



## NATIONAL HOCKEY LEAGUE

{Appendix 4, to *Sports Facility Reports, Volume 15*}

Research completed as of July 23, 2014

### Team: Anaheim Ducks

**Principal Owner:** Anaheim Ducks Hockey Club, LLC & Anaheim Arena Management, LLC; headed by Henry and Susan Samueli

**Year Established:** 1992

[Team Website](#)

Twitter: @AnaheimDucks

**Most Recent Purchase Price (\$/Mil):** \$70 (2005)

**Current Value (\$/Mil):** \$300

**Percent Change From Last Year:** +56%

**Arena:** Honda Center

**Date Built:** 1993

**Facility Cost (\$/Mil):** \$123

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

**Facility Financing:** Publicly Funded; Ogden Entertainment is assuming the debt for the city issued bonds.

[Facility Website](#)

Twitter: @HondaCenter

**UPDATE:** In the fall of 2012, Venues Today Magazine ranked the Honda Center as one of the World's Top Ten Arenas of the Decade that holds between 15,000 and 30,000 fans. The arena continued to upgrade its facilities in 2013. The arena completed the Grand Terrace Project that included a new entry plaza to the arena, a full-service restaurant, and a new team store. The arena also installed Cisco StadiumVision, which added over 500 HD monitors throughout the venue. Free public Wi-Fi is also now available inside the arena.

On March 5, 2013 the Ducks announced a partnership agreement with Dollar Loan Center. The agreement gives Dollar Loan Center prominent in-game promotion during select regular season games, all-event appearances on the Honda Center LED rings, StadiumVision, and Katella and 57 Freeway marquees, as well as on radio and television broadcasts.

As part of the 2014 Coors Light NHL Stadium Series, the Anaheim Ducks played the Los Angeles Kings at Dodger Stadium on January 25, 2014. This was the first outdoor regular season game played in the United States west of the Mississippi River as well as the Southern-most outdoor NHL game in league history. The total attendance for this game was t 54,099 people.

**NAMING RIGHTS:** In October 2006, American Honda Motor Co. agreed to pay \$60.45 million over fifteen years for naming rights that expire in 2020.

## **Team: Boston Bruins**

**Principal Owner:** Jeremy Jacobs

**Year Established:** 1924

[Team Website](#)

Twitter: @NHLBruins

**Most Recent Purchase Price (\$/Mil):** \$10 (1975)

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

**Percent Change From Last Year:** +72%

**Arena:** TD Garden

**Date Built:** 1995

**Facility Cost (\$/Mil):** \$160

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

**Facility Financing:** Privately financed primarily from bank financing, Delaware North (25%), City bonds and land (10%) and a 2% ticket surcharged. It is owned by Delaware North Companies, Inc. - Boston, a subsidiary of Delaware North Companies, Inc.

[Facility Website](#)

Twitter: @TDGarden

**UPDATE:** The TD Garden spent nearly \$10 million to begin updating its executive suites prior to the start of the 2012–13 season. Nearly half of the arena’s eighty-nine suites received cosmetic renovations, including reconfigured seating, larger TVs, ticket scanners outside the doors, as well as installing induction-cooking surfaces that can double as countertops. The other half of the executive suites will be renovated following the conclusion of the 2012–13 season.

On January 17, 2013, it was announced that the owners of TD Garden were resurrecting plans to create a high-rise development in front of the arena. The project was initially approved by the state in 1989, but still needs approval from the Boston Redevelopment Authority. The development plans include a pair of 400-foot towers that contain offices, residences, a hotel, and retail space. The towers would be constructed on the old site of the Boston Garden, which is currently being used for parking.

On April 7, 2014, Delaware North Companies, Inc., owner and operator of TD Garden, announced a plan to upgrade and renovate TD Garden. Improvements include a modernized concourse, a new

ProShop, renovations to the Legends Club, and upgraded technology systems. The project will be privately financed and will take place over the next two years.

**NAMING RIGHTS:** TD Bank Inc. is paying \$119.1 million over twenty years for the naming rights that expire in 2025.

## **Team: Buffalo Sabres**

**Principal Owner:** Terry Pegula

**Year Established:** 1970

[Team Website](#)

Twitter: @BuffaloSabres

**Most Recent Purchase Price (\$/Mil):** \$165 (2011)

**Current Value (\$/Mil):** \$250

**Percent Change From Last Year:** +43%

**Arena:** First Niagara Center

**Date Built:** 1996

**Facility Cost (\$/Mil):** \$127.5

**Percentage of Arena Publicly Financed:** 44%

**Facility Financing:** Financing from the arena came from a state loan (20%), county bonds backed by a ticket surcharge (16%), city bonds (8%), and private bank loans (56%).

[Facility Website](#)

Twitter: @FirstNiagaraCtr

**UPDATE:** On September 25, 2012, the Buffalo Sabres announced that New Wave Energy Corp., a Buffalo-based electric and natural gas supply company, will be powering the arena. The penalty box and powerplay will also use the New Wave name. A few weeks later, the Sabres unveiled a statute honoring three former players, Gilbert Perreault, Rick Martin, and Rene Robert, known as the French Connection. The statute is located in the Buffalo Sabres Alumni Plaza, which sits directly outside First Niagara Center. The Alumni Plaza received a new title sponsor on October 4, 2012, when Tops Friendly Markets, a full-service grocery retailer, agreed to a sponsorship deal with the Buffalo Sabres.

On December 17, 2012, the Buffalo Sabres announced a partnership with Lexus to rename an upscale club and banquet facility located inside the arena. The Lexus Club will be open for all arena events.

For the 2013-2014 season, the Buffalo Sabres hired Ted Nolan as interim head coach and Pat Lafontaine, a former star of the team, as president of hockey operations. On March 1, 2014, Lafontaine resigned from his position. However, despite the performance of the team, Ted Nolan signed a three-year extension contract and was named the official head coach.

In July of 2013 the Sabres began a 3-year, multimillion dollar renovation project for all 80 suites in the First Niagara Center. The project is privately financed and will include new furniture, 50-inch flat screen TVs, and updated paint and décor to give suites a more modern look. Renovations will occur based upon when suites come up for renewal over the next two summers.

**NAMING RIGHTS:** On August 25, 2011, First Niagara Financial Group acquired the naming rights for an undisclosed amount over fifteen years, and the arena became the First Niagara Center. This transfer was a part of First Niagara's acquisition of 195 of HSBC's Northeast branches. The naming-rights expire in 2026 and give First Niagara exclusive exterior naming rights, category exclusivity in the bowl, other signage inside and outside of the arena, exclusive ATMs on-site, and TV and other promotional benefits. This is the arena's fourth name change.

## **Team: Calgary Flames**

**Principal Owner:** Calgary Flames, LP; comprised of Byron J. Seaman, Alvin G. Libin, Allan P. Markin, Jeffrey J. McCaig, Clayton H. Riddell, and N. Murray Edwards.

**Year Established:** 1972 in Atlanta, moved to Calgary in 1980

[Team Website](#)

Twitter: @NHLFlames

**Most Recent Purchase Price (\$/Mil):** \$16 (1980)

**Current Value (\$/Mil):** \$420

**Percent Change From Last Year:** +71%

**Arena:** Scotiabank Saddledome

**Date Built:** 1983

**Facility Cost (\$/Mil):** \$176 Canadian; \$166 U.S.

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

**Facility Financing:** The City of Calgary and the Alberta Province each contributed US \$31.5 million, the federal government contributed US \$29.7 million, and the 1988 Olympic Organizing Committee provided US \$5 million.

[Facility Website](#)

Twitter: N/A

**UPDATE:** The city of Calgary experienced a major flood in June 2013 that damaged the Scotiabank Saddledome. Flood waters reached the tenth row of seats, heavily damaged the locker rooms, and destroyed the jumbotron room and its equipment. The Flames were preparing to announce plans for a new arena, the flooding will likely play a role in the discussions.

The Flames took home some major awards at the 30<sup>th</sup> Annual Information, Display and Entertainment Association (IDEA) Conference, held in July. The awards recognize artistic and technical excellence in programming at stadiums, arenas, and other public assembly facilities. The Flames won "Best Overall Video Display in Professional Sports" as well as the award for "Best Overall Video Display in Hockey".

On March 27, 2014, the city of Calgary announced that they were part of the shortlist for the 2014 SportBusiness Ultimate Sports City Award. The final result will be announced at the SportAccord Convention on April 10, 2014.

**NAMING RIGHTS:** In 2010, the Calgary Flames announced a five-year partnership with Scotiabank. Other terms were not disclosed.

## **Team: Carolina Hurricanes**

**Principal Owner:** Hurricane Holdings, LLC, Executive Director Peter Karmanos Jr.

**Year Established:** Joined the league as the Hartford Whalers in 1979, moved to Raleigh, North Carolina as the Hurricanes in 1997.

