

# Sports Facility Reports



*[Sports Facility Reports, Volume 9, Appendix 3](#)*

## National Football League

### Team: Arizona Cardinals

**Principal Owner:** William Bidwell

**Year Established:** 1898

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$.05 (1932)

**Current Value (\$/Mil):** \$888

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

**Stadium:** University of Phoenix Stadium

**Date Built:** 2006

**Facility Cost (millions):** \$455

**Percentage of Stadium Publicly Financed:** 76%

**Facility Financing:** The Arizona Sports & Tourism Authority contributed \$346 M, most of which came from a 1% hotel/motel room tax, a 3.25% car rental tax and a stadium related sales tax. The Arizona Cardinals contributed \$109 M. The Cardinals also purchased the land for the stadium at \$18.5 M.

[Facility Website](#)

**UPDATE:** The Arizona Cardinals and Hunt Construction have ended their dispute over landscaping at University of Phoenix Stadium. When the Cardinals took possession of the stadium in August 2006, they objected to the landscaping as performed by a Hunt subcontractor. Since the Cardinals did not want to be legally liable for future landscaping, they refused to maintain the existing landscaping, which subsequently died. Although the issue was not significant in terms of pure dollars and cents, it did manage to mar the stadium experience for a few high-profile events, including Super Bowl XLII. The two organizations have resolved their differences and are working to have new trees and plants in place before the end of 2008.

Despite the landscaping issues, University of Phoenix Stadium was nominated for Sports Facility of the Year award by Street and Smith's Sports Business Journal in May 2008. Should the stadium win this award, it will add it to a collection that already includes Best NFL Facility 2006 and 2007 (Street and Smith's Sports Business Journal and Sports Business Daily) and Event Site of the Year 2007 (Event Solutions Magazine).

**NAMING RIGHTS:** In September 2006, the University of Phoenix purchased the naming rights to the stadium for 20 years.

## Team: Atlanta Falcons

**Principal Owner:** Arthur Blank

**Year Established:** 1965

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$545 (2002)

**Current Value (\$/Mil):** \$796

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

**Stadium:** Georgia Dome

**Date Built:** 1992

**Facility Cost (millions):** \$214

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

**Facility Financing:** The state legislature authorized donation of the land valued at \$14 M for the stadium. The remaining \$200 M was raised with industrial revenue bonds authorized by the stadium authority. Construction debt is covered by money generated by the stadium and from 39% of a 7% hotel/motel tax imposed in Fulton County.

[Facility Website](#)

**UPDATE:** The Atlanta Falcons' brand will be more defined inside and outside the Georgia Dome when the Stadium's latest refurbishments are completed in July 2008. The NFL team is replacing 62,000 teal colored seats with red and black chairs, and using the same colors to replace the Georgia World Congress Authority's mauve-and-teal scheme on the dome's exterior. Other Georgia Dome improvements for 2008 include: new backlit advertising and directional signs and 200 new Philips 42-inch flat screen televisions, both upgrades on the public concourses.

The Georgia World Congress Authority is paying for 2/3 of the \$20 million project, with the Falcons paying for the balance. The Authority is also finishing \$2 million in repairs to the dome after a tornado ripped off parts of the roof during the SEC men's basketball tournament in March.

**NAMING RIGHTS:** There is currently no naming rights deal for the Georgia Dome.

## Team: Baltimore Ravens

**Principal Owner:** Stephen Bisciotti

**Year Established:** 1996

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$600 (2000)

**Current Value (\$/Mil):** \$965

**Percent Change From Last Year:** +2%

**Stadium:** M&T Stadium at Camden Yards

**Date Built:** 1998

**Facility Cost (millions):** \$229

**Percentage of Stadium Publicly Financed:** 87%

**Facility Financing:** The State of Maryland paid \$200 M, including \$86 M in tax-exempt revenue bonds. The Ravens contributed \$5 M from PSL's. The Ravens will contribute an additional \$24 M over the 30-year lease.

[Facility Website](#)

**NAMING RIGHTS:** In May 2003, M&T Bank reached an agreement with the Ravens that will pay an average of \$5 M a year for the next 15 years. M&T Bank is the 18th largest bank in the U.S. The deal includes two 28x130 foot M&T signs that were built on the north and south ends of the stadium, and two smaller signs facing east and west.

