

Sports Facility Reports



Sports Facility Reports, Volume 8, Appendix 1.1

Minor League Baseball™

League: International League (AAA)

Team: Buffalo Bisons

Affiliate: Cleveland Indians (1995)

Principal Owner: Robert E. Rich, Jr.

[Team Website](#)

Stadium: Dunn Tire Park

Date Built: 1988

[Facility Website](#)

UPDATE: For the 2007 season, The Crooked Buffalo, a fourth themed suite was added on the club level along the third base side. The Crooked Buffalo is a Pub Suite that holds up to 20 people and gets its unique name from a giant stuffed Buffalo head on the wall that is slightly tilted. All concession stands in the park received a facelift during the off-season and two new stands were added. The Character Clubhouse is a merchandise store for the team's mascot that allows fans the opportunity to purchase a Buster T. Bison or Belle The Ballpark Diva doll that can be accessorized.

NAMING RIGHTS: In 1999, the Bisons agreed to an 8-year \$2.5 M naming rights deal with Dunn Tire Corporation. The deal runs through the 2008 season.

Team: Charlotte Knights

Affiliate: Chicago White Sox (1999)

Principal Owner: Bill Allen & Don Beaver

[Team Website](#)

Stadium: Knights Stadium

Date Built: 1990

[Facility Website](#)

UPDATE: On July 10, 2007, the Mecklenburg County commissioners approved an \$8 M economic development grant to help the Knights with costs associated with preparing a stadium site in the Third Ward. The grant pays the Knights \$830,000 annually for 20 years, reimbursing the team for its initial \$8 M investment in improvements of roads and sidewalks surrounding the stadium site. The Knights plan to build a \$36 M, 10,000-seat stadium by the 2009 season. The Knights bear the construction cost for the stadium and are responsible for operating it. The team will lease the county-owned 7.8-acres (around 2 city blocks) of land in the Third Ward for \$1 each year of the 49-year initial lease agreement. Jerry Reese, a Charlotte attorney and businessman, has filed lawsuits to halt a series of land swaps between the city, county, and Charlotte-Mecklenburg Schools that are vital to freeing up property for the stadium. Reese has a couple interests at stake in the land transfers. Reese has tried to get local backing for a MLB team and stadium in Charlotte and has courted the Florida Marlins in an attempt to bring MLB to Charlotte. Reese is also the push behind the Brooklyn Renaissance Project, an estimated \$3 billion revitalization of Second Ward with up to 5,000 homes, offices, shops, meeting facilities and entertainment. Reese argues that the parties acted improperly by not submitting the transfer of two of the property to a public process to assess other potential buyers as required by state law.

Team: Columbus Clippers

Affiliate: Washington Nationals (2007)

Principal Owner: Columbus Baseball Team, Inc.

[Team Website](#)

Stadium: Cooper Stadium

Date Built: 1932 (renovated and reopened in 1977)

[Facility Website](#)

UPDATE: In 2005, the Franklin County Commissioners announced plans to move the Clippers to a new downtown stadium on 8-acres of land in Columbus's Arena District. Franklin County is responsible for the design and construction of the ballpark. The county will sell economic development bonds to finance construction of the \$56 M project. County commissioners have said that no taxpayer money will be used to fund the project. Franklin County Stadium Inc., a nonprofit corporation overseen by the Franklin County Parks and Recreation Board, will lease the facility from the county and assume debt services and operational responsibilities. The debt will be paid off with revenue from corporate sponsorships, ballpark operations, state funding, and sale proceeds from selling Cooper Stadium. The City of Columbus is investing \$9.3 M for utilities, roads, and other infrastructure improvements surrounding the baseball site. County officials had hoped to begin construction in the fall of 2006 with the ballpark opening during the 2008 season. However, groundbreaking did not take place until Aug. 2, 2007 so the new ballpark is now scheduled to be ready for the season opener in April 2009. Huntington Park will be a 10,000 seat, 200,000 sq. ft., 3-level building with an extroverted design approach that significantly reduces the number of spaces requiring air conditioning. The ballpark's 3-levels are the Field Level, Main Course Level, and Club Level. The ballpark's 10,000 seats include 7,600 fixed seats, 1,200 specialty seats, and 1,200 lawn, picnic, and standing positions. The 1,200 specialty seats include the Club Bar on Suite Level behind Home Plate, the Hall of Fame Bar at Left Field Building, the Roof Top Bar at Left Field Building, the Homerun Terraces at Right

Field Wall, and the Club Level Patio. The Left Field Building, which continues the seating around the diamond, is designed to be a nostalgic building typical of the warehouses once in the area that. The ballpark will have 32 suites and 42 loge boxes behind home plate. Huntington Park is designed to be a green facility to minimize its impact on the environment. The ballpark will feature a children's pop-up water fountain, a kids' Midway area near the bleachers, a kids' locker room, a team shop, and a tree canopied main concourse with outdoor grill. The scoreboard features a next-generation 32 ft. by 18 ft. HD video board. Since the diamond sits 6 ft. below street level, the Knot Hole Gang on Nationwide Blvd. will allow fans to watch games for free from the sidewalk.

NAMING RIGHTS: In Feb. 2006, Huntington Bancshares, Inc. entered into a 23-year, \$12 M naming rights agreement for the Clippers' new ballpark to be called Huntington Park. The other major corporate sponsors include The Columbus Dispatch paying \$6 M for scoreboard naming rights and \$6 M from Nationwide Insurance & Nationwide Realty for concourse naming rights.

Team: Durham Bulls

Affiliate: Tampa Bay Devil Rays (1998)

Principal Owner: Capitol Broadcasting Co.

[Team Website](#)

Stadium: Durham Bulls Athletic Park

Date Built: 1995

Facility Cost (millions): \$16

[Facility Website](#)

UPDATE: Prior to the 2007 season, several new additions were built at the stadium, most notably the reconstruction of the Blue Monster in left field with a 36 ft. by 16 ft. video board. The centerfield structure holding the original video board was demolished, with the video board reshaped and placed in the right field wall. The Bulls also ripped out several rows of seats in the Diamond View section in right field to make room for a new picnic area and renovated the ultimate season ticket lounge from 2006, creating the new Apex Cabinet MVP Club. On

NAMING RIGHTS: On April 5, 2007, the City of Durham voted to name the playing field of Durham Bulls Athletic Park as Goodmon Field in honor of Jim Goodmon for his role in helping spark the revitalization of the city's downtown. Goodmon is the President and CEO of Capital Broadcasting Company, the parent company of the Durham Bulls Baseball Club.

Team: Indianapolis Indians

Affiliate: Pittsburgh Pirates (2005)

Principal Owner: Indians, Inc.

[Team Website](#)

Stadium: Victory Field

Date Built: 1996

Facility Cost (millions): \$20

[Facility Website](#)

Team: Louisville Bats
Affiliate: Cincinnati Reds (2000)
Principal Owner: Louisville Baseball Club, Inc.
[Team Website](#)

Stadium: Louisville Slugger Field
Date Built: 2000
Facility Cost (millions): \$39
Facility Financing: The field was financed through a partnership between the City of Louisville, the Bats, Hillerich & Bradsby, the Brown Foundation, Human Inc. and the Humana Foundation.
[Facility Website](#)

NAMING RIGHTS: Hillerich & Bradsby, makers of the famous Louisville Slugger baseball bat, paid \$2 M for lifetime naming rights to the stadium.

Team: Norfolk Tides
Affiliate: Baltimore Orioles (2007)
Principal Owner: Tides Baseball Club, LP
[Team Website](#)

Stadium: Harbor Park
Date Built: 1993
Facility Cost (millions): \$16
Facility Financing: Harbor Park was financed through rent from the Tides and revenue from non-sports events held at the park.
[Facility Website](#)

UPDATE: The 2007 Approved Budget for the City of Norfolk provided \$100,000 in funds for the renovation of Harbor Park to accommodate a boxing center for the Police Athletic League.

Team: Ottawa Lynx
Affiliate: Philadelphia Phillies (2007)
Principal Owner: Joseph Finley and Craig Stein
[Team Website](#) - Ottawa Lynx
[Team Website](#) - Lehigh Valley IronPigs

Stadium: Lynx Stadium
Date Built: 1993
Facility Cost (millions): \$17
[Facility Website](#) - Lynx Stadium
[Facility Website](#) - Coca-Cola Park

UPDATE: On August 29, 2006, the governors of the International League unanimously approved the sale of part ownership in Ottawa Lynx to Pennsylvania businessmen Joseph Finley and Craig Stein, making them the majority owners of the team. The Lynx continued to play in Ottawa during the 2007 season, but the new owners will move the team to Allentown, PA for the

2008 season. The team will then be renamed the Lehigh Valley IronPigs and will play in the brand new Coca-Cola Park. Groundbreaking ceremonies for the new ballpark took place on September 6, 2006, and construction is scheduled to be completed by February 2008 in preparation for the stadium's April 2008 opening. Coca-Cola Park will have an estimated seating capacity of 8,100, not including lawn seating or the right field bar area. The ballpark will feature 20 luxury suites, 2 party decks, 4 dugout suites, a picnic area, a right field bar, and lawn seating. On March 7, 2007, the IronPigs announced a naming rights agreement with Coca-Cola of the Lehigh Valley to call the new ballpark Coca-Cola Park. Terms of the long-term, multi-year deal were not disclosed. Coca-Cola Park will be owned by Lehigh County. Construction of Coca-Cola Park was originally estimated to cost around \$34 M, however; in January 2007, county officials increased the cost projection to \$48.4 M. As a result of the increased construction cost, the county will receive higher annual lease payments from majority owners Craig Stein and Joseph Finley, who will pay \$1.29 million for about 30 years. Those payments add up to \$38.6 million which is \$18.3 million more than was set forth in the previous agreement.

