Appendix 2 to Sports Facility Reports, Volume 4, Number 2

NATIONAL BASKETBALL ASSOCIATION

Note: Information compiled from Forbes Magazine (franchise values), LexisNexis.com, Sports Business Journal, Sports Business Daily, RSV Fax and other sources published on or before October 30, 2003.

Team	**Principal Owner**		**Recent Purchase Price ($/Mil)**	**Current Value ($/Mil) (Percent Increase/Decrease From Last Year)**
Atlanta Hawks	AOL/Time Warner, Inc.		An investment group headed by Steve Belkin purchased the Atlanta Hawks Atlanta Thrashers, and Philips Arena at a reported price of $350 million (2003)	$206 (+4%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
Philips Arena	1999	$213.5	91%	The facility was financed through $149.5 million in taxable revenue bonds that will be paid back through stadium revenues. A new 3% car rental tax pays for $62 million of the public infrastructure costs and Time Warner contributed $20 million for the remaining infrastructure costs.

UPDATE

In hopes of salvaging some of its investment, AOL Time Warner put the Atlanta Hawks and the NHL's Atlanta Thrashers up for sale. Texas businessman David McDavid signed a letter of intent in May to purchase both teams, and the Philips Arena, where both teams currently play, for about $230 million. He would also assume the $140 million of debt still on the Philips Arena. The deal was set to close by the end of June 2003.

However, by September 12th the deal had still not gone through. McDavid's group was busy seeking collateral for the arena portion of the deal. When the arena was built, the Hawks had been put up as collateral to secure financing, but McDavid wanted to remove the team as an asset and replace it with something else.

That something else is exactly what McDavid was looking for when AOL started talks with another group of investors headed by Steve Belkin. Within three weeks, AOL struck a deal with the new investment group for the sale of the Hawks, Thrashers and Phillips Arena, at a reported price of $350 million, which includes the debt already on the arena.

Sources reported that AOL was discontented with the slow pace at which the McDavid deal was moving, as well as McDavid's inability to secure all the finances he needed. AOL felt more comfortable with the deep pockets of the new investment group headed by Steve Belkin. The group also consists of Michael Gearson Sr. and M.B. Seretean, both members of the Hawks board of directors, Michael Gearson Jr., Rutherford Seydel (Ted Turner's son-in-law), Todd Foreman, Bruce Levenson, and Ed Prekowitz. AOL will keep a 15% stake in the ownership and the deal must still get approval from both the NBA and the NHL.

The Hawks were second-to-last in basketball attendance for the 2002-2003 season while the Thrashers had the third-lowest in hockey. One source estimated that both teams collectively lost more than $40 million for the season.

NAMING RIGHTS

Philips Electronics is paying $180 million over 20 years for the naming rights that expire in 2019.

Team	**Principal Owner**		**Recent Purchase Price ($/Mil)**	**Current Value ($/Mil) (Percent Increase/Decrease From Last Year)**
Boston Celtics	Boston Basketball Partners LP, a group made up of Wycliffe Grousbeck, H. Irving Grousbeck and Stephen Pagliuca, agreed to buy the team from Paul Gaston for $360 million in September 2002.		$360 (2002)	$274 (+25%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
Fleet Center	1995	$160	0%	Privately financed and owned by the NHL's Bruins.

UPDATE

On June 25th Managing Partner Wyc Grousbeck, stated that the team was "considering bringing aboard additional investors." All of the proposed investors that Grousbeck would like to bring in have already been approved by the NBA. Additionally, they are all local investors. Grousbeck did not comment on the exact number of investors (except that it was under a dozen), nor the ownership interest to be sold.

Although the lease with the Fleet Center does not expire until 2011, both sides have been in heated negotiations over an extended or new lease. The Celtics do not pay rent to play in the arena, but also do not get a share of any of the concession revenue. Additionally, the owner of the naming rights, FleetBoston Financial, is being sold to Bank of America and could change the name of the arena.

NAMING RIGHTS

Fleet Bank pays $2 million a year to Jeremy Jacobs, owner of the Bruins, for the 15-year naming rights deal that expires in 2010.