[Team Website](#)

Twitter: @NHLCanes

**Most Recent Purchase Price (\$/Mil):** \$47.5 (1994)

**Current Value (\$/Mil):** \$187

**Percent Change From Last Year:** +15%

**Arena:** PNC Arena

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$158

**Percentage of Arena Publicly Financed:** 84%

**Facility Financing:** An \$18 million contribution from North Carolina State University (NCSU), \$48 million from Wake County and the City of Raleigh, \$22 million from the state, \$50 million from the sale of bonds, and \$20 million from the team helped finance the arena. Additionally, the state covered the infrastructure costs.

[Facility Website](#)

Twitter: @PNCArena

**UPDATE:** In June 2012, Hurricanes Owner and CEO, Peter Karmanos Jr., received the USA Hockey Distinguished Achievement Award as part of USA Hockey's 75<sup>th</sup> Anniversary Gala. The annual award is presented to a US citizen who has made outstanding contributions, on or off the ice, to the sport of hockey in America.

In September 2012, Peter Karmanos Jr. announced five new investment groups had joined Hurricanes Holdings, LLC in the ownership of the team. The five new investment groups were Playmakers Management, LLC, headed by former NHL and Hurricane player, Ron Francis; GreengardenDRC, headed by Eliza Kraft Olander and Brian McHenry; Ron de Lange; and two investment partners who chose to keep their partnership private. Five months later, Karmanos Jr. announced that another four new partners joined in the ownership of the team: Mark Rein, Vice President of Epic Games, and his wife Tara; Chuck Hammel, President and Owner of PITT OHIO; as well as two additional investors who chose to keep their partnerships private.

The Hurricane's locker room at PNC Arena underwent major renovations over the summer of

2012. The lockers were replaced with newer ones, murals of iconic franchise moments and team photos were added to the walls, and other cosmetic changes were also done. It was the first major construction for the locker room since PNC Arena was opened over thirteen years ago.

On April 7, 2014, the PNC Arena announced that an investment of \$800,000 was approved by the Centennial Authority to update to LED lights. PNC Arena will be the first NHL arena in the United States to feature LED lighting called Show-Light Green™. The new lights are expected to reduce energy costs in the arena by up to 70%.

**NAMING RIGHTS:** BB&T Corp. and PNC Financial Services Group, Inc. were both interested in buying RBC Bank. PNC announced its \$3.45 billion acquisition of RBC Bank in June 2011, which included the naming rights to the RBC Center, making it the PNC Arena on March 15, 2012. PNC assumed the contract signed by RBC in 2002, which it was set to pay \$80 million over twenty years for the naming rights to expire in 2022. The costs of renaming the arena were PNC's responsibility.

## **Team: Chicago Blackhawks**

**Principal Owner:** Wirtz Corp; headed by William Rockwell "Rocky" Wirtz

**Year Established:** 1926

[Team Website](#)

Twitter: @NHLBlackhawks

**Most Recent Purchase Price (\$/Mil):** \$1 (1954)

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

**Percent Change From Last Year:** +79%

**Arena:** United Center

**Date Built:** 1994

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

**Percentage of Arena Publicly Financed:** 9%

**Facility Financing:** A joint venture between the NBA's Bulls and the NHL's Blackhawks paid for the facility. The city contributed some of the infrastructure costs.

[Facility Website](#)

Twitter: @unitedcenter

**UPDATE:** In November 2012, it was disclosed that previously announced plans about a future \$95 million retail and entertainment complex next to the United Center were contingent upon an updated version of a property tax bill that has saved the Blackhawks and the Bulls millions on property tax bills assessed against the United Center. The current tax break, which is tied to stadium revenues, is set to expire in 2016.

In January 2013, AT&T Inc. helped to enhance its mobile internet coverage in the United Center by combining with the arena's new 4G LTE system and a free United Center smartphone application, allowing fans the ability to see live game action camera feeds, highlights, stats, and

more on their smartphones. AT&T also added a Sports Zone in the concourse that allows fans to explore the AT&T network experience, play the newest video games on Xbox systems, or even listen to player's warm-up songs. Also in January 2013, the Blackhawks and Chicago's WGN Radio reached a five-year extension on its broadcast deal. The new deal will last through the 2018–19 NHL season.

In July 2013, the Blackhawks extended their affiliation with the ECHL Toledo Walleye through the 2013–14 season. The Walleye are dually affiliated with the Blackhawks and the Detroit Redwings.

On March 1, 2014, the Chicago Blackhawks played the Pittsburgh Penguins as part of the 2014 Coors Light NHL Stadium Series in Soldier Field at Chicago, home of the NFL Chicago Bears.

On March 17, 2014, the Chicago Blackhawks announced that they were selected as finalist for the 2014 Street & Smith's SportsBusiness Journal and SportsBusiness Daily Professional Sports Team of the Year award,

On March 20, 2014, the Chicago Blackhawks hosted the 2014 Illinois High School Hockey State Championships.

**NAMING RIGHTS:** The Chicago Blackhawks, the Chicago Bulls, the United Center Joint Venture, and United Airlines conjointly announced that they entered into a new naming rights agreement on November 12, 2013. United Airlines acquired the naming rights for the next 20 years, starting in 2014, for the estimated value of \$5 million per year, \$100 million, in total.

## **Team: Colorado Avalanche**

**Principal Owner:** Stan Kroenke

**Year Established:** 1995 as the Quebec Nordiques and moved to Colorado in 1995, changing its name to the Avalanche

[Team Website](#)

Twitter: @avalanche

**Most Recent Purchase Price (\$/Mil):** \$450 in 2000 for the NBA Denver Nuggets, the Pepsi Center and 93% of the Avalanche. \$202 million of that cost was attributed to the Avalanche.

**Current Value (\$/Mil):** \$337

**Percent Change From Last Year:** +60%

**Arena:** Pepsi Center

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$187

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

**Facility Financing:** Privately financed.

[Facility Website](#)

Twitter: @pepsi\_center

**UPDATE:** In November 2012, it was announced that TriPower, a wireless system integrator, and Zinwave, a wireless technology development company, were helping to plan and install a Distributed Antenna System (DAS) in Pepsi Center to provide smartphones access to the Internet throughout the building.

On May 23, 2013, the Colorado Avalanche hired its former player, Patrick Roy, as head coach and Vice-President of Hockey Operations.

Prior to the 2013-2014 season, the PEPSI Center unveiled its new video scoreboard. The Center is now equipped with a new generation scoreboard and a brand new sound system.

**NAMING RIGHTS:** PepsiCo is paying \$68 million over twenty years for the naming rights that expire in 2019.

## **Team: Columbus Blue Jackets**

**Principal Owner:** John P. McConnell

**Year Established:** 2000

[Team Website](#)

Twitter: @BlueJacketsNHL

**Most Recent Purchase Price (\$/Mil):** \$80 (1997) Expansion Fee

**Current Value (\$/Mil):** \$175

**Percent Change From Last Year:** +21%

**Arena:** Nationwide Arena

**Date Built:** 2000

**Facility Cost (\$/Mil):** \$150–\$175 on ballparks.com

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

**Facility Financing:** Nationwide Insurance contributed 90% of the \$150 million in costs and Dispatch Printing Co. contributed the other 10%.

[Facility Website](#)

Twitter: @NationwideArena

**UPDATE:** Nationwide Arena received upgrades during the summer and fall of 2012. A new high-definition scoreboard, a full-range audio system, and fifteen LED displays throughout the arena were added. Larger panes of glass were installed around the rink to improve visibility for fans in the lower bowl. The team also added a digital ticket system for season ticket holders to use. Season ticket holders now receive a card, to be used the entire season, with games pre-loaded onto it. The system still allows for season ticket holders to share, forward, or sell their tickets to others.

Also during the summer of 2012, the Blue Jackets announced a renewal of corporate partnerships with Skyline Chili, Lexus, Kia Motors, and Time Warner Cable. As part of the partnership with Lexus, the first row of seats closest to the ice is now “The Lexus Glass Seats.” Kia continues to

have the “Kia Ice Crew,” a group of sixteen people responsible for keeping the ice in prime condition during intermissions and breaks in play.

In October 2012, the Blue Jackets announced that John Davidson, former St. Louis Blues President and Hall of Fame broadcaster, would be the club’s new President of Hockey Operations. A month later, in November, the Blue Jackets announced ticket refunds for the 2013 All-Star events. The events, set to be held in Columbus for the first time, were cancelled as a part of the lockout and delayed start to the NHL season.

In February 2013, the Franklin County commissioners began to make payments to the Franklin County Convention Facilities Authority. The authority bought Nationwide Arena last year to help keep the team in the city and protect the county’s investment in the arena. The payments made will be going towards the purchase of Nationwide Arena by Franklin County and the city of Columbus.

On September 30, 2013, the Columbus Blue Jackets and Papa John’s announced a multi-year renewal sponsorship agreement that extends their previous agreement. As a result, Papa John is the official pizza of the Blue Jackets.

**NAMING RIGHTS:** Nationwide is paying \$28.5 million over ten years for the naming rights to the arena that expire in 2021.

