility Financing:** The Yankees contributed approximately \$1.1 billion. The public contributed \$480 million for parking facilities, park land, infrastructure improvements, and transportation improvements. The use of tax-exempt bonds will save the Yankees an estimated \$786 million over forty years.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the Yankees extended the netting at Yankee Stadium, along with other teams in the league, to improve fan safety. They will also be opening the gates to select home games earlier so fans can enjoy watching batting practice. Yankee Stadium will be hosting the 2018 Pinstripe Bowl on December 27, 2018, after the MLB season is over.

**NAMING RIGHTS:** The Yankees own the naming rights to the new Yankee Stadium and do not have any current plans to seek a corporate sponsor for the ballpark. The Yankees join the Cubs, Dodgers, Red Sox, and Royals in electing to not sign a naming rights deal and instead opt for corporate sponsorship of specific sections of the ballpark, such as club levels, restaurants, and viewing areas.

## **Team: Oakland Athletics**

**Principal Owner:** John Fisher

**Year Established:** 1901

[Team Website](#)

Twitter: [@Athletics](#)

**Most Recent Purchase Price (\$/Mil):** \$180 (2005)

**Current Value (\$/Mil):** \$1,020

**Percent Change From Last Year:** +16%

**Stadium:** Oakland Coliseum

**Date Built:** 1966

**Facility Cost (\$/Mil):** \$26

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The cost of constructing the stadium was underwritten through a city bond issue. A \$200 million renovation was completed in 1996.

[Facility Website](#)

Twitter: [@OAColiseum](#)



**UPDATE:** In 2018, after a vote by the Oakland City Council, the A's will enter into negotiations about building a new ballpark at the current site of the Oakland Coliseum. The A's added The Treehouse above the left field bleachers, which is a new social space equipped with lounge seating and a bar on a patio deck that overlooks the field. Additionally, Shibe park Tavern will now feature brunch on Saturday and Sunday games.

**NAMING RIGHTS:** In 2016, Overstock.com opted to drop out of the naming rights lease. Overstock had one more year in the lease. The naming rights for the Oakland Coliseum are now for sale for any company interested in buying the naming rights. The stadium will be called the Coliseum until a company buys the naming rights.

## **Team: Philadelphia Phillies**

**Principal Owners:** John Middleton, Buck Family

**Year Established:** 1883

[Team Website](#)

Twitter: [@Phillies](#)

**Most Recent Purchase Price (\$/Mil):** \$30 (1981)

**Current Value (\$/Mil):** \$1,700

**Percent Change From Last Year:** +3%

**Stadium:** Citizens Bank Park

**Date Built:** 2004

**Facility Cost (\$/Mil):** \$346

**Percentage of Stadium Publicly Financed:** 50%

**Facility Financing:** Approximately half of the financing for Citizens Bank Park came from a combination of city and state funds. The State contributed a total of \$170 million in grants to the Phillies and Eagles (NFL) for their new stadiums. The City of Philadelphia contributed \$304 million total toward the construction of the two stadiums. This money is being collected through a two percent car rental tax. It is unclear how the city and state monies were divided between the two facilities.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the Phillies introduce The Yard, a comprehensive kids' area highlighted by a whiffle ball field modeled after Citizens Bank Park. The Left Field Plaza was also redone to incorporate new concession offerings and areas to honor the team's history, as it now contains the World Series trophies and retired number statues. A number of new social spaces and group areas have been added around the park as well. LED lighting has been installed and so has a new sound system.

**NAMING RIGHTS:** On June 17, 2003, the Phillies entered into a naming rights agreement for its new stadium, Citizens Bank Park. The deal totals \$95 million. Citizens Bank is paying \$57.5 million over twenty-five years, or \$2.3 million annually, to put its name on entrances, scoreboards, concourses, parking lot banners, and behind home plate. Citizens Bank is also paying the Phillies an additional \$37.5 million for advertising during Phillies radio and television broadcasts.

## **Team: Pittsburgh Pirates**

**Principal Owner:** Nutting Family

**Year Established:** 1887

[Team Website](#)

Twitter: [@Pirates](#)

**Most Recent Purchase Price (\$/Mil):** \$92 (1996)

**Current Value (\$/Mil):** \$1,260

**Percent Change From Last Year:** +1%

**Stadium:** PNC Park

**Date Built:** 2001

**Facility Cost (\$/Mil):** \$237

**Percentage of Stadium Publicly Financed:** 85%

**Facility Financing:** The Pirates contributed \$40 million to the project. The remaining amount came from the State, County, and City as part of an \$809 million sports facilities/convention center financing proposal that included Heinz Field for the Steelers (NFL).