<table>
<tr><th>Team</th><th colspan="2">Principal Owner</th><th>Recent Purchase Price ($/Mil)</th><th>Current Value ($/Mil)
(Percent Increase/Decrease From Last Year)</th></tr>
<tr><td>Charlotte Bobcats</td><td colspan="2">Robert Johnson</td><td>$300 (2002)
“Estimated”</td><td>N/A</td></tr>
<tr><th>Arena</th><th>ETA</th><th>COST (millions)</th><th>%’s Publicly Financed</th><th>FACILITY FINANCING</th></tr>
<tr><td>Charlotte Coliseum
(2004-2005 Season)</td><td>1988</td><td>$52</td><td>100%</td><td>Publicly funded</td></tr>
<tr><td>“New Arena”</td><td>2005
(Est.)</td><td>$265</td><td>65%</td><td>The city plans to sell $170 million of tax-exempt COPs to help pay for the new arena. Construction would cost $200 million, with another $65 million for land and a reserve fund. The team would pay $23 million toward construction and would maintain the arena, including covering operating losses. The remaining cost will be underwritten by Bank of America N.A., Wahovia Bank N.A., and Duke Energy. The debt will be paid from hotel and car-rental taxes collected in Charlotte and Mecklenburg county. The city has also put up several government buildings as collateral.</td></tr>
</table>

UPDATE

Johnson finalized a deal with the city for a new $265 million arena that is set to open in time for the 2005 season. The Charlotte franchise will begin playing in the 2004-2005 season and will play at the Charlotte Coliseum until the new arena is finished. The arena will host 18,500 seats including 12 founder suites, 51 private suites, 4 party suites, 60 loge boxes and 2,600 club and courtside seats. Once finished, the team will have to play in the new arena for 25 years or pay a maximum of $200 million in damages.

NAMING RIGHTS

There are currently no naming rights deals that have been considered.

Team	**Principal Owner**		**Recent Purchase Price ($/Mil)**	**Current Value ($/Mil) (Percent Increase/Decrease From Last Year)**
Chicago Bulls	A 29 member ownership group, headed by Jerry Reinsdorf		$9 (1985)	$323 (-2%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
United Center	1994	$150	7%	Joint venture between Bulls and NHL Blackhawks. Financed jointly with city and private corporations.
NAMING RIGHTS United Airlines is paying $25 million over 20 years for the naming rights that expire in 2014.				

Team	**Principal Owner**		**Recent Purchase Price ($/Mil)**	**Current Value ($/Mil) (Percent Increase/Decrease From Last Year)**
Cleveland Cavaliers	George and Gordon Gund		$20 (1983)	$222 (+10%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
Gund Arena	1994	$152	48%	Built as part of a city sports complex that was funded both publicly and privately. Public funding from state capital improvement funds and countywide sin taxes on alcohol ($3/gallon on liquor, 16 cents/gallon on beer) and cigarettes (4.5 cents/pack) for 15 years.
NAMING RIGHTS Gordon Gund is paying $14 million over 20 years for the naming rights that expire in 2014.				

<table>
<tr><th>Team</th><th colspan="2">Principal Owner</th><th>Recent Purchase Price ($/Mil)</th><th>Current Value ($/Mil)
(Percent Increase/Decrease From Last Year)</th></tr>
<tr><td>Dallas Mavericks</td><td colspan="2">Mark Cuban</td><td>$280 for 54% of team and 50% of American Airlines Center (2000).
In January of 2002, Belo Corp. sold its 12.38% share to Cuban for $27 million.</td><td>$304 (+44%)</td></tr>
<tr><th>Arena</th><th>ETA</th><th>COST (millions)</th><th>%’s Publicly Financed</th><th>FACILITY FINANCING</th></tr>
<tr><td>American Airlines Center</td><td>2001</td><td>$420*</td><td>38%</td><td>The City capped its spending at $125 million and the Mavericks owner, Mark Cuban, and Stars owner, Tom Hicks, covered the remaining amount. 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 with the teams for 30 years.</td></tr>
<tr><td colspan="5">NAMING RIGHTS
American Airlines is paying $195 million over 30 years for the naming rights that expire in 2031.</td></tr>
</table>

Team	Principal Owner		Recent Purchase Price ($/Mil)	Current Value ($/Mil) (Percent Increase/Decrease From Last Year)
Denver Nuggets	Stan Kroenke		$450 (2000) (Includes Nuggets, Avalanche, and Pepsi Center. The Nuggets alone were $202)	$209 (+11%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
Pepsi Center	1999	$164.5	3%	Financed mostly through private loans. Also received $15 million from Liberty Media and $4.5 million in infrastructure, $2.25 million for construction sales tax rebates and $2.1 million annually for property tax exemptions.