## **Team: Dallas Stars**

**Principal Owner:** Tom Gaglardi

**Year Established:** Joined in 1967 as the Minnesota Northstars, moved to Dallas as the Stars in 1993.

[Team Website](#)

Twitter: @DallasStars

**Most Recent Purchase Price (\$/Mil):** \$240 (2011)

**Current Value (\$/Mil):** \$333

**Percent Change From Last Year:** +39%

**Arena:** American Airlines Center

**Date Built:** 2001

**Facility Cost (\$/Mil):** \$420

**Percentage of Arena Publicly Financed:** 30%

**Facility Financing:** The city capped its spending at \$125 million. The NBA Dallas Mavericks’ owner, Mark Cuban, and the Stars’ owner, Tom Hicks, covered the remaining amount. Team owners spent \$295 million in private investment dollars. The funds to repay the public portion of the financing are coming from a 5% car rental tax, 2% hotel tax, and a \$3.4 million per-year lease agreement with the teams for thirty years.

[Facility Website](#)

Twitter: @insideaacenter

**UPDATE:** Some notable new additions to the Dallas Stars organization occurred between the 2011–12 and 2012–13 seasons. The Stars hired Jeff Kovarsky as the new public address announcer, after Bill Oellermann retired after eighteen years with the Stars. Kovarsky has worked with the Stars in several different roles since 2005. In January, the Stars hired three former NHL players: Hall of Famer, Mike Modano, as executive adviser and alternate governor, Mark Recchi as an adviser to hockey operations, and Marty Turco as an analyst for the team’s television broadcasts.

The Stars announced UT Southwestern Medical Center would be the team’s new official team doctors. The team also reached deals to extend their affiliation with both the Allen American, of the CHL, and the Idaho Steelheads, of the ECHL. Both affiliation agreements run through the 2012–13 season.

New to American Airlines Center in 2013 were two Taco Bueno locations. The quick service Mexican restaurant had two concession stands open on February 20, the first two concession stands in the company’s forty-six-year history. Also new is a SpotlightTMS Software as a service application, which will allow platinum premier members and those in suites to be able to manage ticket and suite inventory. The software will enable companies who have a suite to manage their ticket inventories, distribute tickets to the suite, and check on the results of ticket usage throughout the season.

On April 2, 2014, Hockey Giants became the new official hockey equipment retail partner of the Dallas Stars.

On April 10, 2014, the Dallas Stars announced a new partnership with Rally House for its merchandise. The official practice facility and executive offices of the Dallas Stars will be moved to the Rally House location. Rally House is also becoming the Official Locker Room store for the Dallas Stars.

The Dallas Stars

**NAMING RIGHTS:** American Airlines is paying \$195 million over thirty years for the naming rights that expire in 2030. In 2003, when American Airlines restructured to prevent filing for bankruptcy, the annual payments were also restructured.

## **Team: Detroit Red Wings**

**Principal Owner:** Michael and Marian Ilitch

**Year Established:** 1926

[Team Website](#)

Twitter: @DetroitRedWings

**Most Recent Purchase Price (\$/Mil):** \$8 (1982)

**Current Value (\$/Mil):** \$470

**Percent Change From Last Year:** +36%

**Arena:** Joe Louis Arena

**Date Built:** 1979

**Facility Cost (\$/Mil):** \$57

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

**Facility Financing:** Publicly Funded.

[Facility Website](#)

Twitter: @OEontheGo

**UPDATE:** Following the launch of the development plan for a new \$650 million downtown sports arena and entertainment district by owner, Mike Ilitch, in December 2012, Detroit's Downtown Development Authority, in April 2014, approved the construction of a new arena that is evaluated at \$450 million. The new arena should open for the 2016 season. Barton Malow-Hunt White has been retained as the general contractor.

Plans for the new arena include seating for 20,000 fans, a new downtown shopping and residential area, and new offices, concessions, and apparel shops. The ice rink will be 32 feet below ground and the stadium structure will rise three stories high, with a display on the roof of the Red Wings logo. The arena will receive \$284.5 million in public financing (58%) and will break ground in September 2014.

On January 1, 2014, the Detroit Red Wings hosted the Toronto Maple Leafs at Michigan Stadium on the University of Michigan campus for the 2014 Bridgestone NHL Winter Classic. The league announced 105,491 were sold to this game, meaning a new world record for attendance at a hockey game.

On February 11, 2014, the Detroit Red Wings and Rehmman entered into a multi-year partnership agreement. Rehmman will have the exclusive naming of the suite level.

In 2014, the Detroit Red Wings extend their playoff streak appearance to 23 consecutive seasons. This streak is the fifth longest in NHL history.

In August 2012, the Red Wings were third in Bloomberg Businessweek's second annual ranking of the smartest spenders in sports. The rankings were of all 122 franchises in the NHL, NFL, NBA, and MLB. The Red Wings finished first in the NHL.

Also in August, the Redwings signed a two-year agreement to continue their affiliation with the Toledo Walleye of the East Coast Hockey League. The Walleye are dually affiliated with the Red Wings and the Chicago Blackhawks.

**NAMING RIGHTS:** Named after the legendary Detroit boxer, Joe Louis, the arena's original name was the "Joe Louis Warehouse" when it opened in 1979, because it looked so open and bleak inside. When Mike and Marian Ilitch bought the team in 1982, they did some redecorating. The Ilitches do not intend to sell the naming rights.

## Team: Edmonton Oilers

**Principal Owner:** Katz Group, CEO Daryl Katz

**Year Established:** 1979

[Team Website](#)

Twitter: @edmontonoilers

**Most Recent Purchase Price (\$/Mil):** \$170 million Canadian (2008)

**Current Value (\$/Mil):** \$400

**Percent Change From Last Year:** +78%

**Arena:** Rexall Place

**Date Built:** 1974

**Facility Cost (\$/Mil):** \$68 Canadian; \$64.2 U.S.

**Percentage of Arena Publicly Financed:**

**Facility Financing:** In 1994, a renovation totaling \$14 million Canadian (\$13 million U.S.) was completed.

[Facility Website](#)

Twitter: N/A

**UPDATE:** Edmonton City Council voted on May 15, 2013 to approve the funding between the City of Edmonton and Edmonton Arena Corporation for the development of the Downtown Arena. Construction will begin in early 2014 and will include the arena, winter garden, community rink, Light Rail Transit connection, and a pedestrian corridor. The total cost for the arena is projected at \$480 million. The City of Edmonton will pay \$200 million (via property taxes, subsidies, parking revenues, and other sources), the Katz Group will pay \$130 million, there will be a ticket tax for \$125 million, and the Province is expected to provide \$25 million. This funding will fill the \$55 million Canadian shortfall: a \$25 million Canadian grant for three years from the Regional Collaboration Program, an additional \$15 million Canadian from the Katz Group, and \$15 million Canadian through the City's Community Revitalization Levy. The new arena is expected to open in September 2016. The Arena will be named the Rogers Arena. It will be the most technologically advanced arena in North America. As part of the agreement for the new arena, the Oilers agreed to stay in Edmonton for at least thirty five years.

The new arena will seat 18,641 for hockey games: 9,000 lower bowl seats, fifty-six luxury suites, 1,100 loge seats, and 7,500 upper level seats. The seats themselves received an upgrade, expanding from 46 to 48 centimeters wide to 50 to 55 centimeters wide. The arena will also boast a new four-sided high-definition video board, an improved cell phone antenna system, more bathrooms, a new Winter Garden, and other upgrades.

On October 1, 2013, Rogers Communications and the Edmonton Oilers entered into a multi-year partnership that made Rogers the Official Telecommunications Sponsor of the team.

**NAMING RIGHTS:** Katz Group, a pharmacy retailer, signed a ten-year deal in 2003 for both the naming rights and the right to be the team's exclusive health care provider. Rexall products are exclusively available at Katz Group pharmacies throughout Canada. The terms of the deal were

not disclosed, but the previous deal was worth \$1.2 million Canadian. Once the team moves to the Rogers Arena, Rogers will own the naming rights.

## **Team: Florida Panthers**

**Principal Owner:** Cliff Viner

**Year Established:** 1993

[Team Website](#)

Twitter: @FlaPanthers

**Most Recent Purchase Price (\$/Mil):** \$200 (2009)

**Current Value (\$/Mil):** \$240

**Percent Change From Last Year:** +41%

**Arena:** BB&T Center

**Date Built:** 1998

**Facility Cost (\$/Mil):** \$212

**Percentage of Arena Publicly Financed:** 87%

**Facility Financing:** Broward County contributed \$184.7 million, partially funded by adding a 2% tourism tax.

[Facility Website](#)

Twitter: @TheBBTCenter

**UPDATE:** On February 5, 2014, the Florida Panthers announced that their practice facility was renamed to Florida Panthers IceDen.

In January 2014, Sunrise Sports & Entertainment announced that the BB&T Center ranked 19 on the arena-venue ranking list for 2013 by trade publication, Pollstar.