## Team: Buffalo Bills

**Principal Owner:** Ralph Wilson Jr.

**Year Established:** 1959

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$.025 (1959)

**Current Value (\$/Mil):** \$821

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

**Stadium:** Ralph Wilson Stadium

**Date Built:** 1973

**Facility Cost (millions):** \$22

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

**Facility Financing:** Publicly financed. More seats were added for 1995. \$63 M renovation completed for the 1999 season. Renovation financing included \$11 M a year for 5 years from additional luxury and club seat fees. The Bills received \$18 M over 6 years from the state as working capital and a \$2.9 M break in rent payments.

[Facility Website](#)

**UPDATE:** In October 2007, the Buffalo Bills announced their intentions to play one game each season in the Rogers Centre (formerly known as the Sky Dome) in Toronto, Canada. The first of these games will take place on December 7, 2008 against the Miami Dolphins. It will mark the first time an NFL team has established a "home" stadium outside the United States.

**NAMING RIGHTS:** The stadium, originally called Rich Stadium, was renamed in 1998 for former Bill's owner Ralph Wilson, Sr., at the request of New York governor George Pataki.

## Team: Carolina Panthers

**Principal Owner:** Jerry Richardson

**Year Established:** 1993

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$206 (1993)

**Current Value (\$/Mil):** \$956

**Percent Change From Last Year:** +2%

**Stadium:** Bank of America Stadium

**Date Built:** 1996

**Facility Cost (millions):** \$247.7

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

**Facility Financing:** The stadium was financed by private investors and the sale of permanent seat licenses that qualify buyers to obtain season tickets. The City of Charlotte donated the land for the stadium, which is valued at close to \$50 M. The city also made over \$10 M in public infrastructure improvements.

[Facility Website](#)

**UPDATE:** The Carolina Panthers recently invested \$10 M to install two new video screens in Bank of America Stadium, which will triple the size of current video boards in each end zone. Work began in January on the 2,414-square-foot HD screens, and installation will be completed by July 2008. The current screens were installed in 1996 and cover 768 square feet.

The new \$2.6 M Gridiron Club is limited to 250 members and will be located in the northwest corner of the club level. Membership won't be cheap: after a one-time fee of \$7,500 (refundable after 20 years), patrons will pay \$4,250 annually. The club should pay for itself after a year, as the Panthers expect revenues of \$3 M annually.

For the Panthers, these moves are attempts to further monetize Bank of America Stadium. The team sold out every game in the 2007 season, though the number of no-shows increased and local television ratings declined.

**NAMING RIGHTS:** In 2004, Bank of America purchased the naming rights to the stadium, now known as Bank of America Stadium. The 20-year agreement is worth \$140 M and runs through the 2024 season.

## Team: Chicago Bears

**Principal Owner:** McCaskey Family; right now Virginia Halas McCaskey

**Year Established:** 1920

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$.0001 (1920)

**Current Value (\$/Mil):** \$984

**Percent Change From Last Year:** +4%

**Stadium:** Soldier Field II

**Date Built:** 1924

**Facility Cost (millions):** \$10; \$660 (2003 renovation)

**Percentage of Stadium Publicly Financed:** 62% (2003 renovation)

**Facility Financing:** The stadium opened with 45,000 seats. It was expanded to 100,000 seats and dedicated to soldiers in WWI in 1926. It was reconstructed in 1979 by the Chicago Park District to add various amenities and boxes. A \$660 M renovation was completed in 2003. The financing for the renovation came mostly from taxpayers, with the Bears and the NFL kicking in a combined \$250 M.

[Facility Website](#)

**UPDATE:** Soldier Field is in contention to host the Olympic soccer matches if Chicago is awarded the 2016 Olympic bid. Other possible sites include Husky Stadium at Northern Illinois University and TCF Bank Stadium at the University of Minnesota.

With the current stadium capacity of 61,500, Soldier Field will become the smallest stadium in the NFL when the Indianapolis Colts move out of the RCA Dome and into Lucas Oil Stadium in 2008.

**NAMING RIGHTS:** In response to the city's lack of enthusiasm for selling naming rights to Soldier Field, team officials sold sponsorship rights to the Bears name. Bank One is the presenting partner of the Bears franchise in the first NFL sponsorship of its kind. The 12-year partnership has an annual value of approximately \$4 M and will result in Bank One's presence on signs and concessions at Soldier Field. United Airlines announced a seven-year sponsorship extension with the Bears in which the airline will take over naming rights of the former Cadillac Club premier lounge in Soldier Field. Cadillac, meanwhile, will remain a Bears sponsor in a more traditional role.