NAMING RIGHTS

Pepsi is paying $68 million over 20 years for the naming rights that expire in 2019.

<table>
<tr><th>Team</th><th colspan="2">Principal Owner</th><th>Recent Purchase Price ($/Mil)</th><th>Current Value ($/Mil)
(Percent Increase/Decrease From Last Year)</th></tr>
<tr><td>Detroit Pistons</td><td colspan="2">William Davidson</td><td>$8 (1974)</td><td>$258 (+12%)</td></tr>
<tr><th>Arena</th><th>ETA</th><th>COST (millions)</th><th>%’s Publicly Financed</th><th>FACILITY FINANCING</th></tr>
<tr><td>The Palace of Auburn Hills</td><td>1988</td><td>$70</td><td>0%</td><td>Privately financed by a bank loan and equity contribution by team ownership.</td></tr>
</table>

UPDATE

The Palace is undergoing a $1 million upgrade to its “Covisint Club” for the upcoming season. Covisint is an internet company that purchased the naming rights for the club level in a five-year deal. The renovations will increase the size of the club area from 13,000 square feet to 17,000 square feet. This addition will allow room for 200 more seats. The club features a cigar bar, three alcohol bars and food service areas. Membership to the club are costs $6,000 per year, plus the cost of one season ticket

NAMING RIGHTS

In 1998 the owners of The Palace hired a marketing company to negotiate the rights to rename the arena, but no deal ever developed.

Team	**Principal Owner**		**Recent Purchase Price ($/Mil)**	**Current Value ($/Mil) (Percent Increase/Decrease From Last Year)**
Golden State Warriors	Christopher Cohan		$95 (75% share) (1995)	$176 (+6%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
The Arena in Oakland	1966	$25.5	100%	In 1997, the arena was renovated. The city and the county issued $140 million. 80% was refinanced by private loans guaranteed by the Warriors and the remaining 20% was paid by the city and county.

UPDATE

The Warriors and the Oakland-Alameda County Coliseum Authority have reached a settlement in a disagreement over rent and remodeling of the arena. A dispute arose over rent payments after the arena was renovated. The Authority agreed to a $140 million renovation project in exchange for a 20-year lease from the team and payment of $7.4 million a year for rent. The team refused to pay the rent because renovations had not been completed by the time the team began playing in the arena. The team was unsuccessful in arguing this issue in both arbitration and court. As a result, the team paid $22 million to settle the rent dispute. The team will then get $9 million in revenue that was previously withheld by the Authority, and the Warriors will pay $3 million from a past arbitration dispute and $170,000 in legal fees. The team must also pay $1.5 million in rent. The team also retains the right to sell naming rights but must share the revenue with the Authority.

NAMING RIGHTS

Even after its renovation in 1997, the owners of The Arena in Oakland have not been able to sell the naming rights to the facility.

Team	Principal Owner		Recent Purchase Price ($/Mil)	Current Value ($/Mil) (Percent Increase/Decrease From Last Year)
Houston Rockets	Leslie Alexander		$85 (1993)	$255 (+9%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
Toyota Center	2003	$175 Projected	100% of projected cost	The city spent $20 on the land for the arena. The sports authority will sell $182 million in bonds to build the arena and secure $125 million of that with money from hotel and car rental taxes. The sports authority will spend $30 million on a related garage project. The Rockets are responsible for cost overruns and have pledged to spend $20 million on enhancements.

UPDATE

The Rockets new Toyota Center opened in September in time for the 2003-2004 season. Under the terms of the lease with the Harris County-Houston Sports Authority, the team will pay $200,000 per year from the naming rights revenue as part of its $8.5 million per year rent payment.

In May 2003, team owner, Leslie Alexander, ran into legal problems with the concession operations and contracts. Minority groups, which included the NAACP, accused Alexander of reneging on a deal that would give minorities a one-third share of the design, construction and operations of the facility. Minority business owners have received about 30% of the design and construction contracts, but Alexander entered into a 30-year contract with Levy Restaurants to supervise food concessions at the arena. The contract did not provide for or mandate minority participation. Alexander and a coalition of minority groups were forced into mediation after a court granted a temporary restraining order against Alexander from entering into any concession contracts.

The coalition again took Alexander to court to for another temporary restraining order claiming that the team has not met its settlement obligations. The judge denied the groups' request and scheduled another hearing.