Team: Pawtucket Red Sox

Affiliate: Boston Red Sox (1973)

Principal Owner: Pawtucket Red Sox Baseball Club Inc.

[Team Website](#)

Stadium: McCoy Stadium

Date Built: 1942

[Facility Website](#)

Team: Richmond Braves

Affiliate: Atlanta Braves (1966)

Principal Owner: Atlanta Braves (Liberty Media)

[Team Website](#)

Stadium: The Diamond

Date Built: 1985

Facility Cost (millions): \$8

[Facility Website](#)

UPDATE: In Feb. 2007, Time Warner and Liberty Media reached a deal in which Time Warner would transfer the Braves, the Braves' three minor league clubs - the Richmond Braves (Class AAA; International League), the Mississippi Braves (Class AA; Southern League) and the Rome Braves (Low Class A; Sally League), a pair of craft magazines, and \$1 B in cash to Liberty Media in exchange for around 60 million shares of Time Warner stock. Many in baseball expect Liberty Media to at least explore a sale of the three minor league teams. Since January 2003, the R-Braves have been exploring whether to renovate The Diamond or build a new ballpark at sites that include Shockoe Bottom, the Fulton Gas Works development, and downtown. In July 2007, James L. Jenkins, chairman of the Richmond Metropolitan Authority board of directors (the entity that owns and operates The Diamond) stated that the R-Braves will play either at a renovated version of The Diamond or at a new ballpark located at or nearby The Diamond. Renovations would cost around \$25 M, and a new ballpark would cost around \$50 M.

Team: Rochester Red Wings
Affiliate: Minnesota Twins (2003)
Principal Owner: Rochester Community Baseball Inc.
[Team Website](#)

Stadium: Frontier Field
Date Built: 1996
[Facility Website](#)

NAMING RIGHTS: In 1996, Frontier Telephone entered into a 20-year, \$3.5 M naming rights agreement.

Team: Scranton/Wilkes-Barre Yankees
Affiliate: New York Yankees (2007)
Principal Owner: Lackawanna and Luzerne Counties
[Team Website](#)

Stadium: PNC Field
Date Built: 1989
Facility Cost (millions): \$25
[Facility Website](#)

UPDATE: For the 2006 season, the county spent \$2.5 million to completely revamp the team's clubhouse including a new locker room, training room, and lunch room. In September 2006, Lackawanna County Commissioner Robert Cordaro signed an agreement that gives the group SWB Yankees LLC, a partnership between the New York Yankees and Mandalay Baseball Properties, full management control of day-to-day operations of the baseball team. In the management deal, SWB Yankees LLC has the option of purchasing the team for between \$13 million and \$16.4 million, depending on the timing of the purchase. If SWB Yankees LLC does exercise its option to buy the team, then it agrees to a 20-year stadium lease. In December 2006, the team's name was changed from the Red Barons to the Yankees and a new logo and website were unveiled. For the 2007 season, Lackawanna County replaced the turf field with a natural sand-based bluegrass playing surface identical to the one at Yankee Stadium at a cost of \$522,000. In both the right-field and left-field corners of the lower level, the bleachers were removed and replaced by the individual seats that were removed from the top four rows of the upper deck. The bullpens were moved behind the outfield wall, while the left field and right field corners where the bullpens used to be were converted into field boxes designed for group parties.

NAMING RIGHTS: On Feb. 1, 2007, PNC Financial Services Group bought the naming rights to Lackawanna County Stadium from the county for nearly \$1.1 M or \$365,000 a year for 3 years through the 2009 season. PNC will have the option to renew yearly after that for up to 7 additional years, though new terms will have to be agreed upon after the first 3 years are up.

Team: Syracuse Chiefs
Affiliate: Toronto Blue Jays (1978)

Principal Owner: Community Owned Baseball Club of Central New York, Inc.

[Team Website](#)

Stadium: Alliance Bank Stadium

Date Built: 1997

Facility Cost (millions): \$16

[Facility Website](#)

UPDATE: At the end of the 2007 season, the artificial field turf was replaced with a new natural grass surface that should be ready in time for start of the 2008 season. The project will cost \$1.5 M, most of which the county will bond for \$1.125 M. The rest of the money will come from a turf replacement fund paid for by the Chiefs and revenue from the use of the parking lot by University Hospital employees.

NAMING RIGHTS: In 2005, Alliance Bank signed a 20-year, \$2.8 M naming rights deal with the Syracuse Chiefs. The deal runs through the 2025 season.

Team: Toledo Mud Hens

Affiliate: Detroit Tigers (1987)

Principal Owner: Toledo Mud Hens Baseball Club Inc.

[Team Website](#)

Stadium: Fifth Third Field

Date Built: 2002

Facility Cost (millions): \$39.2

[Team Website](#)

NAMING RIGHTS: The Toledo Mud Hens have a 15-year, \$5 M naming rights deal with Fifth Third Bank that began in 2002.

League: Mexican League (AAA)

Team: Acereros de Monclova (Monclova Steelers)

Principal Owner: N/A

[Team Website](#)

Stadium: Estadio Monclova

Date Built: N/A

Team: Cafeteros de Cordoba

Principal Owner: N/A

[Team Website](#)

Stadium: Nuestro Estadio

Date Built: N/A

Team: Diablos Rojos del Mexico

Principal Owner: N/A

[Team Website](#)

Stadium: Foro Sol

Date Built: 2000

Team: Guerreros de Oaxaca

Principal Owner: N/A

[Team Website](#)

Stadium: Parque L.E. Vasconcelos

Date Built: 1950

[Facility Website](#)

Team: Leones de Yucatan

Principal Owner: N/A

[Team Website](#)

Stadium: Estadio Kukulcán

Date Built: 1982

Team: Olmecas de Tabasco

Principal Owner: N/A

[Team Website](#)

Stadium: Centenario 27 de Febrero

Date Built: N/A

Team: Pericos de Puebla
Principal Owner: N/A
[Team Website](#)

Stadium: Parque Hermanos Serdan
Date Built: N/A

Team: Piratas de Campeche
Principal Owner: N/A
[Team Website](#)

Stadium: Nelson Barrera Romellón
Date Built: N/A

Team: Potros de Tijuana
Principal Owner: N/A
[Team Website](#)

Stadium: Estadio Calimax
Date Built: 1976

Team: Rieleros de Aguascalientes
Principal Owner: N/A
[Team Website](#)

Stadium: Alberto Romo Chavez
Date Built: 1938

Team: Rojos del Aguila de Veracruz
Principal Owner: N/A
[Team Website](#)

Stadium: D. Universitario Beto Avila
Date Built: N/A

Team: Saraperos de Saltillo
Principal Owner: N/A
[Team Website](#)

Stadium: Parque Francisco I. Madero
Date Built: N/A

Team: Sultanes de Monterrey
Principal Owner: N/A
[Team Website](#)

Stadium: Estadio Monterrey
Date Built: 1997

Team: Tigres de la Angelopolis
Principal Owner: N/A
[Team Website](#)

Stadium: Estadio Hermanos Serdán
Date Built: N/A

Team: Tuneros de San Luis
Principal Owner: N/A
[Team Website](#)

Stadium: 20 de Noviembre
Date Built: N/A

Team: Vaqueros Laguna
Principal Owner: N/A
[Team Website](#)

Stadium: Estadio Revolucion
Date Built: N/A
[Facility Website](#)

Appendix 1.2

League: Pacific Coast League (AAA)

Team: Albuquerque Isotopes
Affiliate: Florida Marlins (2003)
Principal Owner: Ken Young
[Team Website](#)

Stadium: Isotopes Park
Date Built: 2003
Facility Cost (millions): \$30
[Facility Website](#)

NAMING RIGHTS: After Albuquerque Sports Stadium was extensively remodeled in 2003 to become Isotopes Park, the team was asking at least \$450,000 a year on a 10-year contract from a corporation wanting its name on the stadium. As of August 2007, the stadium's name still remains Isotopes Park.

Team: Colorado Springs Sky Sox
Affiliate: Colorado Rockies (1993)
Principal Owner: David G. Elmore (Elmore Sports Group)
[Team Website](#)

Stadium: Security Service Field
Date Built: 1988
Facility Cost (millions): \$3.7
[Facility Website](#)

UPDATE: As part of the continued renovations of Security Service Field, the Colorado Springs Sky Sox installed a new \$750,000 scoreboard in March 2007. The scoreboard remained in left-center field, but received a complete overhaul with new components that include a LED video board, digital line score, and a fully-animated ribbon board as well as seven back-lit illuminated ad panels. The lone piece of the old scoreboard that remained was the fan-favorite mountain scene that was retrofitted on to the top of the new display. It continues to light-up and celebrate all Sky Sox home runs and victories.

