



National Hockey League

Team: Anaheim Ducks

Principal Owner: Anaheim Arena Management, LLC; headed by Henry and Susan Samuelli

Year Established: 1992

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$75 (2005)

Current Value (\$/Mil): \$157

Percent Change From Last Year (2 yr. value change due to strike): +45%

Arena: Honda Center

Date Built: 1993

Facility Cost (millions): \$120

Percentage of Arena Publicly Financed: 100%

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

[Facility Website](#)

UPDATE: The team changed its name from the Mighty Ducks of Anaheim to the Anaheim Ducks prior to the 2006-2007 season. The new owners changed the logo, colors, and uniform; however, there has not been an announced mascot change.

The Anaheim Ducks and the Los Angeles Kings will open the 2007-2008 season in a newly refurbished arena in downtown London on Sept.29-30 as the NHL attempts to expand interest in the game beyond North American.

NAMING RIGHTS: Perrier Group of America's Arrowhead Mountain Spring Water was paying \$19.5 M over 13 years for the naming rights that expired in 2006. In October 2006, the Arena became the Honda Center, with Honda agreeing to pay \$60 M over 15 years for a naming rights deal that will expire in 2021.

Team: Atlanta Thrashers

Principal Owner: Atlanta Spirit, LLC

Year Established: 1997

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$250 (2004) included Atlanta Hawks, Atlanta Thrashers, and operating rights in Philips Arena

Current Value (\$/Mil): \$128

Percent Change From Last Year: +21%

Arena: Philips Arena

Date Built: 1999

Facility Cost (millions): \$ 213.5

Percentage of Arena Publicly Financed: 91%

Facility Financing: The facility was financed through \$149.5 M in government-backed bonds to be paid back at \$12.5 M a year for 30 years. A 3% car rental tax was created to pay for \$62 M of the public infrastructure costs and Time Warner contributed \$20 M for the remaining infrastructure costs.

[Facility Website](#)

UPDATE: In June 2006, a circuit court ruled that Atlanta Spirit co-owner Steve Belkin was entitled to buy out his partners and take over operation of the Hawks, Thrashers, and Philips Arena. The judge held that the other owners had breached an earlier agreement to buy out Belkin. Belkin had the ability to take over the teams as early as July 13, 2006; however, the Spirit co-owners filed a motion to stay the order to sell the shares until after the co-owners have a chance to appeal the decision. As of June 2007, the parties are still awaiting a decision from the Maryland Court of Special Appeals on the appeal of last year's circuit court ruling.

NAMING RIGHTS: Philips Electronics is paying \$168 M over 20 years for the naming rights that expire in 2019.

Team: Boston Bruins

Principal Owner: Jeremy Jacobs

Year Established: 1924

[Team Website](#)

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

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

Percent Change From Last Year: 0%

Arena: TD Banknorth Garden

Date Built: 1995

Facility Cost (millions): \$160

Percentage of Arena Publicly Financed: 0%

Facility Financing: Privately financed.

[Facility Website](#)

UPDATE: At the NHL Board of Governors meeting in June 2007, Bruins owner Jeremy Jacobs was elected Chairman of the Board, replacing Calgary's Harley Hotchkiss, who stepped down after 12 years in the position.

For the 2006-07 season, the Garden revamped its premium seating to accommodate Boston's growing number of young professionals. The Boardroom, a private club area, which appeals to firms and companies, accommodates the growing interest in luxury at sporting events. The Boardroom was created by knocking out luxury suites and includes its own personal chef. In addition, The Premium Sports Deck was created to appeal to young professionals. It has a lower cost and commitment than the Boardroom, but provides more luxury than the former sports bar, including a new menu. The Garden's changes are the most extensive since it opened in 1995.

NAMING RIGHTS: TD Banknorth Inc. is paying \$120 M over 20 years for the naming rights that expire 2025.

Team: Buffalo Sabres

Principal Owner: Thomas Golisano

Year Established: 1970

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$80 (2003)

Current Value (\$/Mil): \$149

Percent Change From Last Year: +45%

Arena: HSBC Arena

Date Built: 1996

Facility Cost (millions): \$127.5

Percentage of Arena Publicly Financed: 44%

Facility Financing: The Arena was financed through a state loan (20%); County bonds backed by ticket surcharge (16%), City bonds (8%) and private bank loans (56%).