NAMING RIGHTS

The Rockets have signed a 20-year, $95 million deal with Gulf States Toyota Inc, which will expire in 2022. While Toyota Motor Sales USA and Toyota Motor Corp. in Japan singed off on the deal and will fund an undisclosed portion of the purchase, Gulf States Toyota and the dealerships that it represents will be paying most of the fee. Along with naming rights, Toyota gets exclusive sponsorship in the team's auto and truck area.

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<tr><th>Team</th><th colspan="2">Principal Owner</th><th>Recent Purchase Price ($/Mil)</th><th>Current Value ($/Mil)
(Percent Increase/Decrease From Last Year)</th></tr>
<tr><td>Indiana Pacers</td><td colspan="2">Melvin and Herbert Simon</td><td>$11 (1983)</td><td>$246 (+6%)</td></tr>
<tr><th>Arena</th><th>ETA</th><th>COST (millions)</th><th>%'s Publicly Financed</th><th>FACILITY FINANCING</th></tr>
<tr><td>Conseco Fieldhouse</td><td>1999</td><td>$175</td><td>41%</td><td>Financing for the facility is a public/private partnership. Public contributions include $50 million from a professional sports developmental tax district around the new facility, $4.7 million in infrastructure, $9.3 million form Capital Improvement Board cash reserves and $7 million from the Circle Centre mall revenues. Private contributions include $57 million from the Pacers, a $37 million loan from companies, which will be repaid by the city, and a $10 million land grant from Eli Lilly & Co. for the arena site.</td></tr>
<tr><td colspan="5">NAMING RIGHTS

Conseco is paying $40 million over 20 years for the naming rights that expire in 2019.</td></tr>
</table>

Team	Principal Owner		Recent Purchase Price ($/Mil)	Current Value ($/Mil) (Percent Increase/Decrease From Last Year)
Los Angeles Clippers	Donald T. Sterling		$13 (1981)	$205 (+21%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
Staples Center	1999	$375	73%	The city will provide $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 will also be provided by the city's Community Redevelopment Agency. The Clippers, Kings, and Lakers share the arena owned by Philip Anschutz, who also owns 30% of the Lakers. Another $ 100 million is from a naming rights deal and private loans.

NAMING RIGHTS

Staples is paying $116 million over 20 years for the naming rights that expires in 2019.

Team	Principal Owner		Recent Purchase Price ($/Mil)	Current Value ($/Mil) (Percent Increase/Decrease From Last Year)
Los Angeles Lakers	Dr. Jerry Buss		$20 (1979)	$426 (+6%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
Staples Center	1999	$375	73%	The city will provide 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 will also be provided by the city's Community Redevelopment Agency. The Clippers, Kings, and Lakers share the arena owned by Philip Anschutz, who also owns 30% of the Lakers. Another $ 100 million is from a naming rights deal and private loans.

NAMING RIGHTS

Staples is paying $116 million over 20 years for the naming rights that expire in 2019.

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<tr><th>Team</th><th colspan="2">Principal Owner</th><th>Recent Purchase Price ($/Mil)</th><th>Current Value ($/Mil)
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<tr><td>Memphis Grizzlies</td><td colspan="2">Michael Heisley, Sr.</td><td>$160 (2000)</td><td>$198 (+24%)</td></tr>
<tr><th>Arena</th><th>ETA</th><th>COST (millions)</th><th>%’s Publicly Financed</th><th>FACILITY FINANCING</th></tr>
<tr><td>The Pyramid Arena</td><td>1992</td><td>N/A</td><td>N/A</td><td></td></tr>
<tr><td>FedEx Forum</td><td>Sept. 2004</td><td>$250</td><td>100%</td><td>Funding for the arena comes from $206.9 million in revenue bonds sold by Shelby County Sports Authority and backed in part by a $1.15 per ticket fee and a state sales tax rebate on the sale of merchandise and concessions at the arena. The balance comes from the team, which might use revenue from a 23- year, $90 million naming-rights deal with FedEx Corp.</td></tr>
</table>

UPDATE

The FedEx Forum will be ready for the 2004-2005 season and will house a total of 18,400 seats with 28 lower level executive suites, 32 club level executive suites, 4 party suites, 80 club boxes, 1,500 club seats, and 1,000 courtside seats. In August, Shelby County filed a lawsuit against the New Memphis Arena Public Building Authority for using project funds to pay for a second construction consultant to help keep costs down. The county commission contended that all parties signed an agreement in 2001 that allowed each to use the funds to hire their own consultants. However, the Authority said that a separate agreement signed later acknowledged that PC Sports, the current consulting firm, would handle the entire oversight of construction costs.

