



## MAJOR LEAGUE BASEBALL

{Appendix 1, to *Sports Facility Reports, Volume 15*}

*Research completed as of August 1, 2014*

### Team: Arizona Diamondbacks

**Principal Owner:** Ken Kendrick

**Year Established:** 1998

[Team Website](#)

Twitter: @Dbacks

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

**Current Value (\$/Mil):** \$585

**Percent Change From Last Year:** +0.17%

**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:** Salt River Fields at Talking Stick, the Spring Training home of the Diamondbacks and Rockies, was declared the winner of the 2013 Good Design is Good Business competition by *Architectural Record* magazine.

In 2014, new concession stands and food options were introduced at the ballpark through the team's partnership with Levy Restaurants.

Also in 2014, The Coors Light Strike Zone was renovated to include more seating and new furniture for fans to enjoy some of the best views in the ballpark from right field along the main concourse. With no reserved seats, plenty of seating is available on a first-come basis to watch a D-backs game with a group of 30 or more guests.

The D-backs have renovated a couple of suites along the Diamond Suite Level to offer fans additional unique ballpark experiences. One of the larger suites in the ballpark, the Press Box Suite, which is located directly behind home plate, next to the press box, will now feature a more upscale setting to enjoy D-backs baseball and will also showcase memorabilia and awards from D-backs milestones. The D-backs have also teamed up with Budweiser to create the Bud Box, located along the first base line, and feature Budweiser branding around the private suite.

**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, expires 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):** \$730

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

**Stadium:** Turner Field

**Date Built:** 1996 (Opened 1997)

**Facility Cost (\$/Mil):** \$235

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

**Facility Financing:** The original stadium was built for the 1996 Summer Olympics and cost \$232 million. After the games, it was converted into a 50,000-seat baseball stadium for the Braves. The Braves paid for the conversion.

[Facility Website](#)

Twitter: @Turner\_Field

**UPDATE:** With the Braves' lease of Turner Field ending in 2016, talk has begun as to what the Braves will choose to do in the future. This includes deciding whether to build a new stadium or renovating Turner Field and the area around the stadium. While there has been no team announcement, it is believed the Braves will try to develop some of the fifty-five acres surrounding the ballpark in an effort to keep the area packed on game days and active on non-game days.

In 2014, the Braves introduced a phone app that allows fans to use their smart phone as their ticket. Fans will just have to show the ticket QR code (similar to a mobile airplane ticket) on their smartphone for entrance into the ballpark.

The Braves added charging stations sponsored by AT&T. The Braves offer five universal charging stations, placed around the ballpark for fans running low on their smartphone battery charge.

The Hyundai Lot replaces the former Nalley Lot at the SE corner of Hank Aaron Drive and Ralph D. Abernathy. The lot is for Hyundai owners only.

Additionally, Sweetwater Brewing Company took over the beer island in the middle of the Fan Plaza and featuring many of their custom craft beers.

**NAMING RIGHTS:** In September 1996, Time Warner, Inc. Chairman Gerald Levin announced that he planned to name the Braves' new stadium for Ted Turner after his company's merger with Turner Broadcasting System. The decision disappointed many fans in Atlanta who had hoped that the stadium would be named after legend Hank Aaron or former Atlanta Mayor, Ivan Allen Jr. By naming the stadium after Turner, Time Warner gave up at least \$3 million per year in potential naming rights revenue. In 2011, the Braves completed a naming rights deal for a 500-space portion of the Green Parking Lot, now deemed the "Delta SkyMiles Medallion Lot," which is an exclusive lot reserved for Delta SkyMiles Medallion members.

## **Team: Baltimore Orioles**

**Principal Owner:** Peter Angelos

**Year Established:** 1953

[Team Website](#)

Twitter: @Orioles

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

**Current Value (\$/Mil):** \$620

**Percent Change From Last Year:** +0.32%

**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

**NAMING RIGHTS:** In September of 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.

## **Team: Boston Red Sox**

**Principal Owner:** John Henry and Tom Werner

**Year Established:** 1901

[Team Website](#)

Twitter: @RedSox

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

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

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

**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: N/A

**UPDATE:** In 2014, new features include a refurbished Third Base Deck, the installation of Red Sox retired numbers, and an improved game-day experience by the stage on Yawkey Way. The upgraded Third Base Deck features a new, 40-foot bar with seating and full drink menu on the deck's upper floor, while the lower level will house newly appointed concession stands with new digital menu boards and televisions, including a 45 x 161-inch video wall comprising of eight 46-inch television screens facing the bar that will show the game in high definition.