## Team: Cincinnati Bengals

**Principal Owner:** Michael Brown

**Year Established:** 1968

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$8 (1967)

**Current Value (\$/Mil):** \$912

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

**Stadium:** Paul Brown Stadium

**Date Built:** 2000

**Facility Cost (millions):** \$453

**Percentage of Stadium Publicly Financed:** 89%

**Facility Financing:** The stadium was publicly financed through a \$322.2M bond issue, \$30M from the state and investment earnings of \$22.6 M on a construction fund. The team contributed \$50M in a private contribution that included revenues from personal seat licenses, a ticket surcharge, and nine years of rent payments.

[Facility Website](#)

**UPDATE:** In April 2008, The Bengals' AstroTurf practice field was replaced with grass. The county decided to go with grass instead of AstroTurf because it was cheaper than replacement AstroTurf field, which could run up to \$750,000. Under the agreement with the Bengals, the county must replace the practice fields at least every eight years.

**NAMING RIGHTS:** In April 2008, Hamilton County Commissioner Todd Portune suggested selling the naming rights for Paul Brown Stadium as a way to decrease the county's construction debt on the venue. It is one of many suggestions Portune has made in the past year to increase stadium related revenue.

## Team: Cleveland Browns

**Principal Owner:** Randy Lerner

**Year Established:** 1946

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$530 (1998)

**Current Value (\$/Mil):** \$969

**Percent Change From Last Year:** +0%

**Stadium:** Cleveland Browns Stadium

**Date Built:** 1999

**Facility Cost (millions):** \$315

**Percentage of Stadium Publicly Financed:** 76.5%

**Facility Financing:** The public share was \$241 M. The private share was \$74 M, with the Browns contributing \$25 M from seat licensing. The NFL loaned \$50 M to the Browns from its stadium development fund.

[Facility Website](#)

**NAMING RIGHTS:** When millionaire banker Al Lerner bought the expansion franchise after the original franchise relocated in 1995, he obtained, through the terms of his lease, the right to sell the stadium's name. Responding to the heated objections of fans, Lerner's son, the current owner, has not sold the naming rights to Browns Stadium. The team has sold the rights to the stadium's four tower-like gates. The gates are named the Cleveland Clinic Sports Health Gate, The National City Gate, Steris Gate, and The First Energy Gate.

## Team: Dallas Cowboys

**Principal Owner:** Jerry Jones

**Year Established:** 1960

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$150 (1990)

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

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

**Stadium:** Texas Stadium

**Date Built:** 1971

**Facility Cost (millions):** \$35

**Percentage of Stadium Publicly Financed:** 83%

**Facility Financing:** Financed by bonds issued from the City of Irving. Luxury suites were added by the Cowboys in 1985 and 1993.

[Facility Website](#)

**UPDATE:** Construction on the Cowboys' new stadium in Arlington, Texas is on schedule for its projected June 2009 completion. Originally estimated to cost \$650 million, the stadium's current construction cost is in excess of \$1 billion, which will make it one of the most expensive sports venues ever built. As of June 2008, the city of Arlington had spent \$284.9M of the \$325M it promised to provide for the team's new stadium. The stadium is being financed by a voter approved measure that has raised the Arlington city sales tax by a half-percent, the hotel tax by 2%, and the car rental tax by 5%. The Cowboys will provide the remaining \$325M and any cost overruns will be paid for by the team. The City of Arlington will own the stadium and be able to host other events in the facility, while the Cowboys will finance any maintenance or repairs and pay \$2 million in annual rent to the City of Arlington.

Since work began on the stadium project in April 2006, 175 worker safety incidents had been reported. These incidents do not include a crane accident at the construction site that sent three workers to the hospital or an electrocution that killed another worker, both of which occurred in June 2008. Representatives have stated that these incidents have had little or no impact on the construction schedule.

In addition to a retractable roof that will recreate Texas Stadium's famous hole in the dome, the new stadium will feature the NFL's first center-hung scoreboard. The \$25M center-hung scoreboard will span 60 yards and contain the world's largest LED 1080-pixel displays. The field will be built fifty feet below street level to give fans a panoramic view as they enter the stadium. The stadium will seat 80,000 but will be expandable to seat 100,000 fans.