NAMING RIGHTS: Security Service Credit Union entered into a 12-year naming rights agreement beginning in 2005. Terms of the deal were not disclosed.

Team: Fresno Grizzlies
Affiliate: San Francisco Giants (1998)
Principal Owner: Fresno Diamond Group
[Team Website](#)

Stadium: Chukchansi Park
Date Built: 2002

Facility Cost (millions): \$46

[Facility Website](#)

NAMING RIGHTS: On September 13, 2006, the Fresno Grizzlies announced a 15-year, \$16 M naming rights deal for Grizzlies Stadium with Chukchansi Gold Resort & Casino to now call it Chukchansi Park. The deal results in an obligation of \$1 M a year over the life of the agreement. In addition, \$1 M of the total investment will be funded in the first year for stadium capital improvements and deferred maintenance.

Team: Iowa Cubs

Affiliate: Chicago Cubs (1981)

Principal Owner: Michael Gartner

[Team Website](#)

Stadium: Principal Park

Date Built: 1992

[Facility Website](#)

UPDATE: For the 2007 season, a new \$1 M fountain and a new entrance gate were installed near the right field corner. The fountain's interior looks like a baseball with recesses to represent the seams on the ball and a set of geysers goes off after a home run or a victory. The Iowa Cubs ownership is considering a plan to build 30 to 50 condos or apartments at an estimated cost of \$10 M to \$15 M in left field above the Cub Club and luxury suites.

NAMING RIGHTS: In August 2004, the Principal Financial Group, Inc. bought the naming rights for \$2.5 M to Sec Taylor Stadium and changed the name to Principal Park. The playing field will be known as Sec Taylor Field.

Team: Las Vegas 51s

Affiliate: Los Angeles Dodgers (2001)

Principal Owner: Mandalay Sports Entertainment

[Team Website](#)

Stadium: Cashman Field

Date Built: 1983

Facility Cost (millions): \$26 (including 100,000 sq. ft. convention center and 1,954 seat theatre)

[Facility Website](#)

UPDATE: In the summer of 2005, Mandalay Baseball Properties started entertaining offers for the 51s. As of August 2007, Mandalay remains the owner of the 51s. Mandalay is seeking at least \$20 M for the team.

Team: Memphis Redbirds

Affiliate: St. Louis Cardinals (1998)

Principal Owner: Memphis Redbirds Baseball Foundation Inc.

[Team Website](#)

Stadium: AutoZone Park
Date Built: 2000
Facility Cost (millions): \$46
[Facility Website](#)

NAMING RIGHTS: AutoZone entered into a 25-year, \$4.7 M naming rights deal with the Memphis Redbirds that runs through the 2024 season

Team: Nashville Sounds
Affiliate: Milwaukee Brewers (2005)
Principal Owner: Al Gordon (AmeriSports Companies LLC)
[Team Website](#)

Stadium: Herschel Greer Stadium
Date Built: 1978
[Facility Website](#)

UPDATE: On February 7, 2006, Nashville's Metro Council approved a new \$43 M stadium for the Sounds. The stadium will be built on the city-owned site of the former Nashville Thermal Transfer Plant on the west bank of the Cumberland River. Metro Nashville will own the 12,500-seat stadium, and the Sounds would manage the facility. Construction costs are being financed through a tax-increment financing arrangement of around \$17 M with the remainder being financed privately by the Sounds. The stadium will be named First Tennessee Field through a \$4.125 M commitment by First Tennessee Bank over 15 years for the naming rights partnership. First Tennessee Field was originally scheduled to be completed in time for the opening of the 2008 season; however, in February 2007, the opening was moved back to April 2009. In December 2006, Metro Council decided to give the Sounds and Baltimore developer Struever Bros., Eccles & Rouse a four-and-a half month extension to complete financing for the stadium, moving an original, contracted deadline from December 31, 2007 to April 15, 2007. On April 3, 2007, Metro Council voted against granting another extension to Struever Brothers and the Sounds to develop the thermal site as a mixed-use ballpark development. Without the extension, the Sounds and Struever Brothers were unable to come to an agreement on financing and other groundwork by the April 15, 2007 deadline. On April 16, 2007, Metro told the Sounds not to ask for an extension of their Greer Stadium lease if the team does not make major renovations such as making the ballpark fully compliant with the Americans with Disabilities Act by the time the contract expires in 2008. Major upgrades are needed for the home and visitor clubhouses, public restrooms, concessions, lights, and other fan amenities. New lights were installed in August 2007. The Sounds are responsible for maintenance of Greer Stadium. They receive \$250,000 annually from the city for maintenance costs. The Sounds pay for any costs incurred beyond that, including any renovations and upgrades to the facility. According to the Sounds, the total average annual cost for all maintenance and renovation expenditures is \$500,000.

The Brewers signed an extension to their player development deal with the Sounds in the summer of 2006 to remain as the team's parent club through the 2010 season; however, the extension is predicated on the Sounds' promise to move into a new ballpark beginning in 2008. If the Sounds fail to meet the Brewers' expectations, the parent club can decide not to extend the

contract with the Sounds so the Sounds will attempt to upgrade Greer Stadium to keep the Brewers happy. In August 2007, the city informed the Sounds it was withholding \$250,000 in maintenance funds because the team might owe rent on Greer Stadium. In that same month, the architectural and engineering firm HOK sued the Sounds for not paying its bill for design work on the failed downtown riverfront ballpark and were seeking \$723,862, plus interest of \$78,954. The Sounds hope the downtown stadium deal will find new life with the next mayor and Metro Council after elections in September and October 2007.

NAMING RIGHTS: First Tennessee Bank entered into a naming rights agreement for the new stadium. The agreement is worth \$4.125 M over a 15 year term.

Team: New Orleans Zephyrs
Affiliate: New York Mets (2007)
Principal Owner: Donald Beaver
[Team Website](#)

Stadium: Zephyr Field
Date Built: 1997
Facility Cost (millions): \$25
[Facility Website](#)

UPDATE: The Zephyrs cancelled its final home games of 2005 due to Hurricane Katrina. Zephyr Field suffered some wind and water damage from Katrina. However, the Zephyrs were able to return to New Orleans for the 2006 season and opened the season at Zephyr Field. In late June 2007, the Louisiana Legislature approved \$1.27 M for improvements at Zephyr Field as part of the bill in which funding was approved for a new Hornets' training facility. After the 2007 season, the Zephyrs plan to put in a new drainage and sprinkler system, re-sod the whole playing surface, and possibly move home plate forward a few feet to improve the lighting pattern. The expected cost for the project is in excess of \$600,000. If money is left over, then the Zephyrs have plans for other stadium renovations, such as improvements to the concourse and bathrooms, and preventive maintenance of beams.

Team: Oklahoma Redhawks
Affiliate: Texas Rangers (1983)
Principal Owner: Oklahoma Baseball Club, LLC
[Team Website](#)

Stadium: AT&T Bricktown Ballpark
Date Built: 1998
Facility Cost (millions): \$34.2
[Facility Website](#)

UPDATE: For the 2007 season, new batting cages were constructed beyond the right field wall as requested by the Big 12, which will hold the Big12 Conference Tournament at AT&T Bricktown Ballpark. There is also a new state-of-the-art video screen in center field.

NAMING RIGHTS: AT&T, formerly SBC Communications Inc., has a 10-year naming rights deal with the Redhawks. Terms of the deal were not disclosed. In March 2006, the name of the ballpark was changed from SBC Bricktown Ballpark to AT&T Bricktown Ballpark

Team: Omaha Royals

Affiliate: Kansas City Royals (1969)

Principal Owner: Matt Minker, Warren Buffett, Walter Scott

[Team Website](#)

Stadium: Rosenblatt Stadium

Date Built: 1948

Facility Cost (millions): \$7.5 M renovation in 2002.

[Facility Website](#)

UPDATE: In early 2006, Rosenblatt Stadium put in a \$1.26 M screen above the left field stands. The video screen is the most recent of over \$30 M of improvements that have been made to Rosenblatt Stadium since the late 1980's in order to keep the College World Series ("CWS"). Rosenblatt Stadium has hosted the CWS since 1950. Currently, an agreement is in place to keep the CWS at Rosenblatt through 2010.

Team: Portland Beavers

Affiliate: San Diego Padres (2001)

Principal Owner: Merritt Paulson (Shortstop, LLC)

[Team Website](#)

Stadium: PGE Park

Date Built: 1926

Facility Cost (millions): \$38.5 M renovation completed in 2001.

Facility Financing: The stadium was financed in 1926 by selling plaques, a.k.a. seat-licenses for \$100. After only two months, it had raised \$300,000.

[Facility Website](#)

UPDATE: On June 1, 2007, Portland Baseball Investment Group announced the sale of the Portland Beavers and Portland Timbers (United Soccer Leagues First Division) to Shortstop, LLC and its majority owner Merritt Paulson. After purchasing the team, Paulson considered changing the name of the team to create a stronger identity. On September 9, 2007, Paulson announced that the fans voted for the team to keep the historic Beavers nickname. However, the Beavers will develop a new logo, color scheme, and on-field identity system to enhance the team's identity.