**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):** \$1,200

**Percent Change From Last Year:** +20%

**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:** The Cubs are attempting to add more signage at Wrigley Field. The latest renovation plan includes no fewer than seven outfield signs, including the Jumbotron. That's up from the two signs the Ricketts family originally planned to erect in the Wrigley outfield. The renovation will also include a 30,000-square-foot underground clubhouse, a 200-seat restaurant behind the home dugout, and new lighting that will better illuminate fly balls. The renovations are set to be finished in 2017. The Cubs' proposal was unanimously approved by the city's landmark commission on July 10. The renovation is expected to cost \$575 Million.

**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 ball park.

## **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):** \$695

**Percent Change From Last Year:** +0.43%

**Stadium:** U.S. Cellular 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 2% hotel tax levied on Chicago hotels services the debt.

[Facility Website](#)

Twitter: N/A

**UPDATE:** New for 2014, all 92 luxury suites in the park will be equipped with an Asus computer tablet that will allow fans to order food, call a server, buy merchandise, engage in social media, and watch highlights of other games from their seats.

**NAMING RIGHTS:** On January 31, 2003, U.S. Cellular Corp. and the Chicago White Sox agreed to a 23-year, \$68 million naming rights deal with an annual buyout around \$2.96 million. In 2011, the White Sox agreed to a multi-year naming rights sponsorship deal with Gold Coast Tickets for the premium club level seating at U.S. Cellular Field, an area formerly known as the Jim Beam Club.

## **Team: Cincinnati Reds**

**Principal Owner:** Robert Castellini

**Year Established:** 1869

[Team Website](#)

Twitter: @Reds

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

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

**Percent Change From Last Year:** +9.9%

**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 nine years, and then one dollar per year for the remaining twenty-one years of 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 voters approved in 1996.

[Facility Website](#)

Twitter: N/A

**UPDATE:** For 2014, The Reds introduced three new concession stands. The first, and most noticeable ballpark feature new for the 2014 season is The Reds Brewery District, an 85-foot-long bar between sections 117 and 118 on the third base concourse. It will be home to 60 taps. Great American Ballpark also added two Moerlein Lager House craft beer concession stands, offering several of the local's favorite craft beers and forty-eight bottled beer selections. Finally, fans can now get Cincinnati's own Taste of Belgium waffles at the ballpark at a new concession stand.

The Reds also added improvement to the technology at the ballpark. The Reds Connect Zone is a new gathering spot for fans to follow and engage in real-time social media content related to the Reds. The Reds Connect Zone offers free WiFi access, charging stations for mobile devices and will feature appearances by local and national social media influencers. This dedicated social media area features more than 25 screens of Tweets, Instagram photos, Facebook polls, Vine videos, trending topics and more. The Reds Connect Zone is presented by Miami University.

In partnership with Major League Baseball, over 60 iBeacons were installed around the ballpark for the 2014 season. Apple's iBeacon technology works in tandem with MLB's At The Ballpark app for iPhones and the Bluetooth Smart protocol to improve the fan experience and increase engagement. Fans using Apple iOS7 devices can receive targeted, location-based information regarding special offers, helpful ballpark information and more.

Luxury boxes were renovated for the 2014 season. Two new exhibits were built at Great American Ballpark. The first is *Kings of the Queen City*, which features a dynamic graphic timeline that emphasizes the greatest moments and biggest names in Reds history and a wide range of artifacts that represent Reds history from the early days to present day. The second is the *Hometown Reds* exhibit, which highlights native Cincinnatians who have previously played for the Reds.

**NAMING RIGHTS:** The Cincinnati Reds and the Great American Insurance Company agreed to a 30-year, \$75 million naming-rights deal that expires in 2033. The average annual payout is \$2.5 million.