Also in January 2014, the Florida Panthers and the BB&T Center were named the host of the 2015 NHL Draft. This event will be held on June 26–27, 2015.

In May 2013, the Broward County Commission voted in favor of funding a new center hung scoreboard and master control room for the BB&T Center. The scoreboard will be unveiled during the Panthers first home game this upcoming season.

The BB&T Center is ranked number thirteen in the United States and number thirty-eight in the world in Pollstar's 2013 mid-year arena venue rankings; this is down from number six and number fifteen in Pollstar's 2013 first quarter arena venue rankings.

In June 2013, Corporate Travel Management Solutions (CTMS) was selected as the official travel agency partner for the Florida Panthers Hockey Club. CTMS will exclusively handle all the business travel needs for Panther executives, team, and personnel.

In February 2013, Insurance Office of America (IOA), VPX Sports Nutrition, and Redline extended their partnerships with the Florida Panthers and the BB&T Center. The deals offer signage and other exposure to both IOA and VPX throughout the arena. In addition, Redline Xtreme remains the official energy drink of the Panthers and BB&T. The drink will be available throughout the arena.

ADT also extended its agreement with the Panthers and the BB&T Center. As part of its deal, ADT will receive a hospitality suite for all games and concerts at BB&T Center and also resume title sponsorship of the recently renovated ADT club. Office Depot is also continuing its partnership with the Panthers. The deal allows for an in-game video feature at all Panthers home games.

In July 2012, the Florida Panthers and JetBlue announced an expansion of a three-year partnership. The deal includes naming rights to the Panthers' practice facility at Saveology.com Iceplex and the addition of a sponsor patch to the Panthers' practice jerseys.

**NAMING RIGHTS:** In September 2012, BB&T signed a ten-year deal for the naming rights.

## **Team: Los Angeles Kings**

**Principal Owner:** AEG Worldwide; headed by Philip Anschutz and Edward Roski Jr.

**Year Established:** 1967

[Team Website](#)

Twitter: @LAKings

**Most Recent Purchase Price (\$/Mil):** \$113.25 (1995)

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

**Percent Change From Last Year:** +63%

**Arena:** STAPLES Center

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$375

**Percentage of Arena Publicly Financed:** 19%

**Facility Financing:** Bank of America underwrote a \$305 million loan to finance construction. The city provided \$38.5 million in bonds and \$20 million in Los Angeles Convention Center reserves. This money will eventually be repaid through arena revenues. An additional \$12 million in tax incremental financing was also provided by the city's Community Redevelopment Agency.

[Facility Website](#)

Twitter: @STAPLESCenter

**UPDATE:** In January 2012, the Kings announced nine new partners for the 2012–13 season. Travel Alberta, Tiffany & Co, The Flame Broiler, Graham Watches, GEICO, Cornerstone OnDemand, United Healthcare, Jersey Mike's and Northrop Grumman all became active sponsors for the Kings.

In February 2012, Staples Center added a variety of vegetarian options to its concessions menus for an upcoming Morrissey concert, at the singer's request. The Staples Center was named "NBA's Most Vegetarian-Friendly Arena" by PETA for its many vegetarian options it has available for fans. Staples Center was also named a national leader in the sports greening movement for its initiatives in energy-smart practices within the arena.

In March 2013, it was announced that AEG, the company that owns the Staples Center and the Kings, was no longer for sale. The owners had initially made it known that the company was for sale back in September 2012.

In October 2013, the Staples Center upgraded certain sections of the arena to fulfill the needs of the fan, guests and tenants. Wi-Fi is available to all for free and is powered by Verizon. All the televisions have been upgraded to HD. All the seats have been replaced. In terms of food, the arena has the first chef exclusive food stand by Chef, Ludo Lefebvre. Also, the media room has been upgraded to include flat panel Panasonic HD televisions.

As part of the 2014 Coors Light NHL Stadium Series, the Anaheim Ducks played the Los Angeles Kings at Dodger Stadium on January 25, 2014. This was the first outdoor regular season game played in the United States west of the Mississippi River as well as the Southern-most outdoor NHL game in league history.

In March 2014, the Sports Business Journal named the Chief Operating Officer of the L.A. Kings, Kelly Cheeseman, on the list of Forty Under 40 for the best young executives in the sports business.

**NAMING RIGHTS:** Pursuant to an extension signed in 2009, STAPLES owns perpetual naming rights to the STAPLES Center. Terms of the perpetual agreement were not released.

## **Team: Minnesota Wild**

**Principal Owner:** Minnesota Sports & Entertainment; headed by Craig Leipold and Philip Falcone

**Year Established:** 2000

[Team Website](#)

Twitter: @mnwild

**Most Recent Purchase Price (\$/Mil):** \$225 (2008)

**Current Value (\$/Mil):** \$330

**Percent Change From Last Year:** +51%

**Arena:** Xcel Energy Center

**Date Built:** 2000

**Facility Cost (\$/Mil):** \$130

**Percentage of Arena Publicly Financed:** 74%

**Facility Financing:** The team contributed \$35 million, \$30 million came from the city through sales tax revenue, and the State of Minnesota provided a \$65 million interest-free loan.

## [Facility Website](#)

Twitter: @XcelEnergyCtr

**UPDATE:** In January 2014, the Minnesota Wild announced the return of Skate for Skate partnership with Blue Cross and Minnesota Hockey. This campaign's goal is to honor each year's youth hockey state champion.

In December 2013, the Xcel Energy Center and the University of Minnesota announced that they will host the 2018 NCAA Men's Hockey Frozen Four.

In September 2013, the Minnesota Wild announced a new partnership with Minnesota Sled Hockey. All the Minnesota sled teams will wear the Wild's name, logo, and jerseys at competitive events.

Beginning in July 2012, the Wild and Xcel Energy Center began construction of an all-inclusive loge area, the Bud Light Top Shelf Lounge. The area includes twenty-four loge boxes available for lease with a three-year lease option. The Lounge includes an exclusive club area, a complimentary buffet, and a private bar.

Also in July 2012, Owner, Craig Leopold, continued to campaign the Mayor of St. Paul and the Governor of Minnesota to help in the construction of a practice facility for the team.

The Minnesota legislature recently approved funding for upgrades to the Xcel Energy Center. Improvements include a new HD LED video board that will hang above center ice and be six times larger than the old video board. The outdoor marquee and indoor LED ribbon displays will also be upgraded. These improvements will be finished in time for the 2014 NHL Preseason.

The Minnesota Wild also announced that they will begin full seat replacement beginning in 2015.

**NAMING RIGHTS:** Xcel Energy is paying \$75 million over twenty-five years for the naming rights that expire in 2024.

## **Team: Montreal Canadiens**

**Principal Owner:** Geoff, Andrew, and Justin Molson, known collectively as the Molson Brothers

**Year Established:** 1917

[Team Website](#)

Twitter: @CanadiensMTL

**Most Recent Purchase Price (\$/Mil):** \$525–\$575 est. (2009)

**Current Value (\$/Mil):** \$775

**Percent Change From Last Year:** +35%

**Arena:** Bell Centre (Centre Bell)

**Date Built:** 1996

**Facility Cost (\$/Mil):** \$270 Canadian

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

**Facility Financing:** Full cost assumed by the Molson Co. Ltd.

[Facility Website](#)

Twitter: @Centre\_Bell

**UPDATE:** In July 2012, the Canadiens announced that they would be investing in a new condominium building that would be located right next to the Bell Centre. Construction of the forty-eight story, \$175 million structure began in the summer 2013. Later, in the fall of 2012, the Canadiens invested more than \$700,000 in a new lighting system. The new system replaced the sixteen-year-old system and helps eliminate shadows while consuming 65% less electricity.

In January 2013, the Canadiens signed a three-year extension with its minor league affiliate, the Hamilton Bulldogs.

In December 2013, the Montreal Canadiens and RDS, a regional broadcasting company, entered into a 12-year regional broadcasting rights deal contract. RDS will be the Official Broadcaster of the Montreal Canadiens until the 2025-2026 season.

Montreal and Toronto will co-host the 2015 and 2017 IIHF World Junior Championships. Both cities will host a preliminary round group at each event, with Toronto hosting the medal round in 2015 and Montreal hosting the medal round in 2017.

In February 2014, the Montreal Canadiens Children's Foundation announced that they would build their sixth outdoor community rink in the City of Longueuil. The BLEU BLANC ROUGE rink is part of a project aimed at giving back to the community and giving underprivileged children the opportunity to play hockey.

In April 2014, the Canadiens unveiled the wax statute of Maurice "the Rocket" Richard at the Canadiens' Hall of Fame.