NAMING RIGHTS: The stadium currently is under a 10-year, \$7 M naming rights deal with Pacific Gas and Electric (PGE).

Team: Round Rock Express

Affiliate: Houston Astros (2005)

Principal Owner: Nolan Ryan, Reid Ryan, Don Sanders, Con Maloney, Rich Hollander
[Team Website](#)

Stadium: The Dell Diamond

Date Built: 2000

Facility Cost (millions): \$20; \$1.6 M expansion (2004)

[Facility Website](#)

UPDATE: In early 2007, Bermball, the newest interactive attraction at The Dell Diamond, was created jointly by the Round Rock Express and Home Energy Solutions (HES). The Bermball Wall is located on the berm behind the centerfield wall, once an empty space where kids used to play wall ball during the Express games. The Express and HES blended baseball rules with the wall ball games already being played to create Bermball. A new East entrance gate was added to the Dell Diamond to improve access to the east parking lot. The improvements were funded from the Capital Improvement fund account and did not exceed \$200,000.

NAMING RIGHTS: Dell Computers currently has a 15-year, \$2.5 M naming rights deal with the Express. The deal runs through the 2014 season.

Team: Sacramento River Cats

Affiliate: Oakland Athletics (2000)

Principal Owner: Sacramento River Cats Baseball Club LLC

[Team Website](#)

Stadium: Raley Field

Date Built: 2000

Facility Cost (millions): \$40

[Facility Website](#)

UPDATE: For the 2007 season, several improvements were made at Raley Field. The left field berm area was replaced with the Jackson Rancheria Home Run Terrace. This new covered seating area for groups of 30, 60, 90, or 120 people features an all-inclusive ticket option plan, where groups receive tickets, parking, and two meal options. All 36 Raley Field Luxury Suites were upgraded during the off-season in a renovation project that included new granite countertops, cabinetry, hard-wood floors, and a new paint job. For the first time in the 7-year history of Raley Field, the River Cats grounds crew did a complete overhaul of the playing surface including leveling the field, laying new sod, and installing a new infield. Three new elements were added to the Coca Cola Kids Corner, located by the Raley Field Right Field Gate. The elements include: a Whiffle-Ball Home Run Batting Cage, where kids of all ages can swing for the fences; an Interactive Pitching Cage, where kids can test not just their arm strength, but their accuracy as well; and a private Birthday Party Area, with benches and a space specifically designed for Dinger.

In September 2007, the River Cats announced preliminary plans to construct a state-of-the-art outdoor event facility on a 1.5-acre plot next to Raley Field. The 3,500-seat project will be privately financed and will be flexible enough to host everything from concerts and theater

productions to volleyball games and high school graduations. The facility will include a permanent 40-ft. by 60-ft. canopy-covered stage on the north end with lighting and a sound system. An area in front of the stage will accommodate table seating for 1,300 people, or 2,800 seats configured in rows. Behind that, box seats and four suites will back up to a gently sloped elevated grass section where visitors can spread blankets. Gates on the south end of the venue will open into a plaza with concessions and restrooms.

NAMING RIGHTS: Raley's, a regional chain of supermarkets, has a 20-year, \$15 M naming right deal with the River Cats.

Team: Salt Lake Bees

Affiliate: Los Angeles Angels of Anaheim (2001)

Principal Owner: Larry Miller

[Team Website](#)

Stadium: Franklin Covey Field

Date Built: 1994

Facility Cost (millions): \$22

[Facility Website](#)

UPDATE: In September and October 2007, the windows in the press box were replaced at a cost of around \$65,000.

NAMING RIGHTS: Franklin Covey currently has a 10-year, \$1.4 M naming rights deal with the Salt Lake Bees that will expire in 2007.

Team: Tacoma Rainiers

Affiliate: Seattle Mariners (1995)

Principal Owner: Kirby Schlegel (Schlegel Sports)

[Team Website](#)

Stadium: Cheney Stadium

Date Built: 1960

Facility Cost (millions): \$.940

Facility Financing: The stadium was publicly financed by the city, while Ben Cheney provided \$100,000 for cost overruns.

[Facility Website](#)

UPDATE: Prior to the 2007 season, several renovations were made to Cheney Stadium. The rusted chain link fence surrounding the stadium was replaced with a new wrought-iron fence. The stadium received a fresh coat of paint and a series of baseball-themed graphic panels were added to the stadium façade. The concession and restroom facilities were also improved and handicapped seating was increased. The work was funded by a \$2.5 M grant from the Washington State Community, Trade and Economic Development Department. Other improvements include new party decks and the Gold Club. New four-tiered, open-air Party Decks replaced the bleachers down the left field line. The Party Decks cater to groups of 50 to

500 and include beverage and food service. The new exclusive Gold Club is located along the west side of Cheney Stadium and offers members all inclusive beverages and snacks and two plasma televisions to catch up on other sports events.

Another \$2.5 M from the state has been allotted for upgrades in 2008. The Rainiers hope to convince private investors in the community to boost the total funding to \$15 M to make more enhancements to the ballpark in the future seasons. The team envisions a Cheney Stadium featuring grassy seating areas beyond the left and right field fences, a video screen to supplement the scoreboard, and an LED screen built into the outfield wall for advertising and entertainment.

NAMING RIGHTS: The ballpark is named for Tacoma businessman Ben Cheney who was instrumental in bringing a Pacific Coast League team to Tacoma. In 2002, the city of Tacoma hired The Superlative Group, a Cleveland-based marketing company, to find corporate sponsors for the Tacoma Dome, the city's new convention center, Cheney Stadium, and the Broadway Center for the Performing Arts. As of September 2007, no naming rights deal had been found for Cheney Stadium.

Team: Tucson Sidewinders

Affiliate: Arizona Diamondbacks (1998)

Principal Owner: SK Baseball LLC

[Team Website](#)

Stadium: Tucson Electric Park

Date Built: 1998

Facility Cost (millions): \$35

Facility Financing: The stadium was publicly financed by Pima County.

[Facility Website](#)

UPDATE: In June 2007, Tucson Baseball LLC announced the sale of the Tucson Sidewinders to SK Baseball LLC for \$15 M. SK Baseball is planning to relocate the team to Reno, NV for the 2009 season. On September 4, 2007, the Pima County Board of Supervisors unanimously agreed to transfer SK Baseball's name onto the Sidewinders' Tucson Electric Park lease in place of Tucson Baseball. SK Baseball will have to pay Pima County \$30,000 per year until 2012 if the team leaves for Reno.

On January 13, 2004, the Washoe County Commission approved a 2% rental car fee to fund construction of a minor league baseball stadium for a Pacific Coast League team in the city of Sparks. However, Sierra Nevada Baseball was unsuccessful in securing a AAA franchise. In May 2007, the commission eliminated the expiration date for collection of these taxes after SK Baseball LLC made its pitch to bring a AAA team to the region. Under the new agreement, Washoe County will not be responsible for any other funding of the facility. The car rental tax set aside for this purpose generates approximately \$1.36 M per year. The \$3 M in funds that have been compounding for the last four years will also be dedicated to the project. To use the car rental tax funds, SK Baseball must have a franchise purchased, an intent to relocate the team to Northern Nevada, and a stadium site in place by October 1, 2007. SK Baseball's plan calls for a 6,500-seat (10,000 capacity), \$55 M stadium in a 6 ½ block ballpark district just east of the

downtown casino core that also would include a new shopping plaza. Under the proposed deal, the developers would build the stadium and lease it for 20 years. After that, the developers would own it. Construction of the stadium is set to begin in early 2008 and is slated for completion by March 1, 2009.

NAMING RIGHTS: Tucson Electric currently has a 10 year, \$2 M naming rights deal for the stadium with the Sidewinders. The deal expires in 2008.

League: Eastern League (AA)

Team: Akron Aeros

Affiliate: Cleveland Indians (1989)

Principal Owner: Mike Agganis, Greg Agganis

[Team Website](#)

UPDATE: In August 2006, Canal Park completed the installation of a new 18 ft. x 25 ft. digital scoreboard to replace the original light-bulb board. The new board has full color animation capacity and features a four color matrix display. The \$386,000 project also included new LED auxiliary scoreboards on the first and third base lines. In March 2007, the Akron City Council was considering spending \$50,000 to replace the field lights.

Stadium: Canal Park

Date Built: 1997

Facility Cost (millions): \$31

[Facility Website](#)

Team: Altoona Curve

Affiliate: Pittsburgh Pirates (1999)

Principal Owner: Curve Baseball LP

[Team Website](#)

Stadium: Blair County Ballpark

Date Built: 1999

Facility Cost (millions): \$12

[Facility Website](#)

UPDATE: In March 2007, the Curve announced a 4-year extension of their longtime business and marketing partnership with U.S. Foodservice, which includes U.S. Foodservice receiving naming rights to the Third Base Picnic Pavilion (renamed U.S. Foodservice Picnic Pavilion) at Blair County Ballpark through the 2010 season.