## Team: Cleveland Indians

**Principal Owner:** Larry Dolan

**Year Established:** 1901

[Team Website](#)

Twitter: @Indians

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

**Current Value (\$/Mil):** \$570

**Percent Change From Last Year:** +1.97%

**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 Corp. received about \$20 million up front from early seat sales.

[Facility Website](#)

Twitter: N/A

**UPDATE:** Starting in 2014, the Terrace Club will be open to the public. Previously, it was reserved for season ticket holders only. Other new options for the 2014 season include a ticket investment plan called Carnegie Tickets and a new fan section dubbed “BrOhio” in honor of Tribe player Nick Swisher.

**NAMING RIGHTS:** Former owner Richard Jacobs bought the naming rights when the ballpark opened in 1994 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 throughout 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 16-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.



## Team: Colorado Rockies

**Principal Owners:** Charlie and Dick Monfort

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

[Team Website](#)

Twitter: @Rockies

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

**Current Value (\$/Mil):** \$575

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

**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 remains in place until the bonds are paid off in about ten years. The Rockies contributed \$53 million.

[Facility Website](#)

Twitter: N/A

**UPDATE:** Before the 2014 season, the Rockies added a 38,000-square-foot, two-story party deck in right field called the Rooftop. To create it, the Rockies spent about \$10 million and removed 3,500 seats. The Longmont Brewery has opened a CHUburger on the Rooftop. Additionally, on the second level, the stadium has added an outlet of the Rio Grande Mexican Restaurant.

**NAMING RIGHTS:** Coors Brewing Company (now MillerCoors) purchased the naming rights to the stadium prior to its completion in 1995.

## Team: Detroit Tigers

**Principal Owner:** Mike Ilitch

**Year Established:** 1901

[Team Website](#)

Twitter: @tigers

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

**Current Value (\$/Mil):** \$680

**Percent Change From Last Year:** +6.7%

**Stadium:** Comerica Park

**Date Built:** 2000

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

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

**Facility Financing:** Public financing paid for 38% (\$115 million) of the ballpark's cost through a 2% car rental tax, a 1% hotel tax, and money from Indian casino revenue. Tigers owner Mike Ilitch footed the remaining 62%.

[Facility Website](#)

Twitter: @ComericaParkOps

**UPDATE:** In 2014, the new-look right field deck area is open to all fans and will offer an enhanced entertainment value with spectacular field views and increased amenities. The New Amsterdam 416 bar on the Pepsi Porch is a unique social setting with a relaxed outdoor environment, where fans can sit comfortably in high-end outdoor furniture, with a nearby fire feature, big flat screen TV's, and enjoy a ballgame.

180 additional seats have been canter levered off the front of this area and offered as Season Ticket packages. 44 of these seats will be offered as a unique 4-top table type configuration for a one of a kind intimate seating experience. 773 lower level bleacher seats have been upgraded to 694 larger, more comfortable stadium style seating featuring individual seat backs, cup holders and arm rests. Comerica Park capacity has increased by 426 seats to 41,681 from 41,255.

**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):** \$610 (2011)

**Current Value (\$/Mil):** \$530

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

**Stadium:** Minute Maid Park

**Date Built:** 2000

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

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

**Facility Financing:** Public financing of \$180 million (68%) came from a 2% hotel tax and a 5% rental car tax. The Houston Sports Facility Partnership provided a \$33 million (12%) interest-free loan with no repayment due until ten years of ballpark operation occurred. Astros owners

contributed \$52 million (20%). 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: @MMballpark

**UPDATE:** In 2014, Minute Maid Park installed the Insuperity Club. Metal detectors were placed at Minute Maid Park for the 2014 season to increase security at the stadium. Additionally, a new 54 feet high and 124 feet wide scoreboard was installed.

The Insuperity Club, an exciting premium seating area located directly behind home plate, is now open at Minute Maid Park. The Insuperity Club is located on the main concourse where the Writing Press used to be. Along with the new club, extensive renovations and updates were made to the press areas on the Club Level. The Insuperity Club features the batter's view of the action as fans enjoy executive dining, access to the new Backstop Bar and first-class amenities in this smartly-appointed club.

