



## Major League Baseball

**Team:** Arizona Diamondbacks

**Principal Owner:** Jeffrey Royer, Dale Jensen, Mike Chipman, Ken Kendrick, Jeff Moorad

**Year Established:** 1998

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$130 (1995)

**Current Value (\$/Mil):** \$305

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

**Stadium:** Chase Field

**Date Built:** 1998

**Facility Cost (millions):** \$355

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

**Facility Financing:** The Maricopa County Stadium District provided \$238 M for the construction through a .25% increase in the county sales tax from April 1995 to November 30, 1997. In addition, the Stadium District issued \$15 M in bonds that is being paid off with stadium-generated revenue. The remainder was paid through private financing; including a naming rights deal worth \$66 M over 30 years.

[Facility Website](#)

**UPDATE:** Between the 2005 and 2006 seasons, the Diamondbacks added a new \$3.3 M LED display board to Chase Field. The board is the largest LED board in Major League Baseball. The Diamondbacks also upgraded the Chase Field sound system and added two high-end, field level suites. The changes were paid for by a renewal and refurbishment account, which was created when the ballpark was built. Maricopa County and the Diamondbacks both contribute to the account.

**NAMING RIGHTS:** On June 5, 1995, the Arizona Diamondbacks entered into a \$66 M naming-rights agreement with Bank One that extends over 30 years, expiring in 2028, and averaging a yearly payout of \$2.2 M. 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:** Time Warner

**Year Established:** 1876

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$12 (1976)

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

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

**Stadium:** Turner Field

**Date Built:** 1996

**Facility Cost (millions):** \$235

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

**Facility Financing:** The original stadium was built for the 1996 Summer Olympics at a cost of \$209 M. After the games, it was converted into a 50,000-seat baseball stadium for the Braves. The Braves paid for the conversion.

[Facility Website](#)

**UPDATE:** Time Warner has a deal in the works to sell the Braves to Liberty Media, but no final agreement has been reached. Time Warner broke off talks with all other bidders in April 2006. In April, the sides supposedly had reached a rough agreement whereby Time Warner would transfer the Braves and cash to Liberty in exchange for 107 million shares of Time Warner stock held by Liberty. Time Warner reportedly wants the stock back and Liberty wants rid of it. The deal has been held up because of tax complications surrounding the transaction. As of August 2006, the sides were still negotiating.

**NAMING RIGHTS:** In September 1996, Time Warner 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 mayor Ivan Allen Jr. By naming the stadium after Turner, Time Warner gave up at least \$3 M a year in potential naming rights revenue.

**Team: Baltimore Orioles**

**Principal Owner:** Peter Angelos

**Year Established:** 1953

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$173 (1993)  
**Current Value (\$/Mil):** \$359  
**Percent Change From Last Year:** +5%

**Stadium:** Oriole Park at Camden Yards

**Date Built:** 1992

**Facility Cost (millions):** \$210

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

**Facility Financing:** Financed with \$137 M in lease revenue bonds and \$60 M in lease revenue notes issued by the stadium authority. The debt is being repaid from revenue generated by special sports themed lottery tickets. The remaining costs were covered with cash that accumulated in the lottery fund since it was established in 1988 to finance sports stadiums. The team contributed \$9 M for construction of skyboxes. The Maryland Sports Authority spent \$1.5 M on improvements in 1998.

[Facility Website](#)

**UPDATE:** On March 31, 2005, Major League Baseball and Peter Angelos agreed on a compensation package to offset the effect of the Expos, now the Washington Nationals, relocation to Washington D.C. In the agreement, MLB guaranteed a selling price for the Orioles franchise of at least \$365 M if Angelos decides to sell the team. Therefore, if the team accepts an offer for less than \$365 M, MLB will have to pay the difference. Additionally, the Orioles will have majority control of the newly created Regional Sports Network (RSN). This network will broadcast Orioles games as well as Nationals games. Furthermore, if yearly gross revenues fall below \$130 M, MLB will have to pay the Orioles the difference.