Team: Binghamton Mets

Affiliate: New York Mets (1992)

Principal Owner: David Maines, William Maines, George Scherer, Michael Urda

[Team Website](#)

Stadium: NYSEG Stadium

Date Built: 1992

[Facility Website](#)

NAMING RIGHTS: New York State Electric and Gas has a naming rights agreement with the Binghamton Mets for its stadium. Terms of the deal were not disclosed.

Team: Bowie Baysox
Affiliate: Baltimore Orioles (1993)
Principal Owner: Maryland Baseball Holding LLC
[Team Website](#)

Stadium: Prince George's Stadium
Date Built: 1994
[Facility Website](#)

UPDATE: On November 28, 2006, the Baysox announced that they were being purchased by the Maryland Baseball Holding LLC group headed by Ken Young, president of Ovations Food Services.

Team: Connecticut Defenders
Affiliate: San Francisco Giants (2003)
Principal Owner: Lou DiBella
[Team Website](#)

Stadium: Senator Thomas J. Dodd Memorial Stadium
Date Built: 1995
[Facility Website](#)

UPDATE: The Defenders received a credit of \$78,656.26 on lease payments to cover purchases and improvements the team made at Dodd Stadium. The team replaced broken down equipment, painted portions of the stadium in time for the July 11, 2007 All-Star game, and made some improvements to the skyboxes. On September 5, 2007, the Norwich City Council approved spending \$610,000 on numerous stadium improvements. The \$610,000 includes an estimated \$190,000 to replace the playing field, about \$100,000 to move the outfield fences in to encourage more home runs, another \$100,000 to upgrade public bathrooms and other funding to replace carpeting in the skyboxes and make improvements to the visiting team's dugout and clubhouse. Work should be completed before the beginning of the 2008 season.

NAMING RIGHTS: It is named for Eastern Connecticut native Thomas Dodd, who was a United States Senator and Representative from Connecticut.

Team: Erie SeaWolves
Affiliate: Detroit Tigers (2001)
Principal Owner: Mandalay Sports Entertainment
[Team Website](#)

Stadium: Jerry Uht Park
Date Built: 1995
[Facility Website](#)

UPDATE: Prior to the 2006 season, the main scoreboard in center field was upgraded to a \$1 million state-of-the-art video board. For the 2007 season, a 40-ft. video display located on the

Civic Center was added. The other major improvement is a \$3.2 M, two-level picnic garden located down the right field line. The first level will feature two levels of picnic tables with a fully-functional concession area. The upper level of the new addition features 11 "Club Seat" boxes. Fans will have the option to book private, open-air boxes for the game with accommodations for up to 16 people. The second deck also features concessions and additional viewing areas for games. The lower level will be known as the "Troyer Farms Picnic Garden" and the upper level will be the "Bud Light Beer Garden."

NAMING RIGHTS: Longtime Erie resident and local benefactor Gerard T. "Jerry" Uht, Sr. established an endowment in 1995 with the Erie Community Foundation (ECF) to perpetually support the new downtown baseball stadium. In response to his generosity, the city named the stadium in his honor.

Team: Harrisburg Senators

Affiliate: Washington Nationals (1991)

Principal Owner: Senators Partners LLC

[Team Website](#)

Stadium: Commerce Bank Park

Date Built: 1987

[Facility Website](#)

UPDATE: In May 2007, the City of Harrisburg sold the Senators to Senators Partners, LLC of Northbrook, IL for \$13.25 M. Under the agreement, the Senators will stay in Harrisburg for a minimum initial term of 29 years, with unlimited renewals terms of 5 years each thereafter. The user fee for use of Commerce Bank Park on City Island will be \$372,000 per year. When combined with parking fees, naming rights revenue, admission tax, and mercantile revenues, it will net the city over \$500,000 per year.

Commerce Bank Park will receive a much awaited over \$34 M renovation (\$19.1 M in state funding). Originally the renovation was to begin in 2005; however, delays in state funding for the project have pushed it back until 2007, meaning the improvements won't be implemented for Senators fans until the 2008 season at the earliest. Final designs for the project have been completed by HOK Sport, and the city has floated \$18 M in bonds to cover its share of the projected \$30 M cost. The project calls for 1,700 more seats, 20 skyboxes, 766 club seats, a second level, a new party deck and restaurant, new picnic areas, a children's play area, new clubhouses, state-of-the-art concession areas, and a new entryway.

NAMING RIGHTS: Commerce Bank signed a 15-year, \$3.5 M naming rights deal with the Harrisburg Senators in 2004, and Riverside Stadium was renamed Commerce Bank Park.

Team: New Britain Rock Cats

Affiliate: Minnesota Twins (1995)

Principal Owner: New Britain Baseball, Inc.

[Team Website](#)

Stadium: New Britain Stadium

Date Built: 1996

[Facility Website](#)

Team: New Hampshire Fisher Cats

Affiliate: Toronto Blue Jays (2003)

Principal Owner: Arthur P. Solomon

[Team Website](#)

Stadium: MerchantsAuto.com Stadium

Date Built: 2005

Facility Cost (millions): \$20

Facility Financing: Fisher Cats Ballpark is a privately financed ballpark.

[Facility Website](#)

UPDATE: For the 2007 season, a manual scoreboard was constructed in the left field fence and allows the line score to be seen continuously rather than being flashed periodically on the video board. Also, the sound system in the stadium was improved by moving speakers to different locations.

NAMING RIGHTS: In April 2006, Merchants Automotive Group purchased the naming rights for the new Fisher Cats Ballpark and renamed it MerchantsAuto.com Stadium. The terms of the deal were not disclosed.

Team: Portland Sea Dogs

Affiliate: Boston Red Sox (2003)

Principal Owner: Daniel Burke (Portland Maine Baseball, Inc.)

[Team Website](#)

Stadium: Hadlock Field

Date Built: 1994

[Facility Website](#)

UPDATE: On June 18, 2007, the City of Portland (Maine) and the Sea Dogs agreed on a new lease extension which runs from September 2008 through 2028. The Sea Dogs will pay for a new clubhouse, but will receive a \$50,000 annual rent credit to help offset the cost. The clubhouse will cost approximately \$1.7 M and will be built under the right field stands and pavilion. Also, the Sea Dogs will assume field maintenance (\$147,000 per year) and receive the revenue generated by game parking (\$75,000 per year).

NAMING RIGHTS: Hadlock Field is named after Edson Hadlock, Jr., a baseball coach at Portland High School from 1950-1978.

Team: Reading Phillies

Affiliate: Philadelphia Phillies (1967)

Principal Owner: Craig Stein

[Team Website](#)

Stadium: FirstEnergy Stadium

Date Built: 1950

Facility Cost (millions): \$.656

Facility Financing: Publicly financed by the City of Reading

[Facility Website](#)

UPDATE: In November of 2006, the City of Reading announced that it received a \$30,000 grant from Berks County Community Foundation to study the costs and benefits of building a new downtown riverfront stadium along the Schuylkill River and the costs and benefits of renovating the existing FirstEnergy Stadium. In April 2007, the city awarded a \$40,000 contract to Conventions, Sports & Leisure International of Dallas to study the costs and economic impact of both options. The city paid for the remaining \$10,000 cost not covered by the Berks County Community Foundation grant. In September 2007, the results of the study showed that FirstEnergy Stadium should undergo about \$26 M in renovations rather than demolishing it in favor of a new ballpark that could cost as much as \$67 M without providing substantial financial returns. According to the study, the renovated stadium would bring the city about \$5 M in revenue over 30 years, while a new stadium would generate about \$5.5 M over the same time. Fans cited free parking, reasonable seat prices, stadium atmosphere, and location among the stadium's positives.

NAMING RIGHTS: FirstEnergy signed a 15-year, \$2.25 M naming rights deal with the Reading Phillies in 2002 and GPU Stadium was renamed FirstEnergy Stadium.

Team: Trenton Thunder

Affiliate: New York Yankees (2003)

Principal Owner: Garden State Baseball, LP

[Team Website](#)

Stadium: Samuel J. Plumeri Sr. Field at Mercer County Waterfront Park

Date Built: 1994

Facility Cost (millions): \$18.3

[Facility Website](#)

UPDATE: In August 2007, the Thunder presented new logos and uniforms that will be used in the 2008 season. The primary logo will be an animation cloud holding a lightning bolt like a bat. The new primary logo will be worn on the home and road team caps starting next season. The alternate logo is a lightning bolt holding a bat. The alternate logo will be used on the team's batting practice caps.

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Appendix 1.3

League: Southern League (AA)

Team: Birmingham Barons

Affiliate: Chicago White Sox (1986)

Principal Owner: Don Logan, Jeff Logan and Stan Logan (Birmingham Barons, LLC)

[Team Website](#)

Stadium: Regions Park

Date Built: 1988

Facility Cost (millions): \$14.5

Facility Financing: The stadium was publicly financed by the City of Hoover.