**NAMING RIGHTS:** On June 5, 2002, the Houston Astros inked a 28-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 30-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):** \$490

**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 3/8-cent increase in the county sales tax.

[Facility Website](#)

Twitter: @KauffmanStadium

**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):** \$775

**Percent Change From Last Year:** +7.9%

**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: N/A

**NAMING RIGHTS:** In early 2004, Edison International exercised its option to terminate its 20-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):** \$2,000

**Percent Change From Last Year:** +23.8%

**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:** Enhancements for 2014 for Dodger Stadium, the third oldest park in Major League Baseball, include expansion of the entries at the field level, seating and lounging areas at bars and drink rails overlooking the bullpens in the outfield, a new fenced walkway within the gates will allow fans to migrate between the new right and left-field plazas, a new plaza area for fans to come to the stadium early and enjoy many activities throughout the season, new food services, a clock in left field greeting fans with Vin Scully's signature line, "It's Time for Dodger Baseball," a new Team Store located in the left-field plaza area, and a New Era Store located in the right-field plaza area.

Fans will be connected and enjoy a new state of the art wireless system throughout Dodger Stadium. Further, Time Warner Cable is transforming the Left Field Pavilion to become *TWC Studios Live and OnLocation at Dodger Stadium*. In this new interactive space, fans will also have the chance to participate in photo activations, win tickets and other exciting prizes throughout the season.

The Dodgers are improving vehicular and pedestrian access to Dodger Stadium. There will be dedicated pedestrian walkways and bicycle lanes leading into the entrances formerly designed for autos only, as well as new lights, signage and circulation patterns on resurfaced parking lots. In an effort to improve traffic flow at all Dodger Stadium entrances, the Dodgers are encouraging fans to purchase parking passes in advance online to eliminate transaction time at each entrance.

Also in 2014, Phase two of a new visiting team clubhouse was completed. Additional enhancements are planned.

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

## Team: Miami Marlins

**Principal Owner:** Jeffrey Loria

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

[Team Website](#)

Twitter: @Marlins

**Most Recent Purchase Price (\$/Mil):** \$158 (2002)

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

**Percent Change From Last Year:** -3.8%

**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 new facility, with \$347 million coming from tourist related taxes and bond money and \$12 million from road and utility repairs. The City of Miami has agreed to pay \$13 million in addition to covering the cost of land and demolition. The Marlins will cover \$155 million, plus any cost overruns, in addition to purchasing \$100 million worth of parking from the City of Miami.

[Facility Website](#)

Twitter: @MarlinsPark

**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):** \$565

**Percent Change From Last Year:** +0.5%

**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: N/A

**UPDATE:** New additions and projects at Miller Park for 2014 include an AJ Bombers, which will offer cheeseburgers, egg rolls, tater tots, shakes, custards, specialty concrete mixers, and more. The menu will also include homestand specials, such as city-themed burgers and player-favorite burgers. Their *Milwaukee Burger* was declared winner of the Travel Channel's FOOD WARS.

The Brewers Team Store by Majestic, located in Miller Park's Hot Corner, will undergo a 300-square foot expansion, which will accommodate a larger footprint for "Brewed for Her" merchandise and apparel.

The Toyota Territory in right-center field was redeveloped from a private group amenity to a destination open to all fans in attendance at Miller Park. The renovated Toyota Territory will convert what was previously a 24-person private group space into an area capable of entertaining over 100 fans. At 1,493 square feet, the Toyota Territory will offer a unique view to take in a game.

The new "Brewers Wall of Honor" commemorates Milwaukee Brewers players, coaches, and executives who played prominent roles with the organization. The Wall of Honor is a permanent exhibit on an exterior Miller Park wall adjacent to the Hot Corner entrance. Honorees are recognized with a bronze plaque affixed to the wall, with their image and a brief synopsis of their Milwaukee baseball career etched onto the marker. The plaques are designed by Matthews International, designers of the plaques for the National Baseball Hall of Fame. The Wall was unveiled in June 2014.