[Facility Website](#)

UPDATE: The Sabres unveiled their new logo in late 2006, but many fans and experts were quick to criticize the new design and colors. Early opinion did not seem to matter, though, since the Buffalo Sabres jersey was the most popular jersey on NHL.com this past season.

NAMING RIGHTS: Marine Midland Bank originally bought the naming rights to the arena in 1995 for \$15 M over 20 years. But when the bank was bought out by HSBC Bank in 1999, the bank paid \$9 M to change the name to HSBC Arena and extend the original agreement to 30 years. Currently HSBC Bank pays approximately \$800,000 a year for a contract that will expire in 2025.

Team: Calgary Flames

Principal Owners: Calgary Flames, LP; comprised of Harley Hotchkiss, Daryl Seaman, Byron J. Seaman, Ronald V. Joyce and N. Murray Edwards

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

[Team Website](#)

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

Current Value (\$/Mil): \$135

Percent Change From Last Year: +17%

Arena: Pengrowth Saddledome

Date Built: 1983

Facility Cost (millions): \$176 Canadian; \$166 American

Percentage of Arena Publicly Financed: 100%

Facility Financing: The City of Calgary and the province of Alberta each contributed US \$31.5 million, the federal government contributed US \$29.7 million and the 1988 Olympic organizing committee provided US \$5 million.

[Facility Website](#)

UPDATE: Most Calgarians want either a new Saddledome or renovations made to the existing one. In a recent poll, one-quarter of Calgarians approve of a new Saddledome while one-third would like to see improvements made to the present arena. The Saddledome last received a facelift in 1995 costing \$32.2 million.

NAMING RIGHTS: Pengrowth Management is paying \$1 M per year for the naming rights that expire in 2016.

Team: Carolina Hurricanes

Principal Owner: Peter Karmanos Jr.

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

[Team Website](#)

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

Current Value (\$/Mil): \$144

Percent Change From Last Year: +17%

Arena: RBC Center

Date Built: 1999

Facility Cost (millions): \$158

Percentage of Arena Publicly Financed: 87%

Facility Financing: The arena was financed by an \$18 M contribution from NC State, \$44 M from Wake County and the City of Raleigh, \$22 M from the state, \$50 M from the sale of bonds and \$20 M from the team. Additionally, the state covered the infrastructure costs. The Hurricanes share the arena with North Carolina State University.

[Facility Website](#)

UPDATE: The Centennial Authority, the public agency that owns the RBC Center, has drafted plans to keep the RBC Arena where it is until 2034, rather than following the lead of other teams that have moved their arenas downtown. The \$60 million plan proposes asking Raleigh and Wake County for \$1.5 million more each year for retrofitting renovations, but the plans have not been approved yet.

NAMING RIGHTS: RBC Centura Bank is paying \$80 M over 20 years for the naming rights that expire in 2022.

Team: Chicago Blackhawks

Principal Owner: Wirtz Corp; headed by William Wirtz

Year Established: 1926

[Team Website](#)

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

Current Value (\$/Mil): \$168

Percent Change From Last Year: -6%

Arena: United Center

Date Built: 1994

Facility Cost (millions): \$175

Percentage of Arena Publicly Financed: 7%

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

[Facility Website](#)

UPDATE: The Blackhawks recently signed a ten year affiliation agreement to bring an AHL franchise to Rockford, Illinois to serve as their farm team.

Furthermore, in April 2007, Chicago was selected as the United States bid city for the 2016 Summer Olympic Games. The United Center has the largest crowd capacity of any current NBA arena and will be used as an Olympic facility to host basketball and gymnastics.

NAMING RIGHTS: United Airlines is paying \$25 M over 20 years for the naming rights that expire in 2014.

Team: Colorado Avalanche

Principal Owner: Stan Kroenke

Year Established: Joined in 1979 as the Quebec Nordiques, moved to Colorado in 1995 and changed its name to the Avalanche.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$450 in 2000 for the Denver Nuggets, the Pepsi Center and 93% of the Avalanche.

Current Value (\$/Mil): \$219

Percent Change From Last Year: -11%

Arena: Pepsi Center

Date Built: 1999

Facility Cost (millions): \$164.5

Percentage of Arena Publicly Financed: 3%

Facility Financing: Financed mostly through private loans with certain tax breaks. The team also received \$15 M from Liberty Media, \$4.5 M for infrastructure, \$2.25 M of construction sales tax rebates and \$2.1 M annually in property tax exemptions.