[Facility Website](#)

Twitter: [@PNCParkEvents](#)

**UPDATE:** In 2018, the Pirates rebranded the Hall of Fame Club, which is now called the Jim Beam Left Field Lounge. It is open to all fans and has a unique slate of food and drink options. The Clubhouse Store was redesigned and expanded and now includes a kids area and a customization area.

**NAMING RIGHTS:** In August 1998, PNC Bank agreed to a twenty-year, \$40 million deal for the naming rights to PNC Park. The deal ends in 2020 and averages an annual payout of \$2 million.

## **Team: San Diego Padres**

**Principal Owner:** Ron Fowler, Peter Seidler

**Year Established:** 1969

[Team Website](#)

Twitter: [@Padres](#)

**Most Recent Purchase Price (\$/Mil):** \$600 (2012)

**Current Value (\$/Mil):** \$1,270

**Percent Change From Last Year:** +13%

**Stadium:** PETCO Park

**Date Built:** 2004

**Facility Cost (\$/Mil):** \$285

**Percentage of Stadium Publicly Financed:** 66%

**Facility Financing:** The Padres contributed \$146.1 million toward the construction of PETCO Park. The City contributed the remaining money needed for the stadium. This money was raised through hotel taxes, \$75.4 million from the City Center Development Corp., and \$21 million from the Port of San Diego. An additional \$171.8 million was required for land acquisition and infrastructure.

[Facility Website](#)

Twitter: [@PetcoPark](#)

**UPDATE:** In 2018, the Padres installed a new video board in right field giving the ballpark an additional video display. The Padres also installed a new solar power system, which is the largest in MLB and can power the entire front office. In addition to those changes, the Padres have worked with Delaware North to bring new food offerings to the menu. They brought in Buona Forchetta and Blue Water Seafood Market & Grill.

**NAMING RIGHTS:** In January 2004, the San Diego Padres agreed to a twenty-two-year, \$60 million naming-rights deal with San Diego-based PETCO.

## **Team: San Francisco Giants**

**Principal Owner:** Charles Johnson

**Year Established:** 1883

[Team Website](#)

Twitter: [@SFGiants](#)

**Most Recent Purchase Price (\$/Mil):** \$100 (1993)

**Current Value (\$/Mil):** \$2,850

**Percent Change From Last Year:** +8%

**Stadium:** AT&T Park

**Date Built:** 2000

**Facility Cost (\$/Mil):** \$325

**Percentage of Stadium Publicly Financed:** 0%

**Facility Financing:** The stadium was financed using \$121 million from a naming-rights deal and other sponsorships, a \$170 million loan secured by the Giants, and \$15 million in tax increment financing by the city's redevelopment agency. Selling concession rights and charter seats helped obtain additional financing.

[Facility Website](#)

Twitter: [@ATTPark](#)

**UPDATE:** In 2018, the Giants continued to improve their wireless connectivity at AT&T Park by installing under-seat WiFi infrastructure to enhance cellular service. They also partnered with Alaska Airlines, which is now the official airlines of the team; Sierra Nevada by creating the Sierra Nevada Pale Ale Plaza behind the center field bleachers; and Corona among others, which will now be sold on all levels at the ballpark. The Giants also expanded their netting, like all other MLB teams, to improve fan safety.

**NAMING RIGHTS:** Pacific Telesis purchased the naming rights to Pac Bell Park in 2000. The agreement extends over twenty-four years, paying the Giants \$50 million at an average of \$2.1 million annually. In December 2002, San Antonio based SBC Communications decided to retire its Pacific Bell trade names. Pacific Bell Park became SBC Park on January 1, 2004. Prior to the 2006 season, the name of the stadium was changed from SBC Park to AT&T Park. The change was the result of SBC Communications, Inc. purchasing AT&T and adopting the name AT&T, Inc.

## **Team: Seattle Mariners**

**Principal Owner:** John Stanton, Chris Larson

**Year Established:** 1977

[Team Website](#)

Twitter: [@Mariners](#)

**Most Recent Purchase Price (\$/Mil):** \$1,200 (2016) includes a 90% interest in the team. Nintendo of America will keep 10% interest in the team.