**NAMING RIGHTS:** Bell Canada is paying \$63.94 million over twenty years for the naming rights that expire in 2023.

## **Team: Nashville Predators**

**Principal Owner:** Predators Holdings LLC, led by Thomas Cigarran

**Year Established:** 1998

[Team Website](#)

Twitter: @PredsNHL

**Most Recent Purchase Price (\$/Mil):** \$174 (2007)

**Current Value (\$/Mil):** \$205

**Percent Change From Last Year:** +23%

**Arena:** Bridgestone Arena

**Date Built:** 1996

**Facility Cost (\$/Mil):** \$144

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

**Facility Financing:** General obligation bonds issued by the City of Nashville.

[Facility Website](#)

Twitter: @BrdgstoneArena

**UPDATE:** In March 2014, the Bridgestone Arena was named Large Capacity Venue of the Year by the Academy of Country Music. It is the third time that they won the Award.

Also in March 2014, the Predators and the Mid-South Ford Dealers entered into a naming rights partnership for the predators new ice rink development. This rink will further the development of hockey in the city by supporting youth and recreational hockey.

In November 2013, the Bridgestone Arena was nominated for the 2013 Pollstar Concert Industry Arena of the Year Award.

In June 2013, the city of Nashville announced the addition of a \$14 million community ice rink and hockey center to the already planned \$32 million mixed-use complex to be constructed in southeast Davidson County. The two-story, 86,000 square foot facility will have two ice rinks, eight locker rooms, several multi-function rooms, concession stands, a pro shop, a workout facility, a video room, and space for restaurants. It is scheduled to open in the summer of 2014. Metro Nashville will build and own the hockey center, but the Predators will be the sole managers of the ice rink, leasing the hockey center from the city through a public-private partnership.

Shortly after the 2011–12 season, the Nashville Predators won the Western Conference Dick Dillman Award. This award is given annually to the top media relations department in each conference.

The Predators recently extended its deals with both radio and television broadcasts. In 2012, the team reached a new five-year extension with the Cromwell Group to remain the team's flagship station through the 2016–2017 season, and also reached a long-term deal with FOX Sports Tennessee for its television rights. Financial terms of both deals were not disclosed.

Inside the arena, there have been changes as well. AT&T completed installation of two new 4G LTE-capable Distributed Antenna Systems (DAS) to help enhance the use of wireless devices in the arena. The team also opened up a brand-new 501 Club at Bridgestone Arena. The space is located on the club level of the building and provides a private, members-only club with upscale food and beverage, free access on non-event days, as well as many other amenities.

**NAMING RIGHTS:** The original naming rights agreement was signed between the Nashville Predators and Bridgestone Americas in March 2010 for five years, but the agreement was extended in December 2011 for an additional five years. Bridgestone will now have naming rights to the arena through 2019.

## **Team: New Jersey Devils**

**Principal Owner:** Jeffrey Vanderbeek

**Year Established:** 1974 as the Kansas City Scouts; moved to East Rutherford and became the New Jersey Devils in 1983

[Team Website](#)

Twitter: @NHLDevils

**Most Recent Purchase Price (\$/Mil):** \$125 (2004)

**Current Value (\$/Mil):** \$320

**Percent Change From Last Year:** +56%

**Arena:** Prudential Center

**Date Built:** 2007

**Facility Cost (\$/Mil):** \$375

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

**Facility Financing:** \$210 million from the City of Newark and the remainder from the team.

[Facility Website](#)

Twitter: @PruCenter

**UPDATE:** In January 2013, the Devils announced that they were able to successfully refinance their debt, with CIT Group acting as the lead agency for the refinance. In connection with the refinancing, owner, Jeff Vanderbeek, became the sole owner of the team. He and his affiliated entities purchased the stakes of his co-owners, Brick City Hockey and its related entities.

In February 2013, the Devils and the City of Newark finally reached a development deal for the Prudential Center. The deal includes a parking deck that the Devils will rent from Newark, Newark paying \$2.7 million in parking revenue to the team annually for other parking lots, and the city imposing a 1.37% tax on all tickets for tenant events at the Prudential center. The deal ends a long dispute, during which the Devils owed the city more than \$15 million in back rent, fees, and other expenses.

The Devils signed to be the exclusive sponsor for the 2013, 2014, and 2015 New Jersey State Interscholastic Athletic Association ice hockey championship tournament. The Devils and the Prudential Center will continue to host the tournament, as they have done since 2007.

In January 2014, the Devils played the New York Rangers at Yankee Stadium as part of the 2014 Coors Light NHL Stadium Series.

Also in January 2014, the Devils, Philadelphia 76ers, and Prudential Center entered into a partnership agreement with PartyPoker. This is the first online gaming partnership in the United States.

**NAMING RIGHTS:** Prudential Financial struck a naming-rights deal with the New Jersey Devils for \$105.3 million over twenty years, which will expire in 2027. Since Prudential has other arenas

named after it around the U.S., Newark's Prudential Center has been nicknamed The Rock to distinguish it from the others.

## **Team: New York Islanders**

**Principal Owner:** Charles Wang

**Year Established:** 1972

[Team Website](#)

Twitter: @NYIslanders

**Most Recent Purchase Price (\$/Mil):** \$130 (2000)

**Current Value (\$/Mil):** \$195

**Percent Change From Last Year:** +26%

**Arena:** Nassau Veterans Memorial Coliseum

**Date Built:** 1972

**Facility Cost (\$/Mil):** \$31.3

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

**Facility Financing:** Funded through tax-exempt bond issue.

[Facility Website](#)

Twitter: @Nassau\_Coliseum

**UPDATE:** In October 2012, the Islanders announced that the team would move to the Barclays Center in Brooklyn, New York. The team will begin play in the brand new, \$1 billion arena during the 2015–16 season, with an initial term of twenty-five years. Owner, Charles Wang, said the team would honor the remaining three years it has on its lease at the Nassau Coliseum, the second oldest arena in the league. The Islanders played their first-ever NHL game in Brooklyn at the Barclays Center on September 21, 2013, when they hosted the New Jersey Devils in a preseason game.

The Islanders will play their second-ever NHL game in the Barclays Center on September 23, 2014. The Islanders will be playing in front of fewer fans when they move to the Barclays Center, as the newer arena only 15,183 for hockey, down from 16,170 in the old Nassau Coliseum. The Islanders will receive an unspecified annual payment from the Barclays Center as payment for relocating there.

The Nassau Coliseum will undergo a massive renovation project. The \$223 million project was approved by the Nassau County Legislature in 2013 and will repurpose the arena.

**NAMING RIGHTS:** The arena was built on a former Army/Air Force base and is dedicated to those who have died for this country. Because of its memorial status, owners are not considering any naming-rights agreements.

## **Team: New York Rangers**

**Principal Owner:** Madison Square Garden, L.P., a subsidiary of Cablevision Systems Corp.; headed by James Dolan

**Year Established:** 1926

[Team Website](#)

Twitter: @NYRangers

**Most Recent Purchase Price (\$/Mil):** Fox acquired 40% of the Knicks, the New York Rangers, Madison Square Garden and MSG Cable Network in 1997 for \$850 million. \$195 million of that cost was attributed to the Rangers.

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

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

**Arena:** Madison Square Garden

**Date Built:** 1968

**Facility Cost (\$/Mil):** \$123

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

**Facility Financing:** \$200 million in renovations were completed in 1991.

[Facility Website](#)

Twitter: @TheGarden

**UPDATE:** Madison Square Garden unveiled phase II of its renovations in November of 2012. Phase II includes a brand new seating configuration in the upper bowl of the arena, with more comfortable and larger chairs. It also offers better sightlines while also moving fans closer to the action. New food and beverage options are now available, as well as additional retail locations and restrooms. Fifty-eight new suites on the Lexus Madison Suite Level will open up throughout the 2012-13 season. On October 24, 2013, the Madison Square Garden unveiled its transformed arena. The following website <http://www.msg.com/transformation> provides helpful information.

In the fall of 2012, the Madison Square Garden Company announced a long-term extension and expansion of a partnership with Kia Motors America. Kia became a signature Partner of MSG and is now the Official Vehicle of Madison Square Garden. As part of the deal, Kia will receive significant exposure throughout the Garden, including on-ice branding and features on GardenVision, the new scoreboard. Madison Square Garden also announced a long-term partnership with Lexus to be the Official Luxury Vehicle of Madison Square Garden. Lexus will now have its name on the Lexus Madison Suite Level, the new suites and clubs at the lower level of the arena set to open up throughout the year. Other partnership agreements announced by Madison Square Garden include ones with Chase Bank and Time Warner Cable.

Prior to the 2013-2014 season, the Rangers hired Coach Alain Vigneault, the former Vancouver Canucks Head Coach. In the meantime, the last Rangers head coach was hired by the Vancouver Canucks.

In January 2014, Yankee Stadium hosted the 2014 Coors Light NHL Stadium Series. The New York Rangers faced the New Jersey Devils on January 26 and faced the New York Islanders on

January 29. This was the first hockey game played at the new Yankee Stadium and the first professional hockey game played outdoors in New York City.

**NAMING RIGHTS:** Madison Square Garden's history is probably the most significant reason the owners have stated that they would never sell the naming rights to the arena. The history began when Madison Square Garden I opened in 1879. The current Madison Square Garden, Madison Square Garden IV, opened in 1968.