[Facility Website](#)

UPDATE: The Colorado Avalanche announced it has signed a long-term affiliation agreement with the new American Hockey League franchise in Cleveland, which will begin play in the 2007-2008 season. The new Cleveland franchise was previously operated as the Utah Grizzlies in the AHL before Dan Gilbert, owner of the NBA's Cleveland Cavaliers, purchased the Grizzlies AHL franchise rights in May 2007. The Avs currently have an affiliation deal with the Albany River Rays (AHL). In addition, future events at the Pepsi Center include the NCAA

Men's ice hockey Frozen Four tournament on April 10 and April 12, 2008. The center was also used in aerial shots of the 2007 film *Blades of Glory* starring Will Ferrell.

NAMING RIGHTS: Pepsi is paying \$68 M over 20 years for the naming rights that expire in 2019.

Team: Columbus Blue Jackets

Principal Owner: Wolfe Enterprises; headed by John H. McConnell

Year Established: 2000

[Team Website](#)

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

Current Value (\$/Mil): \$139

Percent Change From Last Year: 0%

Arena: Nationwide Arena

Date Built: 2000

Facility Cost (millions): \$150

Percentage of Arena Publicly Financed: 0%

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

[Facility Website](#)

UPDATE: The Blue Jackets unveiled new uniforms for the 2007-2008 season. The uniform generally looks the same as the old, except a flashy design of the Ohio Flag has replaced the CBJ design as the official logo of the team, and is now in front of the jersey. Also as part of the Reebok sponsored new uniform design, the NHL logo is now on the jersey's neckline.

NAMING RIGHTS: Nationwide acquired the naming rights indefinitely as part of a deal to provide 90% of the financing for the arena.

Team: Dallas Stars

Principal Owner: Thomas O. Hicks

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

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$84 (1995)

Current Value (\$/Mil): \$248

Percent Change From Last Year: -7%

Arena: American Airlines Center

Date Built: 2001

Facility Cost (millions): \$420

Percentage of Arena Publicly Financed: 30%

Facility Financing: The city capped its spending at \$125 M. The Mavericks owner, Mark Cuban and Stars owner, Tom Hicks, covered the remaining amount. Team owners spent \$295 M in private investment dollars. The funds to repay the public portion of the financing are coming from a 5% car rental tax, 2% hotel tax and a \$3.4 M per-year lease agreement with the teams for 30 years.

[Facility Website](#)

UPDATE: The American Airlines Center is equipped as a state-of-the-art Wi-Fi access venue. The fans in premium-section seats can order food, drinks and security personnel using PDAs. In addition, the Dallas Area Rapid Transit (DART) just opened a station at the American Airlines Center, thus connecting the Center to downtown Dallas.

NAMING RIGHTS: American Airlines is paying \$195 M over 30 years for the naming rights that expire in 2031. In 2003, when American Airlines restructured to prevent filing for bankruptcy, the annual payments were also restructured.

Team: Detroit Red Wings

Principal Owner: Michael and Marian Illitch

Year Established: 1926

[Team Website](#)

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

Current Value (\$/Mil): \$258

Percent Change From Last Year: +4%

Arena: Joe Louis Arena

Date Built: 1979

Facility Cost (millions): \$57

Percentage of Arena Publicly Financed: 100%

Facility Financing: Publicly Funded.

[Facility Website](#)

UPDATE: Plans to renovate JLA or build a new arena have been discussed for the past few years, but no definite plans have been made. The current arena has no luxury boxes or other revenue generating amenities and is considered outdated.

NAMING RIGHTS: Named after the legendary Detroit boxer Joe Louis, the Joe Louis Warehouse was given its name because of its open and bleak look in 1979. But when Mike and Marian Illitch bought the team in 1982, they did some redecorating and gave the Warehouse a

little more style to make it an appealing arena. The Illitches have no intention of selling the naming rights to the arena.

Team: Edmonton Oilers

Principal Owner: Edmonton Investors Group; headed by Cal Nichols

Year Established: 1979

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$70 (1998)

Current Value (\$/Mil): \$146

Percent Change From Last Year: 40%

Arena: Rexall Place

Date Built: 1974

Facility Cost (millions): \$68 Canadian; \$64.2 American

Facility Financing: In 1994 a \$14 M Canadian (\$13 M American) renovation was completed.