Unlike the statues that surround Miller Park's Home Plate Plaza, the new Bob Uecker statue is located in the last row of the Terrace Level at Miller Park. The statue pays tribute to the popular Miller Lite "All Stars" ad campaign which featured Uecker's famous tagline, "I must be in the front row." The statue sits atop the Uecker Seats in Miller Park's Terrace Level (Section 422), and features an open seat next to it, allowing for a perfect photo opportunity. The state was designed by Brian Maughan, the artist of the four statues outside Miller Park on the Home Plate Plaza. The Uecker Statue was unveiled on April 25.

The installation of approximately 150 flat screen televisions throughout the Miller Park concourses will replace existing CRT televisions, and will provide fans with the HD feed of the game.

Three flagpoles (one 25-foot flag pole and two 20-foot flag poles) were installed on the landing behind Section 238, which is located beyond the left-center field wall. The American flag will fly

on the 25-foot flagpole, while the Wisconsin State flag and a Brewers flag will fly on the 20-foot flagpoles.

The East Lot Tailgate Pavilions was refurbished with new wood fascia and signage.

Also on the construction front, the home clubhouse underwent some minor renovations, including the addition of three lockers in the coaches' locker room and an expansion of the players' dining room area. Other improvements to Miller Park include updates to the executive office lobby, new flooring in the Brewers Team Store at the Home Plate Gate, the replacement of grow lights throughout Miller Park, and the installation of a fire suppression system in the scoreboard control room and IT server room. In addition, the infield and outfield playing surfaces were replaced with new sod in October.

**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 known as the "PNC Club Level," as part of an expanded 5-year sponsorship deal with PNC Bank.

## **Team: Minnesota Twins**

**Principal Owner:** Pohlad Family

**Year Established:** 1961

[Team Website](#)

Twitter: @Twins

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

**Current Value (\$/Mil):** \$605

**Percent Change From Last Year:** +4.7%

**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, which will be financed through a 0.15% sales tax increase.

[Facility Website](#)

Twitter: N/A

**UPDATE:** At the 2014 All-Star game, the Twins introduced self-service beer stations. The machines, called DraftServ, are a partnership between concessionaire Delaware North and Anheuser-Busch. Fans attending Twins games can go to a cash register, show their ID and preload a \$10 or \$20 card.



**NAMING RIGHTS:** The Twins and Target Corp reached a 25-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 NBA 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 Wilpon

**Year Established:** 1962

[Team Website](#)

Twitter: @Mets

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

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

**Percent Change From Last Year:** -1.4%

**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 the construction cost of Citi Field. 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 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: N/A

**NAMING RIGHTS:** The Mets and Citigroup reached a 20-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:** Hank Steinbrenner

**Year Established:** 1903

[Team Website](#)

Twitter: @Yankees

**Most Recent Purchase Price (\$/Mil):** \$10 (1973)

**Current Value (\$/Mil):** \$2,500

**Percent Change From Last Year:** +8.7%

**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:** For the 2014 season, the Yankees installed ten open-air suite boxes that are located on the Field Level concourse and can accommodate between six and eight guests per suite. Catered food and staff service are provided in these suites, which are available on a full-season basis.

Full-season ticket licensees in Sections 116 through 124 (Rows 12-21) will have access to this newly constructed Field MVP Club Lounge, which is located on the Field Level concourse. With a 45-foot bar and a full menu, this space will open each game at the same time that Stadium gates are opened to fans.

Jim Beam Suite Lounge has been renovated with an updated interior and improved food offerings. Located on the 300 Level, guests with Jim Beam Suite Lounge tickets may access this location.

**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 right 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:** Lewis Wolff and John Fisher

**Year Established:** 1901

[Team Website](#)

Twitter: @Athletics

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

**Current Value (\$/Mil):** \$495

**Percent Change From Last Year:** +5.8%

**Stadium:** O.co 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: @OdotCoCOLISEUM

**UPDATE:** In July 2014, the A's announced that they had reached an agreement with O.co Coliseum to extend their lease ten years. The deal will be finalized after it gets approval from the Oakland City Council and Alameda County Board of Supervisors. The A's have made a commitment of more than \$10 million to significantly upgrade the O.Co Coliseum, including the installation of new HD video boards, "ribbon boards" between the field and plaza level of the stadium, and associated control room equipment. The Coliseum Authority will pay for any necessary structural work. All upgrades and improvements will be completed by Opening Night 2015.