## **Team: Ottawa Senators**

**Principal Owner:** Eugene Melnyk

**Year Established:** The franchise joined the NHL in 1917 and lasted until 1934. The new Senators joined in 1992.

[Team Website](#)

Twitter: @NHL\_Sens

**Most Recent Purchase Price (\$/Mil):** \$120 Canadian; \$113.3 American in 2003 for the Senators and the Corel Centre

**Current Value (\$/Mil):** \$380

**Percent Change From Last Year:** +73%

**Arena:** Canadian Tire Centre

**Date Built:** 1996

**Facility Cost (\$/Mil):** \$170 Canadian

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

**Facility Financing:** Privately financed.

[Facility Website](#)

Twitter: @CdnTireCtr

**UPDATE:** In January 2014, the Ottawa Senators and Bell Media announced a 12-year partnership regarding TV rights, radio rights, and sponsorship rights. TSN and RDS are the regional official television broadcasters of the team in their respective language, English and French.

Also in January 2014, the Senators extended the contract of their General Manager, Brian Murray, and appointed him to the President of Hockey Operations.

In December 2013, the Canadian Tire Center unveiled a new 700-screen high definition experience. It is the first Canadian NHL venue that incorporates the new digital Cisco technology. In June 2013, Senators Sports & Entertainment and Canadian Tire Corporation announced a new partnership that renamed the arena Canadian Tire Centre. The agreement took effect on July 1, 2013, and arena-related signage was put in place at the beginning of the 2013–14 season.

In August 2012, it was announced that the Senators were part of a group looking to partner with the city to build and operate a new hockey arena. However, not much is known about the proposed project as it is in its early stages.

During the NHL lockout, the Senators were one of the first teams to lay employees off or reduce the workweek. No exact numbers were given as to the number of layoffs.

The Senators continue to add partnership agreements throughout the 2012–13 season. The previous fall, the Senators and Coca-Cola Canada agreed to a multi-year extension of their long-time partnership. Coca-Cola will continue to be the exclusive soda distributor in Scotiabank Place. The Senators also added a new, exclusive automotive partnership with Chrysler Dealer Advertising Association of Ontario. The agreement places Chrysler/Dodge's name on what is now the Dodge Club. The Dodge Club is an up-scale dining environment that will operate out of the Coliseum Room. In addition to the Dodge Club, the Gate 2 entrance will now be named Dodge Gate, and will include valet parking known as Dodge Valet. Chrysler will also have a presence in the arena with signage on LED power ring messaging and an in-ice logo. StubHub also became an official partner of the Senators. As part of the agreement, StubHub will receive its marketing on the LED displays throughout the arena, online placement on the Senators website and social media accounts, and a permanent backlit panel sign at the 300-level of the arena. The Senators also completed a one-year agreement with 94.5 CJFO-FM to broadcast regular and post-season games in French throughout Ottawa and eastern Ontario.

**NAMING RIGHTS:** Canadian Tire structured a partnership agreement with Senators Sports & Entertainment in June 2013, and the arena was renamed Canadian Tire Centre on July 1, 2013. The agreement has an initial eight-year term with an “evergreen clause” allowing for it to be amended and renewed every ten years. Financial terms were not disclosed. The Senators exercised their opt-out clause with Scotiabank to cut short the former naming rights deal that was to expire in 2016.

## **Team: Philadelphia Flyers**

**Principal Owner:** Comcast-Spectacor; headed by Ed Snider

**Year Established:** 1967

[Team Website](#)

Twitter: @NHLFlyers

**Most Recent Purchase Price (\$/Mil):** Acquired as part of a \$250 million merger between Comcast and Spectacor in 1996. \$150 million of that cost was attributed to the Flyers.

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

**Percent Change From Last Year:** +49%

**Arena:** Wells Fargo Center

**Date Built:** 1996

**Facility Cost (\$/Mil):** \$210

**Percentage of Arena Publicly Financed:** 11%

**Facility Financing:** A private bank financed \$140 million. Spectacor contributed \$45 million and \$30 million will come from the naming rights revenue. The state provided \$17 million and the City of Philadelphia provided an \$8.5 million loan for infrastructure improvements. Additionally,

\$10 million came from state capital redevelopment assistance funding for general site improvements.

[Facility Website](#)

Twitter: @WellsFargoCtr

**UPDATE:** At the beginning of the 2013-2014 season, following a disappointing start, the Flyers fired Coach Laviolette and named Craig Berube the new Head Coach of the team.

In September 2013, the Flyers signed a new affiliation agreement with the Greenville Road Warriors, an ECHL team. The agreement was signed for one season.

In June 2012, the Flyers won the 2012 Dick Dillman Award for the Eastern Conference. Each year, the award is given to the team judged to have the best public relations department in each conference.

In July 2012, the team reached an agreement to renew its affiliation with the Trenton Titans of the ECHL.

The Wells Fargo Center saw some additions made during the offseason. In the locker room, in addition to cosmetic touchups and mechanical fixes, a sauna was added. Also, in an attempt to “go green,” Waste Management began collecting all of the building’s food waste, and Comcast-Spectacor and Aramark introduced new compostable service ware in all concessions and premium seating areas. The program diverts more waste from going to landfills without making the fans do anything different.

The Flyers also began a season-long partnership with Papa John’s Pizza. As part of the promotion, whenever the Flyers score three goals or more in a game and win, fans are encouraged to visit the team’s social media pages the following day to receive a special offer from Papa John’s.

**NAMING RIGHTS:** Wells Fargo purchased Wachovia Bank in October 2008, but the arena name remained the Wachovia Center until the summer of 2010 when it was renamed the Wells Fargo Center for \$40 million. The naming rights agreement lasts for twenty-nine years until 2023.

## **Team: Phoenix Coyotes**

**Principal Owner:** The Arizona Coyotes were sold to Canadian businessmen George Gosbee and Anthony LeBlanc, executives in the Renaissance Sports & Entertainment group, in 2013.

**Year Established:** 1979 as the Winnipeg Jets, moved to Phoenix in 1996 where it became the Coyotes.

[Team Website](#)

Twitter: @phoenixcoyotes

@ArizonaCoyotes

**Most Recent Purchase Price (\$/Mil):** \$170 (2009)

**Current Value (\$/Mil):** \$200  
**Percent Change From Last Year:** +49%

**Arena:** Jobing.com Arena

**Date Built:** 2003

**Facility Cost (\$/Mil):** \$180

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

**Facility Financing:** \$180 million came from the city, which will be repaid through property and sales taxes generated by the arena and its adjacent retail complex. \$30 million came from general obligation bonds for public improvements approved by voters in 1999 and was paid with property taxes generated citywide. \$150 million came from excise tax funding that will be repaid through the revenue from the arena. The team committed to pay approximately \$40 million for cost overruns.

[Facility Website](#)

Twitter: @JobingArena

**UPDATE:** In January 2014, the Coyotes announced that the team will proceed to a name change as soon as the beginning of the 2014-2015 season. The Phoenix Coyotes will then be named the Arizona Coyotes.

In November 2013, FOX Sports Arizona and the Coyotes entered into a TV right agreement for the next ten years ensuring FOX as the exclusive local TV broadcaster of the Coyotes.

Prior to the purchasing agreement, the two new owners agreed to keep the club in Jobing.com Arena for the next 15 years. The new owners have agreed to a deal that will pay them \$15 million a year for 15 years to operate the arena. In return, the team will reimburse the city a projected \$9 million a year. The new owners were also granted a five-year out clause. The five-year out clause would allow RSE to break the fifteen year lease with Glendale and sell/move the team if the Coyotes lose \$50 million or more after 5 years.

The team is performing well on the ice, but its attendance is still struggling. Even after hiring Anderson Advertising & Public Relations to be its agency of record and lead creative campaign developments, the Coyotes are barely averaging 13,000 fans a game.

Despite the attendance struggles, the team continues to generate or renew partnership agreements. The Coyotes renewed a partnership agreement with Gila River Casinos, which allowed the Casinos to acquire the naming rights to the Coyotes exclusive suite level club. The club is currently called the "Gila River Casinos Club." The team also renewed its partnership with Anheuser-Busch. The deal gives the beer company the naming rights to the Coyote's exclusive ice level club, called the "Club Bud Light." Financial terms for both agreements were not disclosed. The Coyotes announced a new membership as well, one with Arizona Holiday Decorators. The family owned and operated company provides personal holiday lighting services to any home during the holiday season.

**NAMING RIGHTS:** On October 25, 2006, local online company, Jobing.com, signed a ten-year naming rights deal for \$30 million.