[Facility Website](#)

UPDATE: Discussion has begun as to whether aging Rexall Place should be renovated or a new arena should take its place. Renovations are projected to cost \$220-\$250 million and construction would last three to four years. This has led many city officials to favor building a new arena closer to the downtown to revitalize the city and lure more patrons to its restaurants and shops.

NAMING RIGHTS: Rexall, a medicine company, signed a 10-year deal in 2003 for an undisclosed amount for both the naming rights and the right to be the team's exclusive health care provider. Terms of the deal were not disclosed but the previous deal was worth \$1.2 M in Canadian dollars.

Team: Florida Panthers

Principal Owner: Sunshine Sports and Entertainment; headed by Alan Cohen

Year Established: 1994

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$104.7 (2001)

Current Value (\$/Mil): \$142

Percent Change From Last Year: +18%

Arena: BankAtlantic Center

Date Built: 1998

Facility Cost (millions): \$212

Percentage of Arena Publicly Financed: 87%

Facility Financing: Broward County contributed \$185 M, partially funded by adding a 2% tourism tax. The team covered the remainder of the cost.

[Facility Website](#)

UPDATE: The BankAtlantic Center opened two clubs for the start of the 2006-07 hockey season. A sports themed club, with Eastern Financial as the title sponsor, encompasses 8,000 square feet, including an out-door patio open to 500 members. The Patron Tequila Platinum Club is an upscale sports bar, which is open to full season seat holders, suite holders, and Private Club members.

NAMING RIGHTS: Bank Atlantic is paying \$14 M over 10 years for the naming rights that expire in 2015. The contract includes an option to extend the agreement for another ten years upon conclusion.

Team: Los Angeles Kings

Principal Owner: AEG Worldwide; headed by Philip Anschutz

Year Established: 1967

[Team Website](#)

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

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

Percent Change From Last Year: +6%

Arena: Staples Center

Date Built: 1999

Facility Cost (millions): \$375

Percentage of Arena Publicly Financed: 19%

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

[Facility Website](#)

UPDATE: In September 2005, AEG set in motion a \$2.5 billion deal for the construction of LA Live. LA Live is a downtown development project next to the AEG owned Staples Center that combines theaters, nightclubs, shops, an ESPN studio, condominiums and hotels. In June 2007, AEG secured Wachovia Bank as a founding partner but did not disclose the amount the bank will finance. MacFarlane, an urban real estate development investor, will also finance the project offering \$400 million. The remainder of the financing will be provided by the city and through Live's condominium sales. AEG believes that this will revitalize the downtown area and is expected to be completed in 2010.

NAMING RIGHTS: Staples, an office supply company, is paying \$100 M over 20 years for the naming rights that expire in 2019.

Team: Minnesota Wild

Principal Owner: Minnesota Hockey Ventures Group, LP; headed by Robert Naegele Jr.

Year Established: 2000

[Team Website](#)

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

Current Value (\$/Mil): \$163

Percent Change From Last Year: 0%

Arena: Xcel Energy Center

Date Built: 2000

Facility Cost (millions): \$130

Percentage of Arena Publicly Financed: 73%

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

[Facility Website](#)

UPDATE: Even though there have been rumors, Bob Naegele is not in the market to sell his team, but is looking to merge the management of his arena with the Target Center. The Xcel Energy Center has found it hard to compete in the same market as the Minnesota Timberwolves' Target Center. The two arenas often have to compete for concerts and big events, resulting in lower profits for both arenas and leading the Wild to ask the State Legislature to bail them out of their tough financial situation. With the Target Center landing new management, Los Angeles-based AEG, the Xcel Energy Center may face an even worse financial future if it does not find new management soon.

NAMING RIGHTS: Xcel Energy is paying \$75 M over 25 years for the naming rights that expire in 2025.