**NAMING RIGHTS:** Although the Cowboys are certain to sell their naming rights to their new stadium, Texas Stadium is likely to retain its name. Cowboys' owner Jerry Jones has proposed selling exclusive rights to four sections of the stadium. Billboards, concourse and portal signs, gates, tickets and parking passes would all be fair game for corporate sponsors. There is also a petition by some fans to have the new stadium named after longtime Cowboys coach Tom Landry.

## Team: Denver Broncos

**Principal Owner:** Pat Bowlen

**Year Established:** 1960

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$78 (1984)

**Current Value (\$/Mil):** \$994

**Percent Change From Last Year:** +2%

**Stadium:** Invesco Field at Mile High

**Date Built:** 2001

**Facility Cost (millions):** \$364.2

**Percentage of Stadium Publicly Financed:** 73%

**Facility Financing:** The team contributed \$90 M, while a 0.1% sales tax on retail sales financed the remainder of the stadium. The new stadium's cost was capped at \$364 M, while the taxpayers share was capped at \$266 M.

[Facility Website](#)

**NAMING RIGHTS:** Invesco paid \$60 M for the name Invesco Field at Mile High with an additional \$60 M provided for other in-stadium promotional rights. The current deal was inked in 2001 and pays an average of \$6 M annually, expiring in 2021. The team and the state split the proceeds from the \$120 M deal.

## Team: Detroit Lions

**Principal Owner:** William Clay Ford, Jr.

**Year Established:** 1934

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$5 (1964)

**Current Value (\$/Mil):** \$870

**Percent Change From Last Year:** +4%

**Stadium:** Ford Field

**Date Built:** 2002

**Facility Cost (millions):** \$430

**Percentage of Stadium Publicly Financed:** 36%

**Facility Financing:** Ford Field was financed through tourism excise taxes (2% rental car tax and 1% hotel room tax) that were used to pay off Wayne County revenue bonds, which provided \$219 M towards construction costs. The team paid for the other 49% of the costs: \$45 M came from the Downtown Development Authority, \$70 M came from the Lions, and \$50 M came from corporate contributions.

[Facility Website](#)

**UPDATE:** In 2009, Ford Field will join the list of large facilities that the NCAA has used for their Final Four basketball tournament. As a warm-up, Ford Field hosted the 2008 Midwest Regional, which featured games between Wisconsin, Davidson, Kansas and Villanova. In 2010, Ford Field will also host the NCAA Frozen Four hockey tournament.

**NAMING RIGHTS:** Ford Motor Company is paying \$40 M for a 20-year naming rights deal that expires in 2022.

## Team: Green Bay Packers

**Principal Owner:** Shareholder owned since 1919

**Year Established:** 1919

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** N/A

**Current Value (\$/Mil):** \$927

**Percent Change From Last Year:** +2%

**Stadium:** Lambeau Field

**Date Built:** 1957 (renovated in 2003)

**Facility Cost (millions):** \$.960 (\$295 M for renovation)

**Percentage of Stadium Publicly Financed:** 100% (57% for renovation)

**Facility Financing:** Original construction cost shared by the city and the team. The stadium has been expanded seven times between 1961 and 2001, all paid for by the team. In 2001, a \$295 M renovation began and was completed in time for the 2003 season, making Lambeau Field one of the premier facilities in the NFL. Public funding for the renovation totaled \$169 M through a 0.5% sales tax. Private funding totaled \$126 M and came from seat licenses (\$92.5 M), public stock offering (\$20.5 M) and a loan from the NFL (\$13 M).

[Facility Website](#)

**UPDATE:** In April 2008, the Green Bay/Brown County Professional Football Stadium District made an early payment on some of its debt, reducing the total to \$113M. The district issued \$174.8M in bonds to help finance the \$285M Lambeau Field renovation project. Projections show that the debt could be paid off as early as 2011 and the 0.5% Brown County sales tax that would extend beyond payment of the debt and build up a maintenance fund could be eliminated in 2014. The sales tax was predicted to last until 2018.

The Packers are building additional offices in the Lambeau Field Atrium to accommodate the team's PR, IT and marketing departments. The expansion will provide an additional 7,200 square feet of office space, eliminating only a concession stand and some public areas on the third-floor concourse.

Within the last year, the Packers have acquired more than a dozen acres in the vicinity of Lambeau Field. Packers President and CEO Mark Murphy stated in May 2008 that the team has had very preliminary contacts with the surrounding area and counties about development around the stadium. The goal is to increase visitation to the area using Lambeau Field as the draw. Meanwhile, the district continues to pursue an international soccer match at Lambeau. U.S. Soccer Federation representatives are scheduled to visit the stadium in June 2008.