## Team: Pittsburgh Penguins

**Principal Owner:** Lemieux Group, L.P., headed by Mario Lemieux and Ron Burkle

**Year Established:** 1967

[Team Website](#)

Twitter:

**Most Recent Purchase Price (\$/Mil):** \$107 (1999)

**Current Value (\$/Mil):** \$480

**Percent Change From Last Year:** +67%

**Arena:** CONSOL Energy Center

**Date Built:** 2010

**Facility Cost (\$/Mil):** \$321

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

**Facility Financing:** Isle of Capri Casinos agreed to fully fund the new arena if they were awarded a state gambling license and allowed to build a new \$500 million casino in the city.

[Facility Website](#)

Twitter:

**UPDATE:** In March 2014, the Pittsburgh Penguins played the Chicago Blackhawks in the 2014 Coors Lights NHL Stadium Series at Soldier Field, in Chicago.

The CONSOL Energy Center saw a change in management during the lockout. AEG Facilities, a world-renowned organization that operated more than 100 arenas and stadiums throughout the world, was brought in to manage the arena. AEG replaced SMG, which had managed the arena for almost twenty years. Workers at the arena all retained their jobs, and ARAMARK continues as the food and beverage provider for the arena.

In March 2013, it was announced that road work, to rebuild the street grid where the former Civic Arena once stood, would begin in July. The state of Pennsylvania authorized nearly \$15 million in redevelopment assistance grants for the work. The work being done is expected to raise the market value of the land. Once the road and utility work is complete, the area will be sold to the Penguins. The team has proposed an office and residential development for the area. The former Civic Arena is across the street from the team's current arena. While the team has not completed a master plan for the development, it hopes to have one done by the summer.

The Penguins are also teaming up with the University of Pittsburgh Medical Center to establish a sports medicine and practice facility in Cranberry Township, a suburb twenty miles north of the city. The team hopes to open the facility during the summer of 2014. UPMC would build and own the center, but the Penguins would lease the rink and the related facilities. Currently, the Penguins practice either at CONSOL Energy Center or at the Iceoplex at Southpointe, fifteen miles south of the city.

**NAMING RIGHTS:** Consol Energy Inc. purchased the naming rights to the arena for twenty-one years expiring in 2031. Consol is paying \$84–\$105 million for the rights.

## **Team: San Jose Sharks**

**Principal Owner:** San Jose Sports and Entertainment Enterprises, headed by Hasso Plattner

**Year Established:** 1991

[Team Website](#)

Twitter: @SanJoseSharks

**Most Recent Purchase Price (\$/Mil):** \$147 (2002)

**Current Value (\$/Mil):** \$405

**Percent Change From Last Year:** +82%

**Arena:** SAP Center at San Jose

**Date Built:** 1993

**Facility Cost (\$/Mil):** \$162.5

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

**Facility Financing:** \$132.5 million funded by the City of San Jose; \$30 million funded by HP Pavilion Management

[Facility Website](#)

Twitter: @SAPCenter

**UPDATE:** In November 2013, the SAP Center at San Jose was part of the five finalists for the 2013 Arena of the Year Award by Pollstar magazine.

In July 2013, SAP America, Inc., Sharks Sports & Entertainment, Inc., and the City of San Jose announced a five-year agreement in which the arena would be renamed SAP Center and cutting-edge technology implemented to help improve the fan experience. Additionally, as part of the agreement, \$375,000 per year will be directed to the Sharks Foundation to enhance the lives of youth and families in the community.

On January 30, 2013, the Sharks Sports & Entertainment (SSE) announced a change to the organization's ownership group structure. Majority owner, Hasso Plattner, purchased SSE shares from former investors, Kevin Compton and Stratton Scalvol. Plattner was a co-founder of SAP AG who has been part of SSE since it first purchased the team in 2002. Plattner has been a majority owner since 2010.

In October 2012, energy servers were installed in SAP Center (formerly HP Pavilion) to provide cleaner, more reliable, and more affordable energy to help power the arena. The servers make SAP Center at San Jose the first multi-purpose sports and entertainment facility to utilize fuel cell technology as a supplemental electricity source.

**NAMING RIGHTS:** SAP America, Inc. entered into a five-year agreement on July 9, 2013 for the naming rights at \$3.35 million a year.

## Team: St. Louis Blues

**Principal Owner:** SLB Acquisition Holdings LLC, headed by Thomas H. Stillman

**Year Established:** 1967

[Team Website](#)

Twitter: @StLouisBlues

**Most Recent Purchase Price (\$/Mil):** \$130 estimated (2012) for the Blues, Scottrade Center, Peoria Rivermen franchise, and an interest in the Peabody Opera House.

**Current Value (\$/Mil):** \$185

**Percent Change From Last Year:** +42%

**Arena:** Scottrade Center

**Date Built:** 1994

**Facility Cost (\$/Mil):** \$135

**Percentage of Arena Publicly Financed:** 46%

**Facility Financing:** The funding comprised of \$30 million from the Blues' previous owners, the Kiel Center Partners, \$62 million from private activity, \$37 million in bank loans, and \$6 million in working capital. The city contributed an additional \$34.5 million for demolition, site preparation, and garages.

[Facility Website](#)

Twitter: @ScottradeCenter

**UPDATE:** In January 2014, the Scottrade Center was ranked 4 in NHL arena best stadium experience by Stadium Journey Magazine.

In April 2013, the Blues announced that they entered into a three-year affiliation agreement with the Chicago Wolves, an American Hockey League team.

On August 30, 2012, the Blues announced a new affiliation with the Evansville IceMen of the ECHL. Evansville was an expansion ECHL team in 2011.

**NAMING RIGHTS:** Scottrade, an online financial investment company, purchased the naming rights for the arena for an undisclosed amount. \$2 to \$3 million is the expected average annual value.

## Team: Tampa Bay Lightning

**Principal Owner:** Jeffrey Vinik

**Year Established:** 1991

[Team Website](#)

Twitter: @TBLightning

**Most Recent Purchase Price (\$/Mil):** \$110 (2010)

**Current Value (\$/Mil):** \$180

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

**Arena:** Tampa Bay Times Forum

**Date Built:** 1996

**Facility Cost (\$/Mil):** \$139

**Percentage of Arena Publicly Financed:** 62%

**Facility Financing:** \$66.8 million in revenue bonds from the stadium authority and \$28.8 million in revenue bonds from the state helped pay the construction costs. Private sources funded the remaining amount.

[Facility Website](#)

Twitter: @tbtimesforum

**UPDATE:** On February 21, 2013, the Lightning unveiled a new digital video wall in the Bolts Social Central. The Bolts Social Central is a location inside the Tampa Bay Times Forum where fans of the team can interact with each other. Bolts Social Central has a new digital photo booth for fans to use and also has Wi-Fi for fans to more easily access their own social media accounts.

Almost one month later, on March 14, 2013, Chase Bank entered into a multi-year partnership deal with the Lightning to be the official bank, credit card, financial services partner, and ATM provider of the organization. Chase will receive exposure throughout the arena and will have its name on the all-inclusive Chase Club, the most exclusive seating area in the arena. The Lightning also entered into a partnership with Lakewood Ranch developers to be the exclusive residential real estate development partner of the Lightning. Lakewood Ranch will receive exposure throughout the arena on the LED signs.

In October 2013, the Lightning and Delaware North Companies Sportservice unveiled a new menu to upgrade the food and concessions area.

In March 2014, TIBCO Spotfire was adopted by the Tampa Bay Lightning as its data analytics tool.

In April 2014, the Lightning extended the contract of the current General Manager, Steve Yzerman, by four years, thereby committing to bringing the Stanley Cup back to Tampa Bay in the near future.

**NAMING RIGHTS:** On January 1, 2012, the St. Pete Times Forum became the Tampa Bay Times Forum. The name change was the result of the St. Petersburg Times (the arena's naming-rights partner) changing its name. The Tampa Bay Times is paying \$40 million over twelve years, which extends its naming-rights agreement until the end of August 2018.

## **Team: Toronto Maple Leafs**

**Principal Owner:** The Ontario Teachers' Pension Plan and Maple Leafs Sports and Entertainment Ltd., headed by Larry Tanenbaum.

**Year Established:** 1917

[Team Website](#)

Twitter: @MapleLeafs

**Most Recent Purchase Price (\$/Mil):** \$90 (1994)

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

**Percent Change From Last Year:** +15%

**Arena:** Air Canada Centre

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$265 Canadian; \$250 American

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

**Facility Financing:** Privately financed.

[Facility Website](#)

Twitter: @LIVEatACC

**UPDATE:** Montreal and Toronto will co-host the 2015 and 2017 IIHF World Junior Championships. Both cities will host a preliminary group round at each event, with Toronto hosting the medal round in 2015 and Montreal hosting the medal round in 2017.

In April 2014, the Maple Leafs appointed Brendan Shanahan, former NHL chief player disciplinarian, as the President and Alternate Governor of the Toronto Maple Leafs.

In November 2013, the Maple Leafs announced a new affiliation agreement with the Orlando Solar Bears, a ECHL team. They are sharing this affiliation team with the Minnesota Wild.