Team: Montreal Canadiens

Principal Owner: George Gillett

Year Established: 1917

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$181.5 Candian (2001); \$164 American

Current Value (\$/Mil): \$230

Percent Change From Last Year: +18%

Arena: Bell Centre (Le Centre Bell)

Date Built: 1996

Facility Cost (millions): \$230 Canadian; \$208 American

Percentage of Arena Publicly Financed: 0%

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

[Facility Website](#)

UPDATE: Donald Beauchamp, the Montreal Canadiens' vice-president (communications and community relations), said the team is not for sale. But there are reports that owner George Gillett has been involved in "top secret" negotiations with Dietrich "Didi" Mateschitz, the founder of Red Bull. Mateschitz owns the FC Salzburg soccer club, FC Red Bull (MLS), and is involved in Formula One as the owner of the Red Bull-Renault team. Last year, Mateschitz told a reporter from Le Journal de Montreal he was interested in adding an NHL team to his portfolio. For now, Gillett's intent to sell the team is just a rumor.

NAMING RIGHTS: Bell Canada is paying \$64 M over 20 years for the naming rights that expire in 2023.

Team: Nashville Predators

Principal Owner: Nashville Predators, LLC; headed by Craig L. Leipold

Year Established: 1998

[Team Website](#)

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

Current Value (\$/Mil): \$134

Percent Change From Last Year: +21%

Arena: Sommet Center

Date Built: 1997

Facility Cost (millions): \$144

Percentage of Arena Publicly Financed: 100%

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

[Facility Website](#)

UPDATE: Craig Leipold confirmed in May 2007 that he had signed a letter of intent to sell the franchise to Canadian billionaire, Jim Balsillie for \$220 million after losing \$70 million in ten years of his ownership. But in July 2007, the Predators owner began negotiations with California businessman William Boots DelBiaggio to purchase the team. DelBiaggio hopes to bring a franchise to Kansas City and has offered \$190 million, while Balsillie wants to move the team to Hamilton and has offered up to \$238 million as of June 2007. Leipold said nothing is final until the league's board of governors approves a deal, which will not be until September 2007.

NAMING RIGHTS: In May 2007, the Predators signed a long-term naming rights deal with the Franklin-based Sommet Group. Sommet (pronounced So-May) Group is a collection of companies whose services include human resources administration, payroll processing, and insurance and risk management. Details of the deal were not released, but the naming rights deal has raised conjecture that the team may remain in Nashville despite relocation rumors.

Team: New Jersey Devils

Principal Owner: Jeffrey Vanderbeek

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

[Team Website](#)

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

Current Value (\$/Mil): \$148

Percent Change From Last Year: +19%

Arena: Prudential Center

Date Built: 2007

Facility Cost (millions): \$365

Percentage of Arena Publicly Financed: 66%

Facility Financing: \$210 M from the city of Newark and the remainder from the team.

[Facility Website](#)

UPDATE: October 2005 was the groundbreaking ceremony for the Newark Arena, future home of the New Jersey Devils. The project is expected to be completed by October 2007 in time for the center's opening concert featuring Bon Jovi. The project was \$365 million and is expected to help start the \$1 B revitalization of downtown Newark. The 17,500 seat arena will include state-of-the-art technology and a gourmet restaurant, which will overlook the ice.

NAMING RIGHTS: Prudential struck a naming-rights deal with the New Jersey Devils for \$105.3 million over the next 20 years, which will expire in 2027. Since Prudential has other arenas named after it around the U.S., Newark's Prudential Center has been nicknamed The Rock to distinguish it from the others.

Team: New York Islanders

Principal Owner: Charles Wang & Sanjay Kumar

Year Established: 1972

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$190 (2000)

Current Value (\$/Mil): \$140

Percent Change From Last Year: -12%

Arena: Nassau Veterans Memorial Coliseum

Date Built: 1972

Facility Cost (millions): \$31.3

Percentage of Arena Publicly Financed: 100%

Facility Financing: Funded through tax-exempt bond issue.

[Facility Website](#)

UPDATE: Charles Wang, majority owner of the Islanders, has signed a Memorandum of Understanding with Nassau County officials to develop the 77-acre property around the Nassau Veterans Memorial Coliseum in Uniondale. The \$1.5 B development, referred to as the Lighthouse, will include \$200 M in renovations to the arena, and a new 50,000-square foot athletic complex, which will include a minor-league baseball field. The new development will also include a convention center, shopping, a five-star hotel, luxury condominiums and a HUB bus/trolley system. The 2005-2006 season lockout dramatically slowed down the project, though. Officials are now discussing plans of building a new arena in neighboring Suffolk County or Brooklyn. With either of these changes, the team name would remain the same since both are part of Long Island geographically.