**Current Value (\$/Mil):** \$1,450

**Percent Change From Last Year:** +4%

**Stadium:** Safeco Field

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$517

**Percentage of Stadium Publicly Financed:** 76%

**Facility Financing:** The Mariners contributed \$145 million, including \$100 million in cost overruns toward the financing of the stadium. The public's share was capped at \$372 million. Washington State's contribution was comprised of a 0.017% sales tax credit, proceeds from the sale of sports lottery scratch games (\$3 million/year guaranteed), and proceeds from the sale of commemorative ballpark license plates. King County contributed funds via a 0.5% sales tax on food and beverages in King County restaurants, taverns, and bars, a 2% sales tax on rental car rates in King County, and a 5% admission tax on events at the new ballpark.

[Facility Website](#)

Twitter: [@safecofield](#)

**UPDATE:** In 2018, the Mariners focused on speeding up the process of getting into the ballpark. They accomplished this task by adding CLEAR lanes, additional entry points, improved signage, and no re-entry. They also wanted to improve fan value, which they accomplished by having a

“deal of the day” on concession items, cheaper beer prices, and value games, which feature cheaper ticket prices to certain home games.

**NAMING RIGHTS:** Safeco, an insurance company, bought the naming rights to Safeco Field in June 1998. The deal extends until 2019, paying an average of \$2 million annually for a total of \$40 million. In May 2008, Liberty Mutual acquired Safeco Corp., but there are currently no plans to change Safeco Field's name to reflect the new ownership.

## **Team: St. Louis Cardinals**

**Principal Owner:** William DeWitt Jr.

**Year Established:** 1892

[Team Website](#)

Twitter: [@Cardinals](#)

**Most Recent Purchase Price (\$/Mil):** \$150 (1996)

**Current Value (\$/Mil):** \$1,900

**Percent Change From Last Year:** +6%

**Stadium:** Busch Stadium

**Date Built:** 2006

**Facility Cost (\$/Mil):** \$357

**Percentage of Stadium Publicly Financed:** 12%

**Facility Financing:** The ballpark was primarily privately financed—\$90.1 million from the Cardinals, \$9.2 million in interest earned on the construction fund, and \$200.5 million in bonds to be paid over a twenty-two-year period (\$15.9 million per year) by the team. Public financing came from St. Louis County contributing \$45 million through a long-term loan.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the Cardinals transformed unpopular sections of seating in right field into an open area with casual seating. The Busch Stadium Budweiser Terrace includes two full-service bars, cabana and lounge seating, and is open to all ticket holders. This terrace fits the trend other ballparks are following of creating social spaces.

**NAMING RIGHTS:** The St. Louis Cardinals entered into a twenty-year naming-rights deal that runs through the 2025 season with Anheuser-Busch to keep the same name as its previous stadium. Terms of the deal were not released.

## **Team: Tampa Bay Rays**

**Principal Owner:** Stuart Sternberg  
**Year Established:** 1995 (First Game - 1998)

[Team Website](#)

Twitter: [@RaysBaseball](#)

**Most Recent Purchase Price (\$/Mil):** \$200 (2004)

**Current Value (\$/Mil):** \$900

**Percent Change From Last Year:** +9%

**Stadium:** Tropicana Field

**Date Built:** 1990

**Facility Cost (\$/Mil):** \$138

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The City of St. Petersburg issued general obligation bonds to fund construction. The bond debt is being partially serviced through a 1% increase in the countywide bed tax. A tourist development commission issued additional bonds of \$62 million to renovate the stadium. The debt is serviced by a combination of bed tax revenues, stadium revenues, and city general fund monies. In addition, the team qualified for the state rebate program designed to attract new teams to Florida. A \$65 million renovation project was completed in 1998, \$14 million of which was funded by the Rays.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2018, the Rays added Ballpark & Rec, an indoor/outdoor area behind the Budweiser Porch in centerfield that will have specialty drinks, arcade games, and an outdoor lounge and gaming space. The new turf that had been installed in 2017 was again replaced after players complained about it. New digital boards were installed at concessions as well to improve the menu listings.

The team also renovated their merchandise store, which now offers a variety of new merchandise. Lastly, the beer and food offerings were improved and was a focal point of the Rays ballpark improvements.