**NAMING RIGHTS:** In September of 2001, The State Board of Public Works amended its lease with the Orioles giving the team the authority to enter into a naming rights agreement. As of June 2006, the Orioles have not entered into a corporate naming rights agreement for their stadium.

**Team: Boston Red Sox**

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

**Year Established:** 1901

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$700 (2002)

**Current Value (\$/Mil):** \$617

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

**Stadium:** Fenway Park

**Date Built:** 1912

**Facility Cost (millions):** \$.420

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

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

money.

[Facility Website](#)

**UPDATE:** Following the 2005 season, historic Fenway Park underwent renovations. The renovations resulted in 1,002 seats being added to Fenway Park. 1,327 old seats were removed and replaced by 2,329 new seats. As part of the renovations the .406 Club behind home plate was also removed and replaced by the EMC Club and the Home Plate Pavilion Club. The renovations also included a new sound system and changes in signage.

**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 of Fenway Park.

### **Team: Chicago Cubs**

**Principal Owner:** Tribune Company

**Year Established:** 1876

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$21 (1981)

**Current Value (\$/Mil):** \$448

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

**Stadium:** Wrigley Field

**Date Built:** 1914

**Facility Cost (millions):** \$.250

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

**Facility Financing:** The entire cost of the ballpark was privately funded by restaurateur Charles H. Weeghman.

[Facility Website](#)

**UPDATE:** In April 2005, the Cubs and Chicago city officials agreed on a plan to expand Wrigley Field. The expansion was completed in time for the beginning of the 2006 season. The \$13.5 M expansion resulted in the addition of nearly 1800 new bleacher seats, a 100-seat restaurant overlooking center field, and a year round five-story building and parking garage west of the field that will house retail stores, another restaurant and 400 parking spaces.

**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.

**Team: Chicago White Sox**

**Principal Owner:** Jerry Reinsdorf

**Year Established:** 1900

[Team Website](#)

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

**Current Value (\$/Mil):** \$315

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

**Stadium:** U.S. Cellular Field

**Date Built:** 1991

**Facility Cost (millions):** \$150

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

**Facility Financing:** The Illinois Sports Facilities Authority issued \$150 M in bonds for the land and the construction of the new stadium. A 2% hotel tax levied on Chicago hotel services the debt.

[Facility Website](#)

**UPDATE:** At the beginning of the 2006 season, the Phase V renovation was complete. Phase V features a 15,000-square-foot baseball and softball skills instruction area for kids located above the left field concourse. The area is known as FUNdamentals, and remains open during the game. Phase V also included the addition of a 314-seat "Scout" seating area, which provides its ticket-holders with access to a private restaurant and lounge, service from private staff, and reserved parking, as well as behind-the-scenes views of the ballpark's inner workings. Additionally, Phase V included the installation of forest green seats to the entire ballpark, replacing the blue seats that currently exist.

**NAMING RIGHTS:** On January 31, 2003, U.S. Cellular and the Chicago White Sox agreed to a 20-year, \$68 M naming rights deal.

**Team: Cincinnati Reds**

**Principal Owner:** Robert Castellini

**Year Established:** 1869

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$270 for 70% (2006)

**Current Value (\$/Mil):** \$274

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

**Stadium:** Great American Ball Park

**Date Built:** 2003

**Facility Cost (millions):** \$290

**Percentage of Stadium Publicly Financed:** 90%

**Facility Financing:** The Reds contributed \$30 M toward construction of the stadium. Rent will amount to \$2.5 M annually for nine years, and then one dollar per year for the remaining 21 years of the 30-year lease. However, because of the extra costs of the project, the team expanded its lease with the facility to 35 years. The county will pay most of the cost using proceeds from the half-cent sales tax increase voters approved in 1996.

[Facility Website](#)

**UPDATE:** In early 2006, Major League Baseball's owners unanimously approved the sale of controlling interest in the Cincinnati Reds. Carl H. Linder sold his controlling interest to a group headed by Robert Castellini. The Castellini Group paid \$270 M for approximately 70% ownership of the franchise.