NAMING RIGHTS: The arena was built on a former Army/Air Force base, and is dedicated to those who have died for this country. Because of its memorial status there are no naming rights deals being considered.

Team: New York Rangers

Principal Owner: Cablevision Systems Corp (60%), and Fox Entertainment Group (40%)

Year Established: 1926

[Team Website](#)

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

Current Value (\$/Mil): \$306

Percent Change From Last Year: +9%

Arena: Madison Square Garden

Date Built: 1968

Facility Cost (millions): \$43

Percentage of Arena Publicly Financed: 100%

Facility Financing: \$200 M in renovations were completed in 1991

[Facility Website](#)

UPDATE: The Empire State Development Corp. is negotiating with private developers on a plan that probably will include a new Madison Square Garden, to be built in the annex of the Farley Post Office on 8th Avenue. This will create more than 5 million square feet of new office space on the spot where the Garden stands now. These changes are part of a larger makeover for the area's subway system in which ESDC will build new stations in both the post office and nearby Penn Station. ESDC hopes the project will be completed by 2017. The proposed Madison Square Garden V would cost \$750 M.

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

Team: Ottawa Senators

Principal Owner: Eugene Melnyk

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

[Team Website](#)

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

Current Value (\$/Mil): \$159

Percent Change From Last Year: +27%

Arena: Scotiabank Place

Date Built: 1996

Facility Cost (millions): \$200 Canadian; \$181 American

Percentage of Arena Publicly Financed: 21%

Facility Financing: A \$26 M provincial government loan and a \$6 M Canadian federal government grant cover 21%. The rest is through private bank consortium loans, subordinated loans and suite sales and fees.

[Facility Website](#)

NAMING RIGHTS: Scotiabank is paying \$20 M Canadian over 15 years for a naming rights deal that expires in 2021.

Team: Philadelphia Flyers

Principal Owner: Comcast-Spectacor

Year Established: 1967

[Team Website](#)

Most Recent Purchase Price (\$/Mil): Acquired as part of a \$250 M merger between Comcast and Spectacor in 1996.

Current Value (\$/Mil): \$246

Percent Change From Last Year: -7%

Arena: Wachovia Center

Date Built: 1996

Facility Cost (millions): \$210

Percentage of Arena Publicly Financed: 11%

Facility Financing: \$140 M was financed through a private bank. Spectacor contributed \$45 M and \$30 M will come from the naming rights revenue. The state provided \$17 M and the City of Philadelphia provided an \$8.5 M loan for infrastructure improvements. Additionally, \$10 M came from state capital redevelopment assistance funding for general site improvements.

[Facility Website](#)

UPDATE: In October 2006, new visual effects were completed in the Wachovia Center for the Center's 10th year anniversary, including a center-hung structure with four LED Diamond Vision video boards, eight SMARTVISION LED virtual scoring matrix and two SMARTVISION LED circular "rings." In addition to the center-hung scoreboard, ANC also added an additional 1,000 feet of SMARTVISION 20mm LED ribbon around the second level facade to compliment the company's existing fascia system at the arena. Two outdoor SMARTVISION LED screens were installed to welcome fans on Pattison Avenue as well.

NAMING RIGHTS: CoreStates Bank purchased the naming rights for \$1.4 M a year until 2023 for the Wachovia Center and the Wachovia Spectrum (the old arena). CoreStates was acquired by First Union, which then merged with Wachovia Bank in 2001, keeping the Wachovia name. In 2003 the Center and Spectrum acquired the new name.

Team: Phoenix Coyotes

Principal Owner: Los Arcos Sports; including Steve Ellman, Jerry Moyes, and Wayne Gretzky.
Year Established: Joined in 1979 as the Winnipeg Jets, moved to Phoenix in 1996, becoming the Coyotes.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$125 (2001)
Current Value (\$/Mil): \$143
Percent Change From Last Year: +5%

Arena: Jobing.com Arena

Date Built: 2003

Facility Cost (millions): \$220

Percentage of Arena Publicly Financed: 82%

Facility Financing: \$150 M came from the city, which will be repaid through property and sales taxes generated by the arena and its adjacent retail complex. The remaining \$30 M came from general obligation bonds for public improvements approved by voters in 1999 and was paid with property taxes generated city-wide. The team committed to pay approximately \$40 M for cost overruns.