**NAMING RIGHTS:** On June 3, 2003, the Green Bay City Council gave its approval for the Green Bay/Brown County Professional Football Stadium District and the Green Bay Packers to assist the city in pursuing a naming rights agreement for the stadium. However, as of June 2008, the naming rights had not yet been sold.

## Team: Houston Texans

**Principal Owner:** Bob McNair

**Year Established:** 2002

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$700 (1999)

**Current Value (\$/Mil):** \$1,100

**Percent Change From Last Year:** +1%

**Stadium:** Reliant Stadium

**Date Built:** 2002

**Facility Cost (millions):** \$352

**Percentage of Stadium Publicly Financed:** 73%

**Facility Financing:** Bob McNair contributed \$115 M toward construction of Reliant Stadium. This portion was made up of \$50 M in personal seat licenses, \$10 M from parking and ticket taxes for other events, and \$50 M from team ownership. Public financing amounted to \$237 M through a hotel and rental car tax.

[Facility Website](#)

**NAMING RIGHTS:** In 2002, Reliant Energy bought the naming rights to the stadium for more than \$300 M. The deal is the highest paying naming rights agreement in the NFL. The deal expires in 2032 and averages an annual \$10 M payout.



## Team: Indianapolis Colts

**Principal Owner:** James Irsay

**Year Established:** 1946

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$15 (1972)

**Current Value (\$/Mil):** \$911

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

**Stadium:** Lucas Oil Stadium

**Date Built:** 2008

**Facility Cost (millions):** \$750

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

**Facility Financing:** A 1 percent tax on prepared food in nine of the 10 counties that surround Indianapolis is being used. Marion County will add an additional 1 percent tax to the original 1 percent it already pays for the RCA Dome.

[Facility Website](#)

**UPDATE:** After more than two decades of playing at the RCA Dome, the Indianapolis Colts will play at the new Lucas Oil Stadium beginning in August of 2008.

Located in downtown Indianapolis, the stadium will feature a retractable roof that will allow the Colts to play outside for the first time since the team moved to Indianapolis from Baltimore. Lucas Oil Stadium will have seating for 63,000 that will be expandable to seat 70,000 for large events. The Field turf playing field will be 25 feet below street level, allowing fans easier access to their seats. Many modern amenities will be found in the stadium from the high definition replay/scoreboards to the 150 luxury suites. Other than being the home of the Colts, the stadium will host the NCAA Basketball March Madness Tournaments and will be the permanent back up host for the Final Four Tournament. Lucas Oil Stadium will have one of the largest video boards in the NFL. Consisting of three screens each, the 97-foot-wide-by-53-foot-high scoreboards will hang in the northwest and southeast corners of the building.

As of June 2008, over 32,000 seats had been installed and testing of the retractable roof had begun. The stadium is on budget and time with a completion date of August 15, 2008. The previous home of the Indianapolis Colts, the RCA Dome, will be torn down and the space will be used to expand the city's convention center.

Indianapolis will host the Super Bowl at Lucas Oil Stadium in 2012.

**NAMING RIGHTS:** In March 2006, Lucas Oil signed a 20-year, \$121.5 M naming rights deal for the Colt's new stadium. The stadium will be named Lucas Oil Stadium.

The Colts secured 14 founding partners for the \$750 M stadium. The five-to-eight year contracts the companies signed to put their names on gates, corners, suite levels, club lounges and other real estate are worth in total between \$10-12 M annually. The combined value of those agreements exceeds Lucas Oil's \$121.5 M naming-rights deal for the building.

## Team: Jacksonville Jaguars

**Principal Owner:** J. Wayne Weaver

**Year Established:** 1993

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$208 (1993)

**Current Value (\$/Mil):** \$811

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

**Stadium:** Jacksonville Municipal Stadium

**Date Built:** 1946 (renovated in 1995)

**Facility Cost (millions):** \$130 (1995 renovation)

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

**Facility Financing:** The renovation was completed in August 1995 at a cost of \$130 M. The renovation was financed through city bonds, state rebates, lodging taxes, and ticket surcharges. The team contributed \$13 M.