In September 2012, the Maple Leafs announced David Nonis was being named the new Senior Vice-President and General Manager of the team. Brian Burke was relieved of his duties as President and General Manager, but stayed on in a senior advisory role.

Following the NHL lockout, the Maple Leafs announced a fan appreciation initiative that included a free ticket to Opening Night for all season-ticket holders.

**NAMING RIGHTS:** Air Canada is paying \$30.4 million Canadian over twenty years for the naming rights that expire in 2019.

## **Team: Vancouver Canucks**

**Principal Owner:** Canucks Sports and Entertainment; headed by Francesco Aquilini

**Year Established:** 1970

[Team Website](#)

Twitter: @VanCanucks

**Most Recent Purchase Price (\$/Mil):** \$207 (2005)

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

**Percent Change From Last Year:** +105%

**Arena:** Rogers Arena

**Date Built:** 1995

**Facility Cost (\$/Mil):** \$160 Canadian; \$144.5 American

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

**Facility Financing:** Privately financed.

[Facility Website](#)

Twitter: @RogersArena

**UPDATE:** The Canucks announced several partnerships throughout the 2012–13 season. Sportsnet renewed its long relationship with the Canucks by agreeing to a new, ten-year broadcast agreement. Sportsnet will remain the exclusive local television carrier of the Canucks through the 2022–23 season. The Canucks also renewed their affiliate agreement with the Kalamazoo Wings of the ECHL. The team also reached a new partnership with Nationwide Tour golfer Adam Hadwin. Hadwin will be involved with many of the Canucks charities and will also display their team logo while on the Nationwide tour and in PGA sanctioned events. PepsiCo Beverages Canada and the Canucks again partnered up, like the previous year.

In June 2013, Canucks Sports & Entertainment announced a new affiliation with an AHL franchise in Utica, NY, known as the Utica Comets. They will play at the Utica Memorial Auditorium beginning in the 2013–14 season.

In April, 2013, the AHL approved the Canucks Sports & Entertainment's purchase of the Peoria Rivermen franchise. Financial details were not disclosed. The purchase allows for complete control of the Canucks minor league development program.

In September 2013, the Canucks Sports & Entertainment unveiled the Vancouver Canucks Sports Bar & Grill the Vancouver International Airport.

In December 2013, Vancouver was named the host of the 2014 Hockey Canada Celebrity Classic.

Prior to the 2013-2014 season, the Vancouver Canucks hired John Tortorella as their new head coach. He was the head coach of the New York Rangers in the previous season.

In April 2014, Trevor Linden was named the new President of Hockey Operations. He replaced Mike Gillis who was released from his duties earlier that month.

In March 2014, Canucks Sports and Entertainment needed its agreement with Aramark, the company providing concession services at Rogers Arena. The changes took effect June 30, 2014. Nearly 1,000 service staff were affected by the termination of the agreement.

**NAMING RIGHTS:** On July 6, 2010, it was announced that General Motors would relinquish the naming rights and Rogers Communications would take over as the named sponsor of the arena. Rogers Communications will become the exclusive telecommunications provider for the Canucks. The agreement is for ten years and the financial terms were not released.

## **Team: Washington Capitals**

**Principal Owner:** Monumental Sports & Entertainment. Ted Leonsis is the CEO, chairman, and majority owner.

**Year Established:** 1974

[Team Website](#)

Twitter: @washcaps

**Most Recent Purchase Price (\$/Mil):** \$85 as part of a \$200 deal that included 36% of Washington Sports and Entertainment, LP. (1999)

**Current Value (\$/Mil):** \$414

**Percent Change From Last Year:** +66%

**Arena:** Verizon Center

**Date Built:** 1997

**Facility Cost (\$/Mil):** \$260

**Percentage of Arena Publicly Financed:** 23%

**Facility Financing:** Private loans financed the building. The District of Columbia provided \$60 million in infrastructure costs.

[Facility Website](#)

Twitter: @verizoncenterpr

**UPDATE:** In November 2012, the Capitals and Wizards reached a multiyear agreement with CBS Radio and Hubbard Radio to broadcast their games. No financial terms of the deal were disclosed.

Two months later, Monumental Sports & Entertainment (MSE), owner of the Capitals, created a digital network which acts as a hub for websites and blogs of MSE entertainment entities. The site, [www.Monumentalnetwork.com](http://www.Monumentalnetwork.com), features more than twenty websites and blogs associated with the Capitals, Wizards, Mystics, Verizon Center, and other MSE properties.

On February 26, 2013, the Capitals announced a social media loyalty program that rewards fans for engaging with the team via social media and at the Verizon Center. This first-of-its-kind program allows fans to win exclusive prizes and experiences by interacting with the team through different forms of social media.

The Verizon Center is also going to a digital ticket system. Season-ticket holders will receive a preloaded card containing corresponding seat locations. They are still able to print tickets at home or forward tickets to friends or family, all without a fee. Season-ticket holders are also able to sell their tickets on Ticketmaster TicketExchange. Season-ticketholders were sent a brochure with a detailed explanation of the system help them transition into the new system as easily as possible.

In September 2013, the NHL and the Washington Capitals announced that the Capitals will host of the 2015 Bridgestone Winter NHL Winter Classic on January 1, 2015.

In November 2013, the Capitals announced that they would sponsor the USA Wounded Warriors in the USA Hockey Sled Classic.

In January 2014, Verizon Center and the Washington Capitals previewed the professional sports fan app, Skybox, built specially for Google Glass.

**NAMING RIGHTS:** Verizon is paying \$44 million over twenty years for the naming rights that expire in 2017.

## **Team: Winnipeg Jets**

**Principal Owner:** True North Sports & Entertainment Limited

**Year Established:** 1999 as the Atlanta Thrashers and moved to Winnipeg in 2011, changing its name to the Jets. (This Jets team is not affiliated with the former Winnipeg Jets, who played in the NHL from 1979 to 1996 and then became the Phoenix Coyotes.)

[Team Website](#)

Twitter: @NHLJets

**Most Recent Purchase Price (\$/Mil):** \$170 (2011), including a \$60 million NHL transfer fee.

**Current Value (\$/Mil):** \$340

**Percent Change From Last Year:** +70%

**Arena:** MTS Centre

**Date Built:** 2004

**Facility Cost (\$/Mil):** \$133.5

**Percentage of Arena Publicly Financed:** 30%

**Facility Financing:** The private sector provided \$93 million, and the public sector provided \$40.5 million toward the capital cost of the facility.

[Facility Website](#)

Twitter: @mtscentre

**UPDATE:** True North Sports & Entertainment (TNSE), in conjunction with the Jets, extended affiliation with the St. John's IceCaps of the AHL through the 2014–15 season and the Colorado Eagles of the ECHL through the 2012–13 season.

Due to the success of the Winnipeg Jets Mobile app, TNSE and MTS announced that for the 2012–13 season, fans at home would be able to access the same content through the Winnipeg Jets' On

Demand app for TV. The app will be available exclusively for MTS Ultimate TV subscribers. The app allows fans to watch video content, get real-time game updates, as well as check standings and statistics from their TV, provided they have a high-speed internet connection.

The Jets sold out their 13,000 season tickets for the 2012–2013 season and again created a wait list for fans. The wait list will have a maximum amount of 8,000 seats. Those on a wait list can get discounts on merchandise, access to MTS Centre event tickets, an invitation to Jets Open Practice, and the exclusive ability to purchase individual Jets game day tickets. The Jets have also begun to move to a digital ticket system. Season ticket holders receive a card that gives them access, rather than paper tickets. Season ticket holders are still able to forward tickets for individual games to family and friends or even print off paper tickets if they wish.

In December 2013, the MTS Centre announced that they reached their recycling milestone of 1 million plastic bottles, one of their green initiatives.

In August 2013, the Winnipeg Jets were moved from the Eastern Conference to the Western Conference.

In June 2013, the NHL announced that the Winnipeg Jets will play the Washington Capitals at Yardmen Arena in Belleville, Ontario in a Kraft Hockeyville 2013–14 pre-season game awarded to the township Stirling-Rawdon, Ontario.

In May 2013, True North Sports & Entertainment, the Winnipeg Jets, and their AHL affiliate, St. John's IceCaps, announced a new partnership with the ECHL Ontario Reign for the 2013–14 season.

In February 2013, Larry Sanders was named Assistant GM of the Jets. He has been with the organization since 1999, before the organization even began play in Atlanta.

In 2014, the Jets and True North Sports & Entertainment announced plans for a multimillion-dollar upgrade to the upper bowl concourse of the MTS Centre. The updates will add 4,000 square feet of space and improve restrooms as well as food and beverage facilities. The project is estimated to cost in the range of \$20-\$30 million and will take place over the next six years.

**NAMING RIGHTS:** True North Sports & Entertainment and MTS announced in June 2011 the expansion of their long-standing partnership, including the continuation of the naming rights for MTS Centre. Under the new ten-year agreement made in 2011, MTS remains the exclusive telecommunications provider to MTS Centre and also has the option to extend its partnership with True North well past 2030.