[Facility Website](#)

UPDATE: In April 2006, an ownership restructuring was announced for the Coyotes, Glendale Arena, and the surrounding area development. Moyes has assumed majority control of the Coyotes, the arena and the lacrosse team, the Arizona Sting. Ellman has assumed majority control over the Westgate City Center, the 6.5 million-square-foot entertainment and retail development of the area surrounding the arena. A 320 room Renaissance Hotel and Conference Center is also planned for Westgate.

NAMING RIGHTS: On October 25, 2006, local online company Jobing.com signed a 10-year naming rights deal for \$30 million.

Team: Pittsburgh Penguins

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

Year Established: 1967

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$99 (1999)
Current Value (\$/Mil): \$133
Percent Change From Last Year: +31%

Arena: Mellon Arena

Date Built: 1961

Facility Cost (millions): \$22

Percentage of Arena Publicly Financed: 100%

Facility Financing: Originally was built for the Civic Light Opera. The city and county combined to pay for the facility.

[Facility Website](#)

UPDATE: In March 2007, an agreement between the Penguins, the city of Pittsburgh, Allegheny County and the state of Pennsylvania, called for a new arena to be constructed for the NHL's 2009-2010 season. The team has announced that the ICON Venue group will oversee the arena's construction and HOK Sport will design the new building. The Penguins lease at Mellon Arena was scheduled to expire on June 30, 2007, but the team extended their lease for two more years as part of its 30-year lease deal.

NAMING RIGHTS: Mellon Financial is paying \$18 M over 10 years for the naming rights that expire in 2009. Mellon Financial Group will have the first chance to buy a naming rights deal for the new arena as part of its original agreement in 1999.

Team: San Jose Sharks

Principal Owner: San Jose Sports and Entertainment Enterprises

Year Established: 1991

[Team Website](#)

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

Current Value (\$/Mil): \$145

Percent Change From Last Year: -2%

Arena: HP Pavilion at San Jose, aka The Shark Tank

Date Built: 1993

Facility Cost (millions): \$162.5

Percentage of Arena Publicly Financed: 78%

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

[Facility Website](#)

UPDATE: San Jose Mayor, Chuck Reed endorsed new subsidies for the Sharks to buy better audio and visual equipment for the HP Pavilion. The new equipment, including a scoreboard, a sound system, and a flashing light display to ring the arena's interior, will cost \$16.5 million. The city and the team will each pay for half of the costs.

NAMING RIGHTS: Hewlett-Packard is paying \$47 M over 15 years for the naming rights that expire in 2016. HP will add \$800,000 per year if San Jose acquires an NBA team.

Team: St. Louis Blues

Principal Owner: Sports Capital Partners, headed by Dave Checketts

Year Established: 1967

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$150 (2006) for the Blues and Saavis (now Scottrade) Center

Current Value (\$/Mil): \$150

Percent Change From Last Year: +7%

Arena: Scottrade Center

Date Built: 1994

Facility Cost (millions): \$160

Percentage of Arena Publicly Financed: 15%

Facility Financing: The city contributed \$34.5 M for site preparation and garages. Twenty corporations provided \$30 M in cash and guaranteed \$98 M in construction loans.

[Facility Website](#)

UPDATE: Dave Checketts bought the struggling Blues in June 2006 from Bill Laurie and his wife Nancy (daughter of Wal-Mart founder James Bud Walton). The new owners did not hesitate to raise ticket prices for the 2006-2007 season. The Scottrade Center also received an upgrade in October 2006, including two new LED scoreboards, one of which is a ribbon scoreboard that wraps around the entire arena. In addition, overhead lighting has been improved while the Blues' dressing room also received some fresh paint and carpeting.

NAMING RIGHTS: Scottrade, an online financial investment company, purchased the naming rights for the arena in September 2006. Terms of the agreement were not disclosed.

Team: Tampa Bay Lightning

Principal Owner: Palace Sports and Entertainment; headed by William Davidson

Year Established: 1991

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$117 (1999)

Current Value (\$/Mil): \$172

Percent Change From Last Year: +15%

Arena: St. Pete Times Forum

Date Built: 1996

Facility Cost (millions): \$139

Percentage of Arena Publicly Financed: 62%

Facility Financing: Construction and infrastructure costs were paid by a combination of team

money (\$53 M) and public money (\$86 M).