[Facility Website](#)

**UPDATE:** The Jaguars and Levy Restaurants, which handles all premium dining at Jacksonville Municipal Stadium, have created an event-planning brand: Home Field Events. The goal is to position the stadium as a viable entertainment and hospitality venue, just like a hotel or convention center. Last year, the stadium hosted 200 non-football events, including weddings, corporate lunches and high school proms, and the new effort will market the stadium's event planning under a single entity and dilute the brand's direct affiliation with either the football team or Levy Restaurants.

**NAMING RIGHTS:** The naming rights for Alltel Corporation have expired and Alltel Stadium is once again known as Jacksonville Municipal Stadium. As of April 2008, the team was still looking for a new naming rights deal for Jacksonville Municipal Stadium, but hoped to have one in place for the start of the 2008 season.

## Team: Kansas City Chiefs

**Principal Owner:** Lamar Hunt Family

**Year Established:** 1960

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$.025 (1960)

**Current Value (\$/Mil):** \$960

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

**Stadium:** Arrowhead Stadium

**Date Built:** 1972

**Facility Cost (millions):** \$53

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

**Facility Financing:** The stadium was financed through a \$43 M county bond issue that also funded the neighboring Kauffman Stadium. Many public improvements have been made. The team paid for the addition of luxury boxes.

[Facility Website](#)

**UPDATE:** In December 2007, the Kansas City Chiefs began a \$375 M renovation project at Arrowhead Stadium. The architect behind the renovations says that he expects the work to be finished by the start of the 2010 football season, four months earlier than originally anticipated. The renovated stadium will feature the Chiefs Hall of Honor (currently known as the Chiefs Hall of Fame), a tribute to Lamar Hunt, and "horizon level" seating in which luxury suite owners will be sitting outdoors. The stadium and new player and coaches' facilities are still on schedule to be completed by the beginning of the 2011 NFL season.

**NAMING RIGHTS:** The Chiefs are currently working on a naming rights deal for Arrowhead Stadium. There has been public outcry against changing the stadium's name, though, so the team has discussed combining the Arrowhead name along with the new stadium name. Other teams have integrated a corporate title with the traditional name, for example, the Denver Bronco's home, Invesco Field at Mile High Stadium.

## Team: Miami Dolphins

**Principal Owner:** H. Wayne Huizenga  
**Year Established:** 1966  
[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$138 (1994)  
**Current Value (\$/Mil):** \$942  
**Percent Change From Last Year:** +3%

**Stadium:** Dolphin Stadium  
**Date Built:** 1987  
**Facility Cost (millions):** \$125  
**Percentage of Stadium Publicly Financed:** 10%  
**Facility Financing:** 90% funded privately with money generated by leasing luxury boxes and clubhouse seats. The remainder came from the State of Florida.  
[Facility Website](#)

**UPDATE:** Dolphin Stadium is currently undergoing a \$300 M renovation in three phases. The upgrade includes remodeling the club level and luxury suites, installing new scoreboards, constructing additional parking, and finally building a dome or retractable roof. Team owner Wayne Huizenga is paying for the renovations, which are expected to be completed by 2009.

In the meantime, Dolphin Stadium is now home to the University of Miami (UM) Hurricanes. The university decided to leave the Orange Bowl after the 2007 season and is expected to earn millions more in annual revenue at Dolphin Stadium. UM also hopes the NFL stadium will act as a recruiting tool and help it grow its fan base in Broward and Palm Beach counties.

Despite statements that he's merely fielding pitches from interested parties, all indications are that Huizenga is actively shopping the Miami Dolphins and Dolphin Stadium. Huizenga has told people he prefers to sell 49 percent of the team. The asking price is between \$1.1 billion and \$1.2 billion for the team and the stadium.

**NAMING RIGHTS:** As of June 2008, the Dolphins were still looking for a naming rights partner. Dolphin officials will search for a corporate naming rights partner and plan to choose a neutral name for the building by 2010.

## Team: Minnesota Vikings

**Principal Owner:** Zygmunt "Zygi" Wilf  
**Year Established:** 1961  
[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$600 (2005)  
**Current Value (\$/Mil):** \$782  
**Percent Change From Last Year:** +9%

**Stadium:** Hubert H. Humphrey Metrodome  
**Date Built:** 1982  
**Facility Cost (millions):** \$68  
**Percentage of Stadium Publicly Financed:** 81%  
**Facility Financing:** Financed through the sale of \$55 M in revenue bonds, a hotel and liquor tax that raised \$15.8 M, and a Metro liquor tax that raised \$8 M. The City of Minneapolis spent \$4 M on the infrastructure costs. The remaining costs were financed with \$13 M in interest earned on the bonds and \$7 M from the Vikings and Twins for auxiliary facilities.  
[Facility Website](#)