**NAMING RIGHTS:** In September 2009, McAfee elected not to renew its sponsorship agreement to the naming rights of Oakland-Alameda County Coliseum, which reverted back to its original name. Networks Associates bought the naming rights to the facility in 1998, transferring the rights to McAfee when the company changed its name in 2004. McAfee was paying \$1.3 million to the city/county Coliseum Commission for naming rights to the facility and an additional \$600,000 to \$700,000 for sponsorships with the A's and Oakland Raiders. Premier Partnerships, which provides sponsorship sales representation, was retained to identify potential corporations for the naming rights of the facility. In April 2011, Oakland-Alameda County Coliseum Authority approved a naming rights deal for the stadium with Overstock.com, now O.co. The official name of the stadium is now "O.co Coliseum." The naming rights deal is for six years, but given that both the Raiders (NFL) and A's have leases that expire in 2013, the deal with O.co provides the company with necessary protection. The O.co Coliseum signage officially debuted on June 7, 2011.

## **Team: Philadelphia Phillies**

**Principal Owners:** David Montgomery

**Year Established:** 1883

[Team Website](#)

Twitter: @Phillies

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

**Current Value (\$/Mil):** \$975

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

**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 to the Phillies and Eagles (NFL) for their new stadiums through grants. The City of Philadelphia contributed \$304 million total toward the construction of the two stadiums. This money is being collected through a 2% 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 2014, the Majestic Clubhouse Store at Citizens Bank Park was revamped and redesigned to meet the needs of every Phillies fan. The team opened four new concession stands at the ballpark: Alley Brewing Co. and Specialty Sandwich Shop, The Philly Frank & Stein, New Planet Hoagie Location, South Philly Cheese Steak Nachos.

The free MLB.com At The Ballpark App is available for iPhone and Android devices. Fans can now log in with your MLB.com account to view their tickets and enter the ballpark. This app allows fans to order food and souvenirs delivered right to their seats, get info on player walk-up music, insider videos and a new way to share their Phillies memories right to social media.

**NAMING RIGHTS:** On June 17, 2003, the Phillies entered into a naming-rights agreement for its new stadium. The ballpark is called 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. The bank is also paying the Phillies an additional \$37.5 million for advertising during Phillies radio and television broadcasts.

## Team: Pittsburgh Pirates

**Principal Owner:** Robert Nutting

**Year Established:** 1887

[Team Website](#)

Twitter: @Pirates

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

**Current Value (\$/Mil):** \$572

**Percent Change From Last Year:** +19%

**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: N/A

**UPDATE:** For the 2014 season, the Pirates and the Pittsburgh Brewing Company unveiled the new I.C. Light Landing, located near the left-field bleachers. There, local favorites Iron City beer and I.C. Light will be available to fans in Pirates-branded cans during all home games. Another local vendor that will now have a presence at PNC Park is a gourmet burgers and handmade shakes restaurant known as BRGR, whose stand is located behind home plate on the main concourse. Finally, the ballpark switched to Coca-Cola products this year, after having previously served Pepsi. The Pepsi poles sticking up from the right field stands are now Highmark poles.

**NAMING RIGHTS:** In August 1998, PNC Bank agreed to a 20-year, \$40 million deal for the naming rights to PNC Park. The deal officially ends in 2020 and averages an annual payout of \$2 million.

## Team: San Diego Padres

**Principal Owner:** Ron Fowler and the Seidler/O'Malley families (Formerly John Moores and Jeff Moorad)

**Year Established:** 1969

[Team Website](#)

Twitter: @Padres

**Most Recent Purchase Price (\$/Mil):** \$800 (2012)

**Current Value (\$/Mil):** \$615

**Percent Change From Last Year:** +2.5%

**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: N/A

**UPDATE:** For the 2014 season, the Padres resurfaced more than 160,000-square feet of the flooring on the main concourse, terrace, and garden levels, plus areas of the upper deck. Petco Park added a new audio system that includes upgraded speakers throughout the ballpark. In addition, new control software has been added to improve the sound distribution. There is a new video board entertaining fans at the Park located behind the back of the batter's eye. The new screen is 50 percent larger than the old video board and shows what is on the main video board in HD. During the offseason, the WIFI availability was improved to be able to introduce digital technology. Now when coming to Petco Park, a fan only needs a Digital Membership card. Cards are available in physical form or through the MLB.com At the Ballpark app.