[Facility Website](#)

UPDATE: In Spring 2007, the Florida Senate unveiled a plan to split \$100 million three-ways to help fund or renovate arenas for the Orlando Magic (NBA), the Florida Marlins (MLB), and the Tampa Bay Lightning (NHL). Furthermore, the Florida House of Representatives approved a plan that authorizes a \$2 million-a-year rebate over 30 years for a new Magic arena and a renovated arena for the Tampa Bay Lightning hockey team.

NAMING RIGHTS: The St. Petersburg Times is paying \$25.2 M over 12 years for the naming rights that expire in 2014.

Team: Toronto Maple Leafs

Principal Owner: Maple Leafs Sports and Entertainment

Year Established: 1917

[Team Website](#)

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

Current Value (\$/Mil): \$332

Percent Change From Last Year: +18%

Arena: Air Canada Centre

Date Built: 1999

Facility Cost (millions): \$265 Canadian; \$250 American

Percentage of Arena Publicly Financed: 0%

Facility Financing: Privately financed.

[Facility Website](#)

UPDATE: Maple Leaf Sports and Entertainment (MLSP) is planning an estimated \$34 million renovation to Air Canada Centre; however, the renovation will not take place until 2009 because they are intended to coincide with the arena's 10-year anniversary.

NAMING RIGHTS: Air Canada is paying \$40 M Canadian over 20 years for the naming rights that expire in 2019.

Team: Vancouver Canucks

Principal Owner: Orca Bay Sports & Entertainment, Headed by Francesco Aquilini

Year Established: 1970

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$80.2 for 87%

Current Value (\$/Mil): \$192

Percent Change From Last Year: +30%

Arena: General Motors Place

Date Built: 1995

Facility Cost (millions): \$160 Canadian; \$144.5 American

Percentage of Arena Publicly Financed: 0%

Facility Financing: Privately financed.

[Facility Website](#)

UPDATE: In 2004, the Aquilini Investment Group, headed by Francesco Aquilini, purchased a 50% share in Orca Bay Sports and Entertainment, the company that owned both the Canucks franchise and GM Place from John McCaw. Aquilini and two business partners, Tom Gaglardi and Ryan Beedie, had been negotiating with Orca Bay for several months without finalizing an agreement. In January 2005, Gaglardi and Beedie filed a lawsuit against Aquilini and Orca Bay alleging that Aquilini and Orca Bay had acted in bad faith in concluding a deal using information obtained from their joint offer.

On November 8, 2006, Francesco Aquilini became the sole owner of the team and General Motors Place by purchasing the remaining 50% of the Vancouver Canucks and GM Place from McCaw. In May 2007, Gaglardi and Beedie's civil lawsuit over Aquilini's purchase reached the British Columbia Supreme Court and as of June 2007, the case is still pending.

NAMING RIGHTS: General Motors Canada is paying \$18.5 M over 20 years for the naming rights that expire in 2015.

Team: Washington Capitals

Principal Owner: Lincoln Holdings, LLC; Headed by Ted Leonsis

Year Established: 1974

[Team Website](#)

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

Current Value (\$/Mil): \$127

Percent Change From Last Year: +10%

Arena: Verizon Center

Date Built: 1997

Facility Cost (millions): \$260

Percentage of Arena Publicly Financed: 23%

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

[Facility Website](#)

UPDATE: In April 2007, the D.C. Council acquiesced to Wizards owner, Abe Pollin's request and gave preliminary approval to the sale of \$50 million in bonds to fund improvements to the Verizon Center. The city will increase taxes on tickets and merchandise at the downtown arena from 5.75 percent to 10 percent, with the additional tax revenue used to pay off the bonds. Pollin said he could not fund the improvements himself since he is still \$110 million in debt from the arena's construction.

Furthermore, the Washington Capitals (NHL) have seen a 16 percent increase in ticket revenue over the last year as new marketing and promotion efforts have triggered a bump in sales of single-game tickets. The team said the average number of single game tickets sold a game has risen by 44 percent since the season began in October and that walk-up sales (tickets purchased in the three hours before a game) have risen 41 percent. Capitals officials also reported a modest increase in sales of VIP seats located in the first two rows of Verizon Center's lower bowl.

NAMING RIGHTS: Verizon is paying \$44 M over 15 years for the naming rights that expire in 2017.