**UPDATE:** In April 2008, the Minnesota State Senate rejected a proposal for a \$2 M study on how to replace the Metrodome with a new publicly subsidized stadium for the Vikings. The Vikings expressed disappointment at the loss of the study, which was intended to help launch a major campaign during the '09 legislative session for a \$954 M stadium on the Metrodome site. The Vikings have continued to buy property in the area that would surround their proposed new stadium. Area property owners believe that Vikings Owner Zygi Wilf still envisions building a stadium on the Metrodome site and developing the land around it.

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

## Team: New England Patriots

**Principal Owner:** Robert Kraft

**Year Established:** 1960

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$172 (1994)

**Current Value (\$/Mil):** \$1,200

**Percent Change From Last Year:** +2%

**Stadium:** Gillette Stadium

**Date Built:** 2002

**Facility Cost (millions):** \$325

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

**Facility Financing:** The team paid for the \$325 M stadium itself.

[Facility Website](#)

**NAMING RIGHTS:** In 2002, after CMGI defaulted on its 15-year deal before the stadium even opened, Gillette Corporation stepped in and signed a naming rights deal that extends to 2017. Although terms were not disclosed, insiders say the deal is worth more than the \$114 M that CMGI agreed to in 2000, with estimates at \$120 M over 15 years.

## Team: New Orleans Saints

**Principal Owner:** Thomas Benson, Jr.

**Year Established:** 1967

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$70 (1985)

**Current Value (\$/Mil):** \$854

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

**Stadium:** Louisiana Superdome

**Date Built:** 1975

**Facility Cost (millions):** \$134

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

**Facility Financing:** The stadium was publicly financed through a \$134 M bond issue, backed by a 4% hotel tax imposed in two parishes (counties).

[Facility Website](#)

**UPDATE:** Sunshine will make its debut this summer in the cavernous interior of the Louisiana Superdome when four windows are added to the exterior of the silver-skinned New Orleans stadium. The windows, part of the third phase of a \$210-million state renovation project that begun in 2006, will be the first openings cut into the dome's aluminum exterior skin since it opened in 1975. The 18-by-24-foot sheets of reinforced glass will replace metal cladding on the exterior of the club level of the stadium.

Four VIP escalators are included in the renovation to the Superdome Club Level. The escalators and windows will cost \$10.8 million in state funding. Another \$21 million will go to replacing the Dome's remaining exterior aluminum panels, including \$6 million from the Federal Emergency Management Agency, to repair panels damaged by Hurricane Katrina.

New Orleans is expected to bid for Super Bowl XLVII in 2013.

**NAMING RIGHTS:** As of June 2008, the Saints have not been able to secure a naming rights agreement for the Superdome.

## Team: New York Giants

**Principal Owner:** John Mara and Steve Tisch

**Year Established:** 1925

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$150 (1991)

**Current Value (\$/Mil):** \$974

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

**Stadium:** Giants Stadium

**Date Built:** 1976

**Facility Cost (millions):** \$78

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

**Facility Financing:** Financed through a \$78 M bond issue handled by the sports authority. Created in 1971, the stadium is part of a larger sports complex including a horse-race track that generates revenues that go toward paying off the bond debt.

[Facility Website](#)

**UPDATE:** On September 5, 2007 the New Jersey Sports Authority broke ground on the New Meadowlands. It will replace Giants Stadium in the parking lot of the current structure at the Meadowlands Sports Complex. As with the current stadium, both the New York Giants and New York Jets will play their home games there. The new stadium, which the Jets and the Giants are scheduled to occupy in 2010, will be distinguished by an outer skin of aluminum louvers and by interior lighting that will switch colors depending on which team is playing at home. The changing colors, blue for the Giants and green for the Jets, reflect each team's desire to individualize the look of the 82,500-seat stadium in East Rutherford, N.J. A signature feature of the stadium, which will be built in the shape of a rounded rectangle, will be the massive Great Wall that will be partly visible through the louvers at the main entrance. The wall will be 400 feet long and 40 feet high, showing panels of images that will rotate between photographic murals of the Jets and Giants on game days and different pictures for concerts and other events.

A brand new rail facility is also planned for the stadium; it will drop fans right at the front door, giving thousands of patrons a quick, convenient, and cost effective travel alternative to driving.