Petco added four new concession stands and one additional location to an existing restaurant. Rimel's Rotisserie will be located on the roof of the Western Metal Supply Co. Building in left field, a space that was previously only accessible to private groups, and will now be open to the public. Cardiff's Seaside Market will be located on the main concourse near section 105. Ballast Point Brewery is located on the Garden level of the first base side (below Hodad's) and will serve cocktails featuring Ballast Points' full line of spirits and 20 taps of craft beer, including some limited offerings, as well as Hodad's food. Outdoor seating areas have been added to the space, which was the former home of the PCL Club restaurant. Stone Brewery is a new rooftop beer garden located on the Upper Deck behind Section 311. Phil's BBQ will have an additional location added inside Petco Park, complete with a grill, seating area, and additional menu items from what is available at the Park at the Park location.

**NAMING RIGHTS:** In January 2003, the San Diego Padres agreed to a 22-year, \$60 million naming rights deal with San Diego-based PETCO.

## Team: San Francisco Giants

**Principal Owner:** William Neukom

**Year Established:** 1883

[Team Website](#)

Twitter: @SFGiants

**Most Recent Purchase Price (\$/Mil):** \$100 (1992)

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

**Percent Change From Last Year:** +27%

**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: @ATTParkSF

**UPDATE:** For the 2014 season, the Giants and the Giants' premium food & beverage partner, Bon Appetit Management, has completed its first-of-its-kind organic garden located below the main scoreboard in Centerfield. The Garden will prove the park's sustainability and wellness through producing a diverse and edible bounty of foods. A sod farm will allow fans to view the game through "knotholes" in the Centerfield wall. The Garden will also educate Bay Area children learning about urban farming, healthy eating, and sustainability. Paying tribute to the original name of the Giants, "The New York Gothams," The Gotham Club brings back the speakeasy era and provides a "members-only" experience at AT&T Park. Access to club members includes The Game Room, The Bullpen, and the Clubhouse.

AT&T Park unveiled three new premium-seating areas. Located in the Fan Lot, "The Dockers Deck" sits just in front of the giant glove. "The Press Club" accommodates thirty people and is adjacent to the working press box. However, fans are not allowed inside the press box. The Candlestick Suite, next to the The Press Club, pays homage to Giants' previous home, Candlestick Park. Its décor is reminiscent of the one-time home of the San Francisco Giants.

iBeacon technology allows for the team to communicate specific information to the fans via an Apple iOS7 device. Along with the new "At the Ballpark" app, fans will be able to check-in to the park to receive exclusive offers, navigate through the concessions, and so much more ways to personalize their baseball park experience.

**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:** Nintendo Company Ltd.

**Year Established:** 1977

[Team Website](#)

Twitter: @Mariners

**Most Recent Purchase Price (\$/Mil):** \$100 (1992)

**Current Value (\$/Mil):** \$710

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

**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 towards the financing of the stadium. The public's share was capped at \$372 million. Washington State's contribution 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 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: N/A

**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 (1995)

**Current Value (\$/Mil):** \$820

**Percent Change From Last Year:** +14.5%

**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 came 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:** Phase I of a construction of Ballpark Village, which cost \$100 million, was completed for the 2014 season. Ballpark Village is a mixed-use retail, entertainment, office and residential district being developed in partnership by the St. Louis Cardinals and the Cordish Companies.