[Facility Website](#)

UPDATE: A multi-million dollar renovation project funded by the City of Hoover began in the fall of 2005. Phase 1 renovations were completed prior to the 2006 season and were relatively minor, involving mainly cosmetic changes to the concourse and banquet room. Changes included painting the concourse, replacing ceilings, and refurbishing restrooms. Phase 2 renovations were completed prior to the 2007 season and focused on permanent structural changes to the park. Extensive changes were made to the façade and main entrance. The walkway leading toward the ticket collectors was lined with a new brick surface and adorned with a series of trees and American flags waving atop towering poles. A second tier of luxurious press boxes was added to both the baseball and football press boxes. Each of the stadium's approximately 3,200 box seats was replaced with brand new chairs complete with cup holders. Other improvements included the replacement of the lighting system and the addition of a new emergency medical office and a third ticket window area down the third base line. The third and final phase of the \$4.5 M renovations will be completed in 2008 and include a new sound system and digital scoreboard.

NAMING RIGHTS: Hoover Metropolitan Stadium was renamed Regions Park in March 2007 after Regions Financial Corporation purchased the naming rights in a 9-season agreement that will last through the 2015 calendar year. Details of an agreement between the Barons and Regions were not released, but the Barons agreed to pay the Hoover park board \$110,000 per year over the next 9 years for naming rights. Barons General Manager Jonathan Nelson would not say how much Regions will pay the Barons for the name change.

Team: Carolina Mudcats

Affiliate: Florida Marlins (2003)

Principal Owner: Steve Bryant

[Team Website](#)

Stadium: Five County Stadium

Date Built: 1991

[Facility Website](#)

NAMING RIGHTS: Five County Stadium is located in Wake County, N.C., but it is in close proximity to the intersection of the county lines between Wake, Franklin, Nash, and Johnston

Counties. Those four counties, along with nearby Wilson County, are the "Five Counties" that the stadium is named after.

Team: Chattanooga Lookouts

Affiliate: Cincinnati Reds (1988)

Principal Owner: Frank Burke, Daniel Burke, and Charles Eshbach

[Team Website](#)

Stadium: AT&T Field

Date Built: 2000

Facility Cost (millions): \$10

[Facility Website](#)

NAMING RIGHTS: BellSouth entered into a 10-year, \$1 M naming rights deal with the Chattanooga Lookouts in 2000 for the naming rights to their new stadium. On March 15, 2007, the Lookouts unveiled a new name and logo for their ballpark. The name of the ballpark was changed from BellSouth Park to AT&T Field to reflect the merger between AT&T and BellSouth Corp.

Team: Huntsville Stars

Affiliate: Milwaukee Brewers (1999)

Principal Owner: Miles Prentice

[Team Website](#)

Stadium: Joe W. Davis Municipal Stadium

Date Built: 1985

[Facility Website](#)

UPDATE: In early 2006, the Stars and the City of Huntsville entered into a new 5-year lease. As part of the lease agreement, the city committed to spend up to \$1 million on stadium repairs and upgrades including the clubhouse, lights, skyboxes, and concourse. For the 2007 season, the Stars' clubhouse was renovated and expanded including new locker rooms, offices, showers, laundry and kitchen area, and other amenities. Majority owner Prentice noted that more improvements are forthcoming, depending upon "priorities" and the Brewers' "punch-list." Among possibilities: an improved visitors' clubhouse, a walk-in concession stand, and improved skyboxes.

NAMING RIGHTS: Joe W. Davis Municipal Stadium is named after Joe Davis, the long time mayor of Huntsville, TN, who was instrumental in gaining support for the stadium's construction and subsequent moving of the Nashville, TN Double-A baseball franchise to Huntsville.

Team: Jacksonville Suns

Affiliate: Los Angeles Dodgers (2001)

Principal Owner: Peter Bragan, Sr.

[Team Website](#)

Stadium: The Baseball Grounds of Jacksonville

Date Built: 2003

Facility Cost (millions): \$34

Facility Financing: The stadium was publicly financed by the City of Jacksonville through taxes as part of the Better Jacksonville Plan.

[Facility Website](#)

Team: Mississippi Braves

Affiliate: Atlanta Braves (1984)

Principal Owner: Atlanta Braves (Liberty Media)

[Team Website](#)

Stadium: Trustmark Park

Date Built: 2005

Facility Cost (millions): \$25

[Facility Website](#)

UPDATE: In Feb. 2007, Time Warner and Liberty Media reached a deal in which Time Warner would transfer the Braves, the Braves' three minor league clubs - the Richmond Braves (Class AAA; International League), the Mississippi Braves (Class AA; Southern League) and the Rome Braves (Low Class A; Sally League), a pair of craft magazines, and \$1 B in cash to Liberty Media in exchange for around 60 million shares of Time Warner stock. Many in baseball expect Liberty Media to at least explore a sale of the three minor league teams.

NAMING RIGHTS: Trustmark entered into a naming rights agreement with the Mississippi Braves for their new stadium in 2005, which will be called Trustmark Park. The agreement is for 15 years, but the price paid by Trustmark is unknown.

Team: Mobile BayBears

Affiliate: Arizona Diamondbacks (2007)

Principal Owner: Mike Savit (HWS Group)

[Team Website](#)

Stadium: Hank Aaron Stadium

Date Built: 1997

[Facility Website](#)

UPDATE: For the 2007 season, the BayBears opened the 755 Club, a new VIP area located along the third base line at the end of the third base concourse. The "American pub-style atmosphere" includes memorabilia donated by Aaron, flat-screen televisions and leather couches. It offers air-conditioned field-level views, exclusive outdoor field-level seating, and can accommodate up to 125 people.

NAMING RIGHTS: Hank Aaron Stadium is named after Hank Aaron, MLB's former all-time home run leader and Mobile native.

Team: Montgomery Biscuits
Affiliate: Tampa Bay Devil Rays (2004)
Principal Owner: Tom Dickson & Sherrie Myers (Montgomery Professional Baseball, LLC)
[Team Website](#)

Stadium: Montgomery Riverwalk Stadium
Date Built: 2004
[Facility Website](#)

Team: Tennessee Smokies
Affiliate: Chicago Cubs (2007)
Principal Owner: SPBC, LLC
[Team Website](#)

Stadium: Smokies Park
Date Built: 2000
Facility Cost (millions): \$20
[Facility Website](#)

Team: West Tennessee Diamond Jaxx
Affiliate: Seattle Mariners (2007)
Principal Owner: Bob Lozinak (Lozinak Baseball Properties, LLC)
[Team Website](#)

Stadium: Pringles Park
Date Built: 1998
Facility Cost (millions): \$8
[Facility Website](#)

UPDATE: In September 2006, Lozinak Baseball Properties announced that it had agreed to sell the Diamond Jaxx to Diamond Jaxx Baseball Properties in Orlando, FL. The deal was brokered by Tim Bennett, owner of Mississippi-based Overtime Sports. In October 2006, the city of Jackson approved an exclusive 10-year agreement with Bennett that allowed Overtime Sports to use and manage Principal Park. The contract was set to begin in September 2008 when the Diamond Jaxx's current contract for the stadium expires. Overtime Sports would have paid the city \$30,000 annually for the right to bring college and high school baseball games, concerts, and other events to Pringles Park. However, in November 2006, the proposed sale to Diamond Jaxx Baseball Properties fell through after specific deadlines needed for approval by Major League Baseball, Minor League Baseball, and the Southern League were not met. The collapse of the sale meant that Overtime Sports lost their 10-year contract to use and operate Pringles Park as it was contingent on the sale. The deal with Diamond Jaxx Baseball Properties was the second failed attempt for Bennett to find a partner for purchasing the Diamond Jaxx. In the spring of 2006, Bennett failed to convince Washington, D.C.-based developer Tim Kissler of Global Sports and Entertainment to become a partner in purchasing the team from the Lozinaks.

NAMING RIGHTS: Proctor & Gamble signed a 15-year, \$1.2 M naming rights deal with the West Tenn Diamond Jaxx in 1998. Proctor & Gamble named the new stadium Pringles Park after its Pringles potato chips product, which is manufactured in Jackson. It was the first naming rights deal on the AA level.

League: Texas League (AA)

Team: Arkansas Travelers

Affiliate: Los Angeles Angels of Anaheim (2001)

Principal Owner: Arkansas Travelers Baseball, Inc.

[Team Website](#)

Stadium: Dickey-Stephens Park

Date Built: 2008

Facility Cost (millions): \$40.4

Facility Financing: The ballpark is being funded by a North Little Rock voter-approved one-cent sales tax.

[Facility Website](#)

UPDATE: The Travelers began the 2007 season in the new Dickey-Stephens Park. The new \$40.4 M ballpark was funded by a North Little Rock voter-approved one-cent sales tax. It was built through a partnership between the Travs, Little Rock financier Warren Stephens, and the city of North Little Rock. Stephens donated an 11-acre plot of land east of the Broadway Bridge and named the ballpark in honor of two pairs of baseball-loving brothers. Dickey-Stephens Park has 5,800 fixed seats (over 7,000 capacity), 24 luxury suites, 3 private dining areas, and grass berms just outside of the outfield wall. The most distinctive element of the ballpark is the clock tower.

For the 2008 season, the team will complete construction of the Travelers Baseball Museum. It will be located behind home plate in the main concourse and will highlight the history of the more-than-century old Arkansas Travelers franchise. The Travs front office is actively pursuing a corporate sponsor for the museum.