The Grizzlies have struck a deal with two lenders to get $32.5 million of the naming rights deal up-front in exchange for the last 19 ½ years of payments from the team’s deal with FedEx. This is in addition to the $20 million the team has already received from an up-front payment by FedEx. The team feels it is better off receiving $52 million now, rather than $90 million over twenty years.

NAMING RIGHTS

Federal Express will pay $4.5 million a year for the naming rights that expire in 2023.

Team	Principal Owner	Recent Purchase Price ($/Mil)	Current Value ($/Mil) (Percent Increase/Decrease From Last Year)
Miami Heat	Micky Arison	$68 for 88% (1995)	$250 (+1%)

Arena	ETA	COST (millions)	%'s Publicly Financed	FACILITY FINANCING
American Airlines Arena	1999	$241.3	59%	The plan called for the public to provide $141.2 million that would come from hotel and transportation taxes.

NAMING RIGHTS

American Airlines is paying $42 million over 20 years for the naming rights that expire in 2019.

Team	Principal Owner	Recent Purchase Price ($/Mil)	Current Value ($/Mil) (Percent Increase/Decrease From Last Year)
Milwaukee Bucks	Herb Kohl		$168 (+12%)

Arena	ETA	COST (millions)	%'s Publicly Financed	FACILITY FINANCING
Bradley Center	1988	$71	0%	Money for the arena was donated by the Bradley family as a gift to the people of Wisconsin. The team does not pay rent and gets a percentage of suite revenue and concessions.

UPDATE

As of June 29, 2003, the Bucks were no longer for sale. Senator Herb Kohl had been looking to sell the team and was asking for at least $170 million. Kohl had two potential investment groups looking to purchase the team right before he decided not to sell. Kohl stated that he "decided not to sell the Milwaukee Bucks . . ." because he was "not yet prepared to sell the team at [the] time."

The Bucks' lease with the Bradley Center expires in 2004 and the team is looking for more building revenue before they decide to renew the lease.

NAMING RIGHTS

The money for the Bradley Center was donated with the understanding that it would always be named the Bradley Center and the Board has said that under no circumstances would the naming rights be sold.

<table>
<tr><th>Team</th><th colspan="2">Principal Owner</th><th>Recent Purchase Price ($/Mil)</th><th>Current Value ($/Mil)
(Percent Increase/Decrease From Last Year)</th></tr>
<tr><td>Minnesota Timberwolves</td><td colspan="2">Glen Taylor</td><td>$88.5 (1995), and an additional $6 million for 10% of the team in 1996.</td><td>$213 (+15%)</td></tr>
<tr><th>Arena</th><th>ETA</th><th>COST (millions)</th><th>%’s Publicly Financed</th><th>FACILITY FINANCING</th></tr>
<tr><td>Target Center</td><td>1990</td><td>$117</td><td>100%</td><td>Financed through tax-exempt bond issue and is run by Clear Channel Communications.</td></tr>
<tr><td colspan="5">NAMING RIGHTS

Target is paying $18.8 million over 15 years for the naming rights that expire in 2005.</td></tr>
</table>

<table>
<tr><th>Team</th><th colspan="2">Principal Owner</th><th>Recent Purchase Price ($/Mil)</th><th>Current Value ($/Mil)
(Percent Increase/Decrease From Last Year)</th></tr>
<tr><td>New Jersey Nets</td><td colspan="2">YankeeNets</td><td>$150 for 66%, (1998)</td><td>$218 (+29%)</td></tr>
<tr><th>Arena</th><th>ETA</th><th>COST (millions)</th><th>%'s Publicly Financed</th><th>FACILITY FINANCING</th></tr>
<tr><td>Continental Airlines Arena</td><td>1981</td><td>$85</td><td>100%</td><td>Arena part of larger sports complex that houses a football stadium and horse racetrack. Publicly funded by bond issued by the New Jersey sports authority. Debt paid off by revenue generated from racetrack.</td></tr>
</table>

UPDATE

On October 19, 2002, the Newark City Council passed a resolution authorizing a $355 million dollar partnership with YankeeNets to build a new downtown arena for the Nets and Devils. YankeeNets was expected to contribute 37% of the construction cost, which would amount to approximately $130 million. The city would contribute $200 million. A final plan for the arena is still up in the air as negotiations between YankeeNets and the city are at a stand still.