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

## **Team: Cleveland Indians**

**Principal Owner:** Larry Dolan

**Year Established:** 1901

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$320 (1999)

**Current Value (\$/Mil):** \$352

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

**Stadium:** Jacobs Field

**Date Built:** 1994

**Facility Cost (millions):** \$180

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

**Facility Financing:** Built as part of a city sports complex that was funded both publicly and privately. The Gateway Economic Development Corp. issued \$117 M in bonds backed by voter approved countywide sin taxes on alcohol (\$3/gallon on liquor, 16 cents/gallon on beer) and cigarettes (4.5 cents/pack) for 15 years. It also issued \$31 M in stadium revenue bonds. The Gateway Corp. received about \$20 M up front from early seat sales.

[Facility Website](#)

**NAMING RIGHTS:** When Richard Jacobs sold the Indians to Larry Dolan, Jacobs paid \$6.3 M to keep the family name on the ballpark through the 2006 season. The team is currently negotiating with several Cleveland businesses about having their name on the ballpark. The team is seeking a naming rights agreement of at least 18 years.

## **Team: Colorado Rockies**

**Principal Owner:** Charlie Monfort and Dick Monfort

**Year Established:** 1991

[Team Website](#)

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

**Current Value (\$/Mil):** \$298

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

**Stadium:** Coors Field

**Date Built:** 1995

**Facility Cost (millions):** \$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 10 years. The Rockies contributed \$53 M.

[Facility Website](#)

**UPDATE:** In December 2005, Charlie and Dick Monfort bought out Jerry McMorris' share of the Rockies. The buy-out culminated two years of phasing McMorris out of the organization.

**NAMING RIGHTS:** In 1995, Adolph Coors Company paid \$15 M for the naming rights to Coors Field. The deal is for an indefinite period of time. This was Major League Baseball's first open-ended naming rights arrangement.

### **Team: Detroit Tigers**

**Principal Owner:** Michael Illitch

**Year Established:** 1901

[Team Website](#)

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

**Current Value (\$/Mil):** \$292

**Percent Change From Last Year:** +22%

**Stadium:** Comerica Park

**Date Built:** 2000

**Facility Cost (millions):** \$395

**Percentage of Stadium Publicly Financed:** 45%

**Facility Financing:** The Tigers owner contributed \$145 M to the new stadium. The remaining costs were financed through a 2% car rental tax and a 1% hotel tax, and money from Indian casino revenue.

[Facility Website](#)

**NAMING RIGHTS:** Comerica, a financial services company, purchased the naming rights for Comerica Park on December 21, 1998. Comerica will pay \$66 M over 30 years. The average annual payout is \$2.2 M. The deal expires in the year 2030.



**Team: Florida Marlins**

**Principal Owner:** Jeffrey Loria

**Year Established:** 1991

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$158.5 (2002)

**Current Value (\$/Mil):** \$226

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

**Stadium:** Dolphins Stadium

**Date Built:** 1987

**Facility Cost (millions):** \$115

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

**Facility Financing:** Stadium was originally built with private funds as a football stadium. The Marlins spent an additional \$10 M to renovate the stadium for baseball.

[Facility Website](#)

**UPDATE:** For the past few years the Florida Marlins have been in the process of trying to secure an agreement for a new stadium in the Miami area. However, the team has been unable to reach an agreement with the Florida legislature. Recently, the Florida Senate killed a bill, passed by the Florida House, which would have given the Marlins a \$60 M tax rebate for its proposed \$430 M stadium. Without state funding, the Marlins are about \$100 M short on the funding required for the new stadium. The setback opens up the option of moving the franchise. Las Vegas, San Antonio, Portland and other cities have been discussed as possible new homes for the team. The Marlins' lease at Dolphins Stadium continues through 2006, with one-year options available to the team through 2010.