The first phase of Ballpark Village includes the development of new venue sponsored by Anheuser-Busch that celebrates the brewer's rich history in St. Louis and its global reach, as well as the construction of a three story building housing a world-class Cardinals Hall of Fame Museum and Cardinals-themed restaurant that feature seating decks with views directly into Busch Stadium. These destination venues are connected by public event space known as the FOX Sports Midwest Live!. The first phase of Ballpark Village is anchored by a venue called *Cardinals Nation*. *Cardinals Nation* totals over 30,000 square feet and span three levels. *Cardinals Nation* has three parts: a two story restaurant, a Cardinals Hall of Fame and Museum, and a 300+ seat roof top deck with spectacular views of the game across Clark Street.

PBR St. Louis opened its doors when the first phase of Ballpark Village debuted on Opening Day 2014. This will be the 8th PBR location in the U.S. and it will be the only location in St. Louis.

The team is also debuting Busch 2 Infield, which will give fans a chance to walk on a replica of Busch Stadium; food booths and a video board complement it.

**NAMING RIGHTS:** The St. Louis Cardinals entered into a twenty-year naming rights deal (through the 2025 season) with Anheuser-Busch to give its new stadium 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):** \$485  
**Percent Change From Last Year:** +7.5%

**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:** For 2014, the stadium now has a 360-degree walkway surrounding the lower seating area, giving fans plenty of access around the stadium, and new places to stand and watch the game. The walkway runs into what used to be an enclosed restaurant called the Everglades BBQ Smokehouse. Now the former restaurant is an open-air area called the Porch in Centerfield. There's no roof overhead, but there will be netting to prevent fans from getting beamed by home runs. There is a porch overlooking the Rays' Touch Tank. The renovations are part of what the Rays describe as "a multi-million dollar investment being made in Tropicana Field this off-season." Everglades Brewhouse has been added on the ground floor near the rotunda.

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

## Team: Texas Rangers

**Principal Owners:** Nolan Ryan and Chuck Greenberg

**Year Established:** 1960

[Team Website](#)

Twitter: @Rangers

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

**Current Value (\$/Mil):** \$825

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

**Stadium:** Rangers Ballpark 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: N/A

**NAMING RIGHTS:** On February 5, 2014, the Rangers signed a 10-year, multi-million dollar deal with Globe Life and Accident Insurance to rename the stadium 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

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

[Team Website](#)

Twitter: @BlueJays

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

**Current Value (\$/Mil):** \$610

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

**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: @Rogers\_Centre

**UPDATE:** For the 2014 season, the Blue Jays replaced the turf at the Rogers Centre with a new turf, which is supposed to be softer and better on the knees of the players. The new turf is the first step toward installing real grass into the stadium, which the team hopes to do for the 2018 season.

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

## Team: Washington Nationals

**Principal Owner:** Ted Lerner

**Year Established:** 1969

[Team Website](#)

Twitter: @Nationals

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

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

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

**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 the money generated by issuing bonds. Revenue to pay the debt will come 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 30-year lease term from the baseball team's owner. The Nationals are responsible for any cost overruns.

[Facility Website](#)

Twitter: N/A

**UPDATE:** Changes at Nationals Park for 2014 include the new Norfolk Southern Club, which replaces the Stars & Stripes Club in sections 206 through 221, the Gold Glove Club, the Silver Slugger Suite, Heineken Red Star Bar near Section 205, a clubhouse team store ladies boutique located behind Section 141, and an expanded Nationals main clubhouse team store, which will be upgraded and moved to the right field side of the Center Field Plaza.

The club unveiled a new portal design, available on any desktop, tablet, or smartphone. The personal dashboard features customizable widgets showing an upcoming schedule, eCash balance, and special announcements and offers. The stadium will also feature eCash and "eCash Only Lines." eCash is an easy way to make purchases at select locations around Nats Park with special benefits available to season plan holders, including loading cash to their Ultimate Ballpark Access Cards.

Concession stand expansions include District Drafts, with four stands located in Sections 138, 308, 118 and 225. All four stands will feature locally brewed beers from Atlas Brew Works, in addition to DC Brau, 3 Stars, Port City Brewing Company, and Mad Fox.

**NAMING RIGHTS:** The Nationals own the naming right for the new Nationals Park and are considering selling the naming rights to the stadium. The team might even sell the naming rights to the levels of luxury suites, which currently bear the names of presidents Washington, Jefferson, and Lincoln.