A report in Newsday, on June 10, 2003, said that Islanders' owner, Charles Wang, was in discussions to purchase the Nets and bring them back to Long Island. The Nets' ownership group, Yankee Nets, came out the very next day and stated that the Nets were absolutely not for sale. However, by August 7, several YankeeNets investors put their interest in the Nets up for sale and there were reports that four groups were vying to purchase the team, at a reported asking price of $250 million. Two of the groups would likely take the team away from the proposed arena in Newark, while a third group is considering a renovation of Continental Airlines Arena. The reported bidders include Charles Wang, owner of the NHL Islanders, who would bring the team to the Nassau Coliseum; Bruce Rantner, who would want to move the team to a new venue in Brooklyn; Donald Unger, a former team owner, who would want to keep the team in the Meadowlands; and Alan Landis and David Gerstein, current YankeeNets investors.

By August 21, there was a fifth group that emerged as possible buyers. Jon Corizone, a U.S. senator, and Charles Kushner, a real estate developer, put in a bid to purchase the team. With the New Jersey Sports and Exposition Authority putting forth a proposal to renovate Continental Airlines Arena; Corizone, Kushner and the Authority, have struck a deal in which the group and the Authority would share the cost of the $100 million arena renovations. The deal anticipates the NHL Devils remaining at the arena and provides for additional revenues for the Devils. The two teams would manage the building and pay the Authority between $1 million and $2 million. The teams would get concession and parking revenue and control arena naming and sponsorship rights.

While this deal is viable, a lot rests on the Devils staying in the Meadowlands. One of the major investors in YankeeNets has revived the idea of building a new arena in Newark, but the arena would only host the Devils. George Zoffinger, head of the Authority, told the Newark Star Ledger that a Nets-only arena in the Meadowlands would not be viable.

Only three groups lead by Corzine and Kushner, Bruce Ratner, and Charles Wang, had submitted their proposals by the October 8th, deadline.

NAMING RIGHTS

Continental Airlines is paying $29 million over 12 years for the naming rights that expire in 2011.

<table>
<tr><th>Team</th><th colspan="2">Principal Owner</th><th>Recent Purchase Price ($/Mil)</th><th>Current Value ($/Mil)
(Percent Increase/Decrease From Last Year)</th></tr>
<tr><td>New Orleans Hornets</td><td colspan="2">George Shinn and Ray Wooldridge</td><td>$80 for 50%: (1999)</td><td>$172 (+27%)</td></tr>
<tr><th>Arena</th><th>ETA</th><th>COST (millions)</th><th>%’s Publicly Financed</th><th>FACILITY FINANCING</th></tr>
<tr><td>New Orleans Arena</td><td>1999</td><td>$110</td><td>100%</td><td>Publicly funded through $110 million in revenue bonds. The Hornets pay $2 million a year for rent and receive all revenue from premium seating, advertising, naming rights, concessions, novelties and parking</td></tr>
</table>

NAMING RIGHTS

When the Hornets moved to New Orleans, city officials gave them the exclusive right to sell the naming rights to the arena and keep all of the profits. Currently there are no offers on the table .

<table>
<tr><th>Team</th><th colspan="2">Principal Owner</th><th>Recent Purchase Price ($/Mil)</th><th>Current Value ($/Mil)
(Percent Increase/Decrease From Last Year)</th></tr>
<tr><td>New York Knicks</td><td colspan="2">The team and arena are owned by Cablevision Systems Corp. (60%) and Fox Entertainment Group. (40%)</td><td>Fox acquired 40% of the Knicks, the New York Rangers, Madison Square Garden, and MSG Cable Network in 1997 for $850 million. The Knicks alone cost $300.</td><td>$398 (+2%)</td></tr>
<tr><th>Arena</th><th>ETA</th><th>COST (millions)</th><th>%'s Publicly Financed</th><th>FACILITY FINANCING</th></tr>
<tr><td>Madison Square Garden</td><td>1968</td><td>$43</td><td>100%</td><td>$200 million renovation between 1989-1991.</td></tr>
<tr><td colspan="5">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 spans from 1879 when Madison Square Garden I opened, to the grand opening of Madison Square Garden IV in 1968.</td></tr>
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<tr><th>Team</th><th colspan="2">Principal Owner</th><th>Recent Purchase Price ($/Mil)</th><th>Current Value ($/Mil)
(Percent Increase/Decrease From Last Year)</th></tr>
<tr><td>Orlando Magic</td><td colspan="2">Richard DeVos</td><td>$85 (1991)</td><td>$197 (+12%)</td></tr>
<tr><th>Arena</th><th>ETA</th><th>COST (millions)</th><th>%'s Publicly Financed</th><th>FACILITY FINANCING</th></tr>
<tr><td>TD Waterhouse Centre</td><td>1989</td><td>$102</td><td>100%</td><td>Publicly funded.</td></tr>
<tr><td colspan="5">NAMING RIGHTS