**NAMING RIGHTS:** Tropicana, owned by PepsiC, holds the naming rights to Tropicana Field. The agreement extends for thirty years and costs a total of \$50 million, with an annual payout of \$1.5 million.

## Team: Texas Rangers

**Principal Owners:** Rangers Baseball Express (Ray Davis and Bob Simpson Co-Chairman)

**Year Established:** 1960

[Team Website](#)

Twitter: [@Rangers](#)

**Most Recent Purchase Price (\$/Mil):** \$593 (2010)

**Current Value (\$/Mil):** \$1,600

**Percent Change From Last Year:** +3%

**Stadium:** Globe Life Park in Arlington

**Date Built:** 1994

**Facility Cost (\$/Mil):** \$191

**Percentage of Stadium Publicly Financed:** 71%

**Facility Financing:** Financing for the stadium came from \$135 million in bonds sold by the Arlington Sports Facilities Development Authority, and the remaining balance was provided by the sale and lease of luxury suites and seat options, loans guaranteed by the team, a concessions contract with Sportservice, and city street funds. Debt service on the bonds is financed through a \$3.5 million annual rental payment by the team and a 0.5% local Arlington sales tax that was approved in 1991.

[Facility Website](#)

Twitter: [@RangersInfo](#)

**UPDATE:** In 2018, the Rangers began construction of a new retractable roof ballpark next to their current ballpark. The new ballpark is set to open for the 2020 season. The team installed an observation deck in their current ballpark, so fans can view the construction.

**NAMING RIGHTS:** On February 5, 2014, the Rangers signed a ten-year, multi-million-dollar deal with Globe Life and Accident Insurance to rename the stadium to Globe Life Park in Arlington. While the deal is shorter than most sponsorship deals, the value, while not specifically known, is believed to be one of the largest in Major League Baseball.

## Team: Toronto Blue Jays

**Principal Owner:** Rogers Communications, Inc.

**Year Established:** 1976 (First Game - 1977)

[Team Website](#)

Twitter: [@BlueJays](#)

**Most Recent Purchase Price (\$/Mil):** \$137 (2000)

**Current Value (\$/Mil):** \$1,350

**Percent Change From Last Year:** +4%

**Stadium:** Rogers Centre

**Date Built:** 1989

**Facility Cost (\$/Mil):** \$570 (Canadian)

**Percentage of Stadium Publicly Financed:** 63%

**Facility Financing:** The local government paid \$360 million, thirty corporations contributed \$150 million, and the final \$60 million came from luxury seat fees.

[Facility Website](#)

Twitter: [@RogersCentre](#)

**UPDATE:** In 2018, MLB commissioner, Rob Manfred, said the Rogers Centre needs an update. The Stadium has been the Blue Jay's home since 1989, and has not seen many upgrades since then.

Major renovations are being planned for Rogers Centre. The Jays have already chosen an architect for the project, but further details haven't been released yet. The CBC estimates that the team will spend between \$250 to \$400 million on this major league facelift

**NAMING RIGHTS:** In November 2004, owner of the Toronto Blue Jays, Rogers Communications, purchased the Sky Dome from Sportsco International and renamed it Rogers Centre.

## **Team: Washington Nationals**

**Principal Owner:** Lerner Family

**Year Established:** 1969

[Team Website](#)

Twitter: [@Nationals](#)

**Most Recent Purchase Price (\$/Mil):** \$450 (2006)

**Current Value (\$/Mil):** \$1,675

**Percent Change From Last Year:** +5%

**Stadium:** Nationals Park

**Date Built:** 2008

**Facility Cost (\$/Mil):** \$611+

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The City of Washington, D.C. agreed to pay up to \$610.8 million to finance the stadium with money generated by issuing bonds. Revenue to pay the debt is coming from in-stadium taxes on tickets, concessions, and merchandise (estimated at \$11-\$14 million annually), a new tax on businesses with gross receipts of \$3 million or more (estimated at \$21-\$24 million annually), and \$5.5 million in annual rent payments over a thirty-year lease term from the baseball team's owner. The Nationals are responsible for any cost overruns.

[Facility Website](#)

Twitter: N/A



**UPDATE:** In 2018, the Nationals hosted the 2018 All-Star Game. They also added a build your own Nationals' jersey stand, a virtual reality home run derby, and a scoreboard mural.

**NAMING RIGHTS:** The Nationals have decided to sell the naming rights for the stadium and are now looking for a company to buy the naming rights.