**NAMING RIGHTS:** In 1996, Pro Player entered into a 10 year, \$20 M deal renaming Joe Robbie Stadium, Pro Player Stadium. When parent company Fruit of the Loom filed for bankruptcy, the deal fell apart. The Dolphins currently do not have a naming rights deal in place. The In January 2005, the stadium owner, H. Wayne Huizenga, announced that the stadium name was being changed to Dolphins Stadium.

**Team: Houston Astros**

**Principal Owner:** Drayton McLane

**Year Established:** 1962

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$102.7 (1992)

**Current Value (\$/Mil):** \$416

**Percent Change From Last Year:** +17%

**Stadium:** Minute Maid Park

**Date Built:** 2000

**Facility Cost (millions):** \$266

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

**Facility Financing:** Financed through a team payment valued at \$53 M. Private investors contributed \$35 M and a \$180 M hotel/rental car tax was also levied.

[Facility Website](#)

**NAMING RIGHTS:** On June 5, 2002, the Houston Astros inked a 28 year deal with Minute-Maid, a division of Coca-Cola, worth more than \$170 M. The deal expands a long-term relationship with Minute-Maid and Coca-Cola, who signed the deal in an effort to compete with rival PepsiCo owned Tropicana. Tropicana currently owns the naming-rights for the Tampa Bay Devil Rays' stadium in Florida.

**Team: Kansas City Royals**

**Principal Owner:** David Glass

**Year Established:** 1969

[Team Website](#)

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

**Current Value (\$/Mil):** \$239

**Percent Change From Last Year:** +28%

**Stadium:** Kauffman Stadium

**Date Built:** 1973

**Facility Cost (millions):** \$21.5

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

**Facility Financing:** Stadium was financed through a \$43 M county bond issue. Half of the bond money (\$21.5 M) was used to fund the neighboring Arrowhead football stadium.

[Facility Website](#)

**UPDATE:** In April 2006, the Royals and Kansas City Chiefs won a hard fought battle to get financing for renovations to Kauffman Stadium and Arrowhead Stadium. Voters in Jackson County, Missouri approved a sales tax that will raise an estimated \$425 M over 25 years to help overhaul the stadiums. The Royals, Chiefs and State of Missouri will also contribute funds to the renovation projects. With the financing in place, MLB commissioner Bud Selig has promised Kansas City an All-Star game between 2010 and 2014 when the stadium project is complete.

**NAMING RIGHTS:** On July 2, 1993, Royals Stadium was renamed in honor of Ewing M. Kauffman. Kauffman, a self-made millionaire, purchased the Royals as an expansion team in 1968 with the commitment of making the Royals a competitive team. Kauffman was a beloved member of the Kansas City community. He passed away on August 1, 1993. It is highly unlikely that the Royals would entertain any thoughts of selling the naming rights under these circumstances.

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

**Principal Owner:** Arturo Moreno

**Year Established:** 1961

[Team Website](#)

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

**Current Value (\$/Mil):** \$368

**Percent Change From Last Year:** +25%

**Stadium:** Angel Stadium of Anaheim

**Date Built:** 1966

**Facility Cost (millions):** \$24

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

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

[Facility Website](#)

**UPDATE:** On January 4, 2005, team owner Arte Moreno announced that the team would change its name to "The Los Angeles Angels of Anaheim." Moreno believes that the name change will allow the team to tap into a larger marketing area in the greater Los Angeles community. Commissioner Bud Selig has approved the name change, but the city attempted to enjoin the team, requiring the name to remain "The Anaheim Angels." The city sued arguing that the lease precludes the change, while the team argued that by leaving "Anaheim" in the name, the change satisfied the terms of the lease. In February 2006, a jury sided with the team and determined that the team could continue to use the name Los Angeles Angels of Anaheim. Despite the jury's decision, the City of Anaheim has continued to fight the name change by appealing the February 2006 decision.

**NAMING RIGHTS:** In early 2004, Edison International exercised their option to terminate their 20-year, \$50 M 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:** Frank McCourt

**Year Established:** 1890

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$371 (2004)

**Current Value (\$/Mil):** \$482

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

**Stadium:** Dodger Stadium

**Date Built:** 1962

**Facility Cost (millions):** \$23

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

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

[Facility Website](#)

**UPDATE:** A \$15 M upgrade to Dodger Stadium was completed just prior to the beginning of the 2005 season. The upgrade included the addition of 1600 Baseline Field Box seats, in what was former foul territory along the first and third base sides. In addition to the baseline field box seats, the upgrade included the renovation and expansion of the Dugout Club, an LED scoreboard, moving the dugouts closer to the field and in line with the Baseline Field Box seats, and replacing the rubberized warning track with a traditional dirt warning track.

**NAMING RIGHTS:** The Dodgers do not currently have a naming rights deal in place for Dodger Stadium.

**Team: Milwaukee Brewers**

**Principal Owner:** Mark Attanasio

**Year Established:** 1970

[Team Website](#)

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

**Current Value (\$/Mil):** \$235

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

**Stadium:** Miller Park

**Date Built:** 2001

**Facility Cost (millions):** \$400

**Percentage of Stadium Publicly Financed:** 77.5%

**Facility Financing:** The Brewers contributed \$90 M for the stadium, while the public contributed \$310 M through a five-county, one-tenth of a cent sales tax increase. The \$72 M infrastructure costs are split as follows: \$18 M from the city, \$18 M from the county and \$36 M from the state.

[Facility Website](#)

**UPDATE:** Prior to the 2006 season, the Brewers made several changes to Miller Park. These changes include a new group picnic area in right field and LED display board around the stadium. The Brewers also have plans to renovate a number of club-level suites into a large group party area for the 2007 season.

**NAMING RIGHTS:** Miller Brewing Company purchased the naming rights to Miller Park for \$41.2 M over 20 years. The deal has an average annual payout of \$2.1 M and expires in 2020.

**Team: Minnesota Twins**

**Principal Owner:** Carl Pohland

**Year Established:** 1961

[Team Website](#)

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

**Current Value (\$/Mil):** \$216

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

**Stadium:** Hubert H. Humphrey Dome

**Date Built:** 1982

**Facility Cost (millions):** \$102.8

**Percentage of Stadium Publicly Financed:** 93%

**Facility Financing:** Financed through the sale of \$55 M in revenue bonds, a hotel and liquor tax that raised \$15.8 M and a Metro liquor tax that raised \$8 M. The City of Minneapolis spent \$4 M on the infrastructure costs. The remaining costs were financed with \$13 M in interest earned on the bonds and \$7 M from the Vikings and Twins from auxiliary facilities.

[Facility Website](#)

**UPDATE:** On May 21, 2006 the Minnesota Legislature approved funding for a new \$522 M Twins stadium. The bill passed by the legislature will levy a 0.15% sales tax to help fund the new ballpark and infrastructure. The stadium is expected to open in 2010. The Twins will contribute \$130 M toward the construction costs and will enter a 30-year lease to play in the new ballpark. The team will also pay \$10 M in annual operating expenses and \$1 M for ballpark improvements. However, the team will get all stadium revenue.

**NAMING RIGHTS:** The Twins' home stadium is named after former Vice President and University of Minnesota graduate Hubert H. Humphrey. The Twins have no current plans to change the name of the stadium.

#### **Team: New York Mets**

**Principal Owner:** Fred Wilpon

**Year Established:** 1962

[Team Website](#)

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

**Current Value (\$/Mil):** \$604

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

**Stadium:** Shea Stadium

**Date Built:** 1964

**Facility Cost (millions):** \$25.5

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

**Facility Financing:** General obligation bonds were issued by the city to pay for the stadium.

[Facility Website](#)

**UPDATE:** In June 2005, the Mets revealed plans for their new open-air, 45,000-seat, \$600 M ballpark scheduled to be completed for the 2009 season. The park will be built adjacent to Shea Stadium in Flushing Meadows and its exterior will resemble Ebbets Field, the old home of the Brooklyn Dodgers.

**NAMING RIGHTS:** Shea Stadium was named after William A. Shea who spearheaded the drive to bring National League Baseball back to New York after the Dodgers and Giants left in 1957. The Mets rent the stadium from the city and any naming rights agreement would have to be initiated by the city. The city has expressed no interest in changing the stadium's name.

**Team: New York Yankees**

**Principal Owner:** George Steinbrenner

**Year Established:** 1903

[Team Website](#)

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

**Current Value (\$/Mil):** \$1026

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

**Stadium:** Yankee Stadium

**Date Built:** 1923

**Facility Cost (millions):** \$3.2

**Percentage of Stadium Publicly Financed:** 21%

**Facility Financing:** The stadium was privately financed, but the city donated the land on which the stadium was built. In 1974-75 Yankee Stadium closed for renovations. The renovations eventually cost the city \$100 M. Since 1989, the city has spent \$13 M on stadium renovations.

[Facility Website](#)

**UPDATE:** In June 2005, the Yankees revealed plans for their new open-air, 51,000 seat, \$800 M stadium scheduled to be completed for the 2009 season. The new Yankees Stadium will be built adjacent to the current stadium and will serve as the centerpiece of a broad redevelopment project for the Bronx riverfront. The new stadium will incorporate all the modern amenities of new ballparks, including dozens of luxury boxes, while retaining the legacy of the current Yankee Stadium by including the famous facade and monument park in its design. The Yankees will pay for all costs associated with the stadium and its maintenance, while the city will contribute \$205 M to develop 28-acres of recreational facilities around the stadium and for the construction of new public facilities, such as parking garages.

**NAMING RIGHTS:** Like the Mets, the Yankees rent their stadium from the city. The city has not expressed any interest in assigning the naming rights of the legendary ballpark to any corporation.

**Team: Oakland Athletics**

**Principal Owner:** Lewis Wolff

**Year Established:** 1901

[Team Website](#)

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

**Current Value (\$/Mil):** \$234

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

**Stadium:** McAfee Coliseum

**Date Built:** 1966

**Facility Cost (millions):** \$30

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

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

[Facility Website](#)

**UPDATE:** New Oakland A's owner Lewis Wolff has already begun to push for a new stadium to be located somewhere in the East Bay. If the club cannot secure a new stadium in the East Bay, Wolff could move the franchise to another city. However, the A's and the Oakland-Alameda County Coliseum Authority are negotiating a contract extension that would keep the A's playing at McAfee Coliseum until at least 2010. The A's ownership group also recently acquired the right to purchase a Major League Soccer (MLS) expansion franchise; however, the deal is contingent on the A's ownership finding a suitable stadium for the team.

**NAMING RIGHTS:** Network Associates officials decided in September of 2003 not to invoke the clause in their 1998 \$5.8 M naming-rights deal with the A's and Raiders that would allow them to opt out after five years. Network Associates currently pays about \$1.3 M per year. The deal calls for the fee to increase 5% each year from the base payment of \$1.05 M. The deal now extends through 2008 unless the A's or Raiders move. The stadium changed its name to the McAfee Coliseum during the summer of 2004 to reflect a change in the company's name.



## **Team: Philadelphia Phillies**

**Principal Owner:** Bill Giles & David Montgomery

**Year Established:** 1883

[Team Website](#)

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

**Current Value (\$/Mil):** \$424

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

**Stadium:** Citizens Bank Park

**Date Built:** 2004

**Facility Cost (millions):** \$348

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

**Facility Financing:** Half of the financing for Citizens Bank Park came from a combination of city and state funds. The state contributed a total of \$170 M to the Phillies and Eagles for their new stadiums through grants. The City of Philadelphia contributed \$304 M 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](#)

**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 M. Citizens Bank will pay \$57.5 M over 25 years, or \$2.3 M annually to put its name on entrances, scoreboards, concourses, parking lot banners and behind home plate. The bank will also pay the Phillies an additional \$37.5 M for advertising during Phillies radio and television broadcasts.

## **Team: Pittsburgh Pirates**

**Principal Owner:** Kevin McClatchy

**Year Established:** 1887

[Team Website](#)

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

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

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

**Stadium:** PNC Park

**Date Built:** 2001

**Facility Cost (millions):** \$228

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

**Facility Financing:** The Pirates contributed \$40 M to the project. The remaining amount came

from the state, county, and city as part of an \$809 M sports facilities/convention center financing proposal that included Heinz Field for the Steelers.

[Facility Website](#)

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

**Team: San Diego Padres**

**Principal Owner:** John Moores

**Year Established:** 1969

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$94 (1995)

**Current Value (\$/Mil):** \$354

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

**Stadium:** Petco Park

**Date Built:** 2004

**Facility Cost (millions):** \$449

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

**Facility Financing:** The Padres contributed \$146.1 M 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 M from the City Center Development Corp. and \$21 M from the Port of San Diego.

[Facility Website](#)

**NAMING RIGHTS:** In January 2003, the San Diego Padres agreed to a 22-year, \$60 M naming rights deal with San Diego-based Petco. Petco has been based in San Diego since 1965 and has more than 600 stores in 43 states.

## **Team: San Francisco Giants**

**Principal Owner:** Peter Magowan & Harmon Burns

**Year Established:** 1883

[Team Website](#)

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

**Current Value (\$/Mil):** \$410

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

**Stadium:** AT&T Park

**Date Built:** 2000

**Facility Cost (millions):** \$306

**Percentage of Stadium Publicly Financed:** 5%

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

[Facility Website](#)

**UPDATE:** 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.

**NAMING RIGHTS:** Pacific Telesis purchased the naming rights to Pac Bell Park in 2000. The agreement extends over 24 years, paying the Giants \$50 M at an average of \$2.1 M 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.

## **Team: Seattle Mariners**

**Principal Owner:** Hiroshi Yamauchi

**Year Established:** 1977

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$125 (1992)

**Current Value (\$/Mil):** \$428

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

**Stadium:** Safeco Field

**Date Built:** 1999

**Facility Cost (millions):** \$517

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

**Facility Financing:** The Mariners contributed \$145 M including \$100 M in cost overruns towards the financing of the stadium. The public's share was capped at \$372 M. Washington

State contribution: .017% sales tax credit; proceeds from the sale of sports lottery scratch games (\$3 M/year guaranteed); and proceeds from the sale of commemorative ballpark license plates.  
King county: .5% sales tax on food and beverages in King County restaurants, taverns and bars; 2% sales tax on rental car rates in King County; 5% admission tax on events at the new ballpark.  
[Facility Website](#)

**NAMING RIGHTS:** Safeco, an insurance company, bought the naming rights to Safeco Field in June of 1998. The deal extends until 2019, paying an average of \$2 M annually for a \$40 M total.

**Team: St. Louis Cardinals**

**Principal Owner:** William DeWitt Jr.

**Year Established:** 1892

[Team Website](#)

**Most Recent Purchase Price (\$/Mil) :** \$150 (1995)

**Current Value (\$/Mil):** \$429

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

**Stadium:** Busch Stadium

**Date Built:** 2006

**Facility Cost (millions):** \$365

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

**Facility Financing:** The ballpark is primarily privately financed. However, St. Louis County contributed \$45 M through a long-term loan.

[Facility Website](#)

**UPDATE:** The St. Louis Cardinals moved into the new Busch Stadium in time for the beginning of the 2006 season. The new Busch Stadium is a 46,000 seat, outdoor stadium, and is adjacent to the site of the former Busch Stadium. In addition to the stadium, the team recently unveiled plans for a \$60 M Ballpark Village to sit adjacent to the field, just beyond the left-field fence. Ballpark Village will be a mixed-use development, blending restaurants, entertainment venues, residential units, and office space.

**NAMING RIGHTS:** The St. Louis Cardinals entered into a 20-year naming rights deal (through the 2025 season) with Anheuser Busch to give its new stadium the same name as its old stadium. Terms of the deal were not released.

**Team: Tampa Bay Devil Rays**

**Principal Owner:** Stuart Sternberg

**Year Established:** 1995

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$65 (In 2004, Sternberg's group paid for approximately 50% ownership)

**Current Value (\$/Mil):** \$209

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

**Stadium:** Tropicana Field

**Date Built:** 1990

**Facility Cost (millions):** \$85

**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 for \$62 M 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 M renovation project was completed in 1998, \$14 M of which was funded by the Devil Rays.

[Facility Website](#)

**UPDATE:** Immediately following the 2005 season, Stuart Sternberg took control of the Devil Rays from former owner Vince Naimoli. Sternberg heads a group that acquired about 50% of the Devil Rays in May 2004. Under the deal, Sternberg was not supposed to take over until January 2007, but he paid Naimoli an increased amount to take over early.

**NAMING RIGHTS:** Tropicana, owned by PepsiCo, holds the naming rights to Tropicana Field. The agreement extends for 30 years and pays out a total of \$50 M dollars with an annual payout of \$1.5 M.

**Team: Texas Rangers**

**Principal Owner:** Thomas O. Hicks

**Year Established:** 1960

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$250 (1998)

**Current Value (\$/Mil):** \$353

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

**Stadium:** Amerquest Field in Arlington

**Date Built:** 1994

**Facility Cost (millions):** \$191

**Percentage of Stadium Publicly Financed:** 80%

**Facility Financing:** Financing for the stadium comes from \$135 M 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 M annual rental payment by the team and a half-cent local Arlington sales tax that was approved in 1991.

[Facility Website](#)

**NAMING RIGHTS:** The Rangers home field received a new name when the team signed a naming rights agreement with California-based Amerquest Mortgage Co. in May 2004. The team signed a 30-year agreement with the company worth \$75 M.

**Team: Toronto Blue Jays**

**Principal Owner:** Rogers Communications

**Year Established:** 1976

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$140 (2000)

**Current Value (\$/Mil):** \$286

**Percent Change From Last Year:** +34%

**Stadium:** Rogers Centre

**Date Built:** 1989

**Facility Cost (millions):** \$570 Canadian

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

**Facility Financing:** Local government paid \$360 M. \$150 M was contributed by 30 corporations

and the final \$60 M from luxury seat fees.

[Facility Website](#)

**UPDATE:** In 2005 and 2006, the Blue Jays spent approximately \$20 M making changes to improve the Rogers Centre. The changes include new turf and a scoreboard. Numerous other changes aimed at increasing fan enjoyment were also made, including improvements and additions to stadium concessions.

**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](#)

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

**Current Value (\$/Mil):** \$440

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

**Stadium:** Robert F. Kennedy Memorial Stadium

**Date Built:** 1961

**Facility Cost (millions):** \$24

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

**Facility Financing:** NA

[Facility Website](#)

**UPDATE:** In May 2006, the 29 MLB owners unanimously approved the sale of the Nationals to a group headed by Ted Lerner. The Lerner group paid \$450 M for the ownership rights. The new owners are expected to take complete control of the team sometime in the summer of 2006 once the sale process closes. However, the Lerner group has begun working with the city on the Nationals new stadium. Prior to the sale of the Nationals, Major League Baseball and Washington D.C. were able to reach an agreement on a new stadium. The D.C. Council agreed to spend up to \$611 M for the new 41,000 seat stadium. Plans for the stadium were unveiled in March 2006 and the stadium is expected to be complete sometime in 2008.

**NAMING RIGHTS:** Since moving to Washington D.C., the Nationals have played at Robert F. Kennedy Memorial Stadium ("RFK"). The D.C. Sports and Entertainment Commission has attempted to sell the naming rights to the stadium, but has been unsuccessful. With the Nationals moving into a new ballpark in 2008 or 2009, any naming right deal will be short-term.