TD Waterhouse is paying $7.9 million over 5 years for the naming rights that expire in 2004.</td></tr>
</table>

Team	Principal Owner		Recent Purchase Price ($/Mil)	Current Value ($/Mil) (Percent Increase/Decrease From Last Year)
Philadelphia 76ers	Comcast Corp.		$125 (1996)	$298 (+7%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
Wachovia Center	1996	$206	11%	Private loans and contribution from Spectator. The City and State also contributed for the infrastructure. CoreStates paid $40 million for 29 years for the naming rights.

UPDATE

Comcast-Spectacor, owner of the First Union Center and the First Union Spectrum, has changed the name of the arenas to Wachovia Center to reflect the name change in the company following the merger of the two companies.

NAMING RIGHTS

First Union acquired naming rights through a merger with CoreStates in 1997. First Union is paying $40 million over 30 years for the naming rights that expire in 2023.

Team	Principal Owner	Recent Purchase Price ($/Mil)	Current Value ($/Mil) (Percent Increase/Decrease From Last Year)
Phoenix Suns	Jerry Colangelo	$45 (1987)	$272* (+7%)

Arena	ETA	COST (millions)	%'s Publicly Financed	FACILITY FINANCING
America West Arena	1992	$90	39%	The city of Phoenix contributed $35 million with $28 million going to construct the arena and $7 million for the land. The Phoenix Suns contributed $55 million. The city has a 30-year commitment from the suns and receives $500,000 per year (with annual 3% increase) and 40% of revenue from luxury boxes and advertising.

UPDATE

The Suns are adding sixteen loge boxes to the arena for the upcoming season. The boxes will consist of four or six seats and will lease from $22,500 to $30,000 per year. The Suns are also offering tickets for major speakers just before each game. The tickets will go for around $100 and will include a game ticket.

*Current value may decrease when the NHL's Coyotes move into their own arena next year.

NAMING RIGHTS

America West is paying $26 million over 30 years for the naming rights that expire in 2019.

Team	**Principal Owner**		**Recent Purchase Price ($/Mil)**	**Current Value ($/Mil) (Percent Increase/Decrease From Last Year)**
Portland Trail Blazers	Paul Allen		$70 (1988)	$270 (-5%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
Rose Garden	1995	$262	13%	Public and private funds. The plan called for the public money to be supplied by city bonds backed by event revenues. The city also contributed $34.5 million for roadwork and utilities. $46 million in private money came from team owner, Paul Allen.

NAMING RIGHTS

Team owner, Paul Allen, decided not to sell the naming rights to the Arena in favor of a more community oriented name.

Team	Principal Owner		Recent Purchase Price ($/Mil)	Current Value ($/Mil) (Percent Increase/Decrease From Last Year)
Sacramento Kings	Gavin and Joseph Maloof		The Maloofs bought 24% in 1998 and 29% in 1999 for between $240 and $250 million total.	$259 (+24%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
ARCO Arena	1988	$40	0%	Financed with private funds.

UPDATE

On April 3, 2002, the Sacramento City Council indicated that they were interested in building a new arena for the Kings in the downtown area, but wanted to proceed slowly. The city's initial study found that a new arena would have to be publicly financed and would cost between $280 million to $320 million in 2006 adjusted dollars. The cost excludes the existing $73 million city loan on Arco Arena, land purchase costs and offsite infrastructure costs.

As of October 2, 2003, the proposed arena was still in consideration. Officials want to set up an advisory election in March 2004 to find out how taxpayers feel about building a new arena. The land being considered consists of 76 acres owned by Union Pacific Railroad and would house the arena and an entertainment district. While funding has not been finalized, officials have gained support with the California legislature, which would provide some of the funding. The city is expecting to receive an updated study for the arena project sometime in November.