NAMING RIGHTS: Little Rock financier Warren Stephens donated an 11-acre plot of land for the ballpark and named the ballpark in honor of two pairs of baseball-loving brothers; Stephens Inc. founders Jack and Witt Stephens, and Hall of Fame Catcher Bill Dickey and his brother Skeeter, also a former Major League ballplayer. Both Dickey brothers worked for Stephens Inc. following their baseball careers. Bill, who caught for the 1925 Little Rock Travelers, also managed the club for one season following a 17-year Hall-of-Fame career with the New York Yankees that included seven World Series titles.

Team: Corpus Christi Hooks

Affiliate: Houston Astros (2000)

Principal Owner: Nolan Ryan, Reid Ryan, Don Sanders, Reese Ryan, Eddie Maloney, Bret Sanders, Brad Sanders, Jay Miller

[Team Website](#)

Stadium: Whataburger Field

Date Built: 2005

[Facility Website](#)

NAMING RIGHTS: Whataburger, Inc. entered into a 15-year naming rights deal with the Corpus Christie Hooks beginning in 2005 for its new stadium. Financial terms of the deal were not disclosed.

Team: Frisco RoughRiders

Affiliate: Texas Rangers (2003)

Principal Owner: Mandalay Sports Entertainment

[Team Website](#)

Stadium: Dr Pepper Ballpark

Date Built: 2003

[Facility Website](#)

NAMING RIGHTS: Cadbury Schweppes Americas Beverages (CSAB) entered into a 10-year naming rights deal with the Frisco RoughRiders in 2004 to name the stadium Dr Pepper/Seven Up Ballpark. Financial terms of the deal were not disclosed. On March 31, 2006, CSAB and the RoughRiders announced that the name Dr Pepper/Seven Up Ballpark was changing to Dr Pepper Ballpark.

Team: Midland RockHounds

Affiliate: Oakland Athletics (1999)

Principal Owner: Miles Prentice and Bob Richmond

[Team Website](#)

Stadium: Citibank Ballpark

Date Built: 2002

[Facility Website](#)

UPDATE: For the 2007 season, a brand new Little League style field called Legacy Field was built on the concourse area in center field. The field is a free attraction that uses wiffle balls and plastic bats to allow children to "Hit Like The Hounds!" The attraction is sponsored by Legacy Real Estate.

NAMING RIGHTS: In 2002, First American Bank entered into a naming rights deal for the new ballpark. The terms of the deal were not disclosed. The venue's name was changed to Citibank Ballpark in 2005 when Citibank bought First American Bank.

Team: Northwest Arkansas Naturals

Affiliate: Kansas City Royals (1995)

Principal Owner: Rich Products Corp.

[Team Website](#)

Stadium: Arvest Ballpark

Date Built: 2008

Facility Financing: Ballpark is being financed by up to \$50 M in voter-approved bonds.

[Facility Website](#)

UPDATE: For the 2008 season, the Wichita Wranglers will relocate to Springdale, AR and become the Northwest Arkansas Naturals. Being last in attendance in the Texas League was one of the main reasons Rich Baseball, owner of the Wranglers, moved the team to Springdale. During a special election on July 11, 2006, voters narrowly approved a proposition that allows Springdale to sell up to \$50 million in bonds to finance stadium and infrastructure construction. Groundbreaking for the \$33 M, 6,500-seat (7,500 capacity) ballpark was held on February 28, 2007.

NAMING RIGHTS: On September 15, 2007, the Naturals announced they had reached a 10-year agreement with a 10-year option for renewal with Arvest Bank to name their new ballpark Arvest Ballpark.

Team: San Antonio Missions

Affiliate: San Diego Padres (2007)

Principal Owner: David G. Elmore (Elmore Sports Group)

[Team Website](#)

Stadium: Nelson W. Wolff Stadium

Date Built: 1994

[Facility Website](#)

UPDATE: On November 16, 2007, the San Antonio City Council approved a new lease for Wolff Stadium. The new lease gave the Missions control of stadium operations and cleared the way for approximately \$1.25 M in renovations. A new state-of-the-art scoreboard with a 16 ft. by 23 ft. LED video screen was installed and the sound system was upgraded. A new Fiesta Deck hospitality area was constructed down the left field line. The two-level party deck provides an exclusive 5,000 sq. ft. entertainment area for groups up to 200 people. Other areas receiving renovations were the team's souvenir store, customer service areas, clubhouses, and press box. Other renovations include general painting and cleaning, repaired irrigation systems, and renovated concessions stands. The city will spend \$300,000 to bring the lighting system up to Minor League Baseball standards. Long-term plans include a swimming pool and a new playing surface.

NAMING RIGHTS: The stadium is named after Nelson W. Wolff, who is a former Texas legislator and San Antonio councilman and mayor. Currently, he is the County Judge for Bexar County.

Team: Springfield Cardinals

Affiliate: St. Louis Cardinals (2005)

Principal Owner: St. Louis Cardinals

[Team Website](#)

Stadium: Hammons Field

Date Built: 2005

Facility Cost (millions): \$32

Facility Financing: The stadium was funded entirely by John Q. Hammons.

[Facility Website](#)

NAMING RIGHTS: The stadium is named after John Q. Hammons, who entirely funded the ballpark.

Team: Tulsa Drillers

Affiliate: Colorado Rockies (2003)

Principal Owner: Chuck Lamson

[Team Website](#)

Stadium: Drillers Stadium

Date Built: 1981

[Facility Website](#)

UPDATE: In March 2006, Chuck Lamson bought out much of owner Went Hubbard's stock in the team and is now president and majority owner of the Drillers.

In August 2006, a Washington, D.C. developer proposed building a new ballpark as part of a mixed-use development in eastern downtown Tulsa. However, in March 2007, another developer acquired purchase options on the land that would have been the site of the new ballpark and announced plans to build a Wal-Mart Supercenter in a mixed-use development project there. The Drillers' contract with Expo Square, the site of Drillers Stadium, expires September 30, 2009. In August 2007, the Drillers signed a nonbinding letter of intent with the River District Development Group to create a 7,000-seat ballpark within the The River District development, a projected \$1 B, 300-acre mixed-use retail development in Jenks, OK. The River District Development Group has already acquired land for the 852,000 sq. ft. development, and plans call for a town square, 400,000 sq. ft. of office space, 300 condominiums overlooking an 80-acre lake with fountain performance features, 650 hotel rooms, a small convention hall, and plenty of green space along more than a mile of the Arkansas River. The proposed River District stadium would be complete by 2010, and the team would keep the Tulsa Drillers name. Nonetheless, the move to Jenks is not a done deal. The team is still in negotiations with the City of Tulsa on possible relocations within the city. Owner and team president Chuck Lamson believes a decision will be made by December 2007.

League: California League (A-Advanced)

Team: Bakersfield Blaze

Affiliate: Texas Rangers (2005)

Principal Owner: D.G. Elmore

[Team Website](#)

Stadium: Sam Lynn Ballpark

Date Built: 1941

[Facility Website](#)

UPDATE: The Blaze continue to have favorable discussions with the city and California State University, Bakersfield (CSUB) about building a joint-use baseball facility on the CSUB campus.

NAMING RIGHTS: The ballpark is named after Sam Lynn, who was the owner of the Coca-Cola Bottling plant in Bakersfield during the 1930s. His sponsoring and backing of the Bakersfield Coca-Cola's, a semi-pro baseball team, along with other youth leagues, helped bring baseball popularity back to the San Joaquin Valley.

Team: High Desert Mavericks

Affiliate: Seattle Mariners (2007)

Principal Owner: Bobby Brett

[Team Website](#)

Stadium: Stater Bros. Stadium

Date Built: 1991

Facility Cost (millions): \$6.5

[Facility Website](#)

NAMING RIGHTS: Prior to the 2006 season, the Adelanto City Council decided to honor Stater Bros. by changing the stadium's name from Maverick Stadium to Stater Bros. Stadium in recognition of the regional grocery chain, which built the first major retail center in Adelanto. Stater Brothers paid for the new sign above the stadium's main entrance.

Team: Inland Empire 66ers

Affiliate: Los Angeles Dodgers (2007)

Principal Owner: D.G. Elmore & Donna Tuttle (Elmore Sports Group)

[Team Website](#)

Stadium: Arrowhead Credit Union Park

Date Built: 1996

[Facility Website](#)

NAMING RIGHTS: Arrowhead Credit Union has a 10-year, \$750,000 naming rights deal with the 66ers that began in 2002 and runs through the 2011 season.

Team: Lake Elsinore Storm
Affiliate: San Diego Padres (2001)
Principal Owner: Gary Jacobs
[Team Website](#)

Stadium: The Diamond
Date Built: 1994
Facility Cost (millions): \$22
[Facility Website](#)

Team: Lancaster JetHawks
Affiliate: Boston Red Sox (2007)
Principal Owner: Peter Carfagna
[Team Website](#)

Stadium: Clear Channel Stadium
Date Built: 1996
Facility Cost (millions): \$14.5
[Facility Website](#)

UPDATE: In July 2007, the City of Lancaster renovated the infield at Clear Channel Stadium by doing a complete overhaul of the infield, base lines, and home plate dirt areas as well as a complete rebuild of the pitcher's mound. Four inches of dirt was removed around the infield and home plate areas and replaced with a softer, clay-like material that will hold moisture better and thus, remain a softer playing surface in the Antelope Valley desert environment.