A financing plan passed by the California legislature would allow businesses within a district to tax themselves, with the money going to fund special projects; in this case, a new arena. Such a tax is usually limited to five years and is usually used for the construction of sidewalks and similar improvements. However, the new law would allow the tax to extend for up to thirty years. The bill was sent to Governor Gray Davis for approval and he signed the bill, which will take affect January 1.

As of October 30, 2003, Mayor Heather Fargo, a proponent of a new arena, stated that the city is giving up on the idea. A week prior, Sacramento officials released an updated research report for the new arena. The report projected that it would cost $458 million for a new arena, funded mostly by hotel and car rental taxes and increased rates at city parking facilities. It also suggested a 6% surcharge on restaurant meals and drinks within an entertainment district. However, Mayor Fargo pointed to the lack of support from the Kings and the public for the city backing off on the idea of a new arena. Team officials stated that they were interested in a new arena, but their lack of support comes from the city refusing to sign a financing agreement.

NAMING RIGHTS

ARCO is paying $10 million over 10 years for the naming rights that expire in 2007.

Team	**Principal Owner**		**Recent Purchase Price ($/Mil)**	**Current Value ($/Mil) (Percent Increase/Decrease From Last Year)**
San Antonio Spurs	Peter Holt		$75 (1993)	$242 (+9%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
SBC Center	2002	$175	84%	The proposal called for $146.5 million to be generated through a county tax increase and an increase in hotel and rental car taxes. The Spurs contributed $28.5 million themselves, which they will raise through a $1.00 increase in ticket fees for NBA games and a $1.00 parking surcharge. The bulk of the facilities revenues will go to the team.

NAMING RIGHTS

SBC Communications is paying $41 million over 20 years for the naming rights that expire in 2022.

Team	Principal Owner	Recent Purchase Price ($/Mil)	Current Value ($/Mil) (Percent Increase/Decrease From Last Year)
Seattle Supersonics	Howard Schultz	$250 (2001)	$207 (+4%)

Arena	ETA	COST (millions)	%'s Publicly Financed	FACILITY FINANCING
Key Arena (Renovated from the shell of the Seattle Center Coliseum)	1995	$74	100%	Financed through city bonds, revenue from the naming rights deal with Key Bank, and a $115,000 per game rent fee paid by the Sonics. No revenues came from tax dollars.

UPDATE

The city has hired SRG Partnership of Portland to design the renovations for Key Arena. Some of the work could be completed by January. Much of the renovations will be focused on generating more revenue for the team. Renovations include improving signage and public facilities, as well as a building a monorail station to serve the arena.

The team has also been confronted with the possibility of moving into a new arena. A group of investors are considering a new arena in Seattle and have talked with team officials about leaving Key Arena. Team officials have been considering a change in venue and have stated that they expect to make a decision within two years.

NAMING RIGHTS

Key Bank is paying $15.1 million over 15 years for the naming rights that expire in 2010.

Team	**Principal Owner**		**Recent Purchase Price ($/Mil)**	**Current Value ($/Mil) (Percent Increase/Decrease From Last Year)**
Toronto Raptors	Maple Leaf Sports		$408 for Raptors, Air Canada Center and land (1998). Raptors alone cost $125.	$217 (+26%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
Air Canada Center	1999	C$250-265	0%	Privately financed.

NAMING RIGHTS

Air Canada is paying $30 million over 20 years for the naming rights that expire in 2019.

Team	**Principal Owner**		**Recent Purchase Price ($/Mil)**	**Current Value ($/Mil) (Percent Increase/Decrease From Last Year)**
Utah Jazz	Larry Miller		$24 (1985)	$226 (0%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
Delta Center	1991	$90	21%	Mostly financed by the team owner. The city donated the land.

NAMING RIGHTS

Delta Airlines is paying $25 million over 20 years for the naming rights that expire in 2011.

Team	Principal Owner		Recent Purchase Price ($/Mil)	Current Value ($/Mil) (Percent Increase/Decrease From Last Year)
Washington Wizards	Abe Pollin		$1 (1963)	$278 (+30%)
Arena	**ETA**	**COST (millions)**	**%'s Publicly Financed**	**FACILITY FINANCING**
MCI Center	1997	$260	0	Private loans financed the building, with the District of Columbia providing $60 million for the infrastructure. The Wizards are part owners.

NAMING RIGHTS

MCI pays $2.2 million a year for the naming rights that expire in 2017.