NAMING RIGHTS: In 2005, Clear Channel Communications entered into a 10-year, \$770,000 naming rights deal with the JetHawks and the City of Lancaster. The City of Lancaster and the JetHawks will divide the revenue from the deal equally. The deal runs through the 2014 season.

Team: Modesto Nuts
Affiliate: Colorado Rockies (2005)
Principal Owner: Michael Savit
[Team Website](#)

Stadium: John Thurman Field
Date Built: 1952
Facility Cost (millions): \$3.93
Facility Financing: Publicly financed by the City of Modesto
[Facility Website](#)

UPDATE: In October 2006, the city of Modesto approved a 10-year stadium-use lease with the Nuts and promised \$3 M in upgrades to John Thurman Field over the next few years. Several renovations were done for the 2007 season. A new state-of-the-art scoreboard with a video screen was installed in center field at a cost of around \$500,000 (including the installation). The infield playing surface went through a laser-leveling and re-grading process and was replaced

with new sod and a new dirt mixture. Every outfield fence panel was replaced with new plywood and covered with new paint. The lighting system was adjusted to nearly eliminate the dark areas in the outfield. The east barbeque area was expanded, and the visiting team's warm-up mounds were moved onto the warning track down the left field line. The visiting team's bullpen was converted into a picnic area that is capable of accommodating parties of up to 500 people. Future improvement could include a banquet/entertainment building with sightlines onto the field for year-round use, new expanded picnic areas, a new grounds-crew area, and possibly additional suites.

NAMING RIGHTS: Originally named Del Webb Field, the Modesto ballpark was renamed for state assemblyman John Thurman in 1983. In 2007, the Nuts began pursuing a naming rights sponsor for the stadium. The Nuts would retain 60% of the naming rights fee, and the city, which has final approval over the stadium name, would receive 40%.

Team: Rancho Cucamonga Quakes

Affiliate: Los Angeles Angels of Anaheim (2001)

Principal Owner: Hank Stickney, Scott Ostlund, & Chuck Buquet (Valley Baseball Club Inc.)

[Team Website](#)

Stadium: The Epicenter

Date Built: 1993

[Facility Website](#)

Team: San Jose Giants

Affiliate: San Francisco Giants (1988)

Principal Owner: Progress Sports Management

[Team Website](#)

Stadium: Municipal Stadium

Date Built: 1942

Facility Cost (millions): \$.080

Facility Financing: Publicly financed as part of President Franklin Roosevelt's Work Progress Administration (WPA).

[Facility Website](#)

UPDATE: In June 2006, the San Francisco Giants granted the San Jose Giants a 2-year player development contract extension. San Jose had hoped for a 4-year extension, but only got a 2-year deal and no promises beyond 2008 because the parent club has concerns about Municipal Stadium, specifically the outdated clubhouse and training facilities. The concrete supporting the stadium's seats leaks when it rains, as does the interior concessions area and offices. There are not enough concession stands or restrooms, nor the space for customers to line up for them, and the bulk of the electrical wiring in the stadium hasn't been replaced in decades. The San Jose Giants do not have the authority to upgrade the city-owned stadium and the city is not interested in partnering with the team to pay for upgrades due to their uncertain future. Neither is it willing, so far, to grant the minor league Giants a lease extension that would allow them to amortize the payments of upgrades over 5 years. Making the team's future more uncertain is the planned move

by the Oakland Athletics from Oakland to a new ballpark in Fremont. Under an agreement between major and minor league baseball, the A's new stadium would be close enough to the San Jose Giants that the A's could force the minor league team to move. The city development director has stated that the A's have said they will ask the San Jose Giants to leave town. The A's would have to compensate the San Jose Giants to leave town. The A's potential move has the San Jose Giants' plans to renovate the Municipal Stadium on hold. It would not be prudent for the city to invest money in the stadium when there is potentially no longer a team. The San Jose Giants, meanwhile, do not want to put more money into the stadium now, given that their lease with the city expires in October 2009. The team says it will cost up to \$8 M just to bring Municipal Stadium up to the minimal standards required by Major League Baseball and needed to allow the team to keep its San Francisco affiliation.

Team: Stockton Ports

Affiliate: Oakland Athletics (2005)

Principal Owner: Tom Volpe (7th Inning Stretch, LLC)

[Team Website](#)

Stadium: Stockton Ballpark or Banner Island Ballpark

Date Built: 2005

Facility Cost (millions): \$23.9

[Facility Website](#)

UPDATE: The name "Banner Island Ballpark" is actually an unofficial name that is used among fans and the administration of the Stockton Ports. The City of Stockton owns the naming rights of the ballpark and until the rights are sold the stadium is officially known as the Stockton Ballpark. In fact, the signage at the ballpark says Stockton Ballpark. The ballpark gets its unofficial name from the area of which it is located, Banner Island. Banner Island was once an island in the San Joaquin River delta, through time the island was connected to the mainland through infill and only southern shore remains. Despite the fact the area is no longer an island, the Banner Island name has stuck.

NAMING RIGHTS: The city of Stockton owns the naming rights of the ballpark and has been trying to find a naming rights sponsor since the ballpark opened. As of September 2007, the ballpark remains without a corporate name.

Team: Visalia Oaks

Affiliate: Arizona Diamondbacks (2007)

Principal Owner: Tom Seidler & Kevin O'Malley

[Team Website](#)

Stadium: Recreation Park

Date Built: 1946

[Facility Website](#)

UPDATE: On Monday, August 28th, 2006, the Visalia City Council approved \$5 million for renovations to Recreation Park. The plans call for the renovations to be completed in three

phases between the 2007 and 2009 seasons. In July 2007, projected costs of the renovations had doubled to nearly \$12 M, and the Visalia City Council approved a plan to shift \$8.4 M from other accounts for the added ballpark costs.

Before Opening Day 2007, the Oaks added two unique group and hospitality areas and upgrade existing infrastructure. The Oaks broke ground in early February 2007 on two innovative group entertainment areas: a nestled Dugout Suite and the Hot Corner Lounge, which is now the new Toyota Terrace. The Dugout Suite is a third dugout, built in foul territory in addition to the two provided for the teams on the field. The Fan Dugout will provide fans with an exciting, up-close, "player's eye view" of the game. The Toyota Terrace sits adjacent to the Dugout Suite and will provide an intimate group experience for groups of 50-100. Improvements coming after 2007 include renovations to the restroom and concession facilities and a planned Kids' Play Area. Oaks players will also play under an improved, brighter lighting system, on a new playing surface and enjoy a new weight room. In July 2007, the Visalia Oaks started planning a new look for the ball club to coincide with the renovations of Recreation Park. The current team owner desired to change the team name and mascot to a more "marketable" one. The Visalia Oaks started a name your team contest that allows fans to submit ideas and opinions on the name change.

The second phase of the renovation will be ready for Opening Day 2008. This part of the project will entail the building of a new right field entrance and concourse, replete with a number of fan amenities. New hospitality suites, a brand new concession stand (with kitchen), new administrative offices, and grass berm seating area are all set to be ready for '08. The second phase of the renovations will break ground in September 2007 to be completed for Opening Day 2008. The main entrance to the ballpark, with a dramatic two part spiral staircase, will move to the right field corner and will lead to a new concourse. An air-conditioned VIP hospitality lounge for groups up to 100, new restrooms, a new concession stand (with kitchen), new merchandise stores, and an additional 400 chair-back seating will all sit alongside the right field concourse. The area beneath the souvenir shop will become the new home of the Oaks administrative offices and a large ticketing center. A grassy berm will wrap around the right field corner providing a prime destination for fans to sit on beach towels while watching the games. The Ballpark will slightly expand its footprint into Recreation Park in adding a new fan pool and kids play area in right field. Fans will also find a large parking lot for their convenience beyond the right field wall and a new state-of-the-art line scoreboard. The completion of the 2008 renovations will bring Recreation Park into full compliance with standards set by Minor League Baseball.

The third and final phase of the renovation process will begin at the conclusion of the 2008 season and will be completed before Opening Day 2009. It will focus mainly on the seating around home plate. The Grandstand behind home plate will be rearranged, expanded out and up, adding seats in each direction. Capacity is expected to jump from 1,600 to 3,100 when the new grandstand is installed. The concrete berm upon which the grandstand currently sits will be removed in favor of a structurally superior steel base, and the player dugouts will be rebuilt with greater safety and usability in mind. Atop the grandstand, the renovation will add a new state-of-the-art press box and four full enclosed luxury suites with air conditioning and many modern amenities. As the sun sets along the right field side, the new overhanging canopy will provide

shade for almost every seat in the grandstand. A video board will be added to the line scoreboard to complete one of my technologically advanced boards in the California League.

NAMING RIGHTS: As an additional source of revenue for the small venue, naming rights for Recreation Park in the \$100,000 range are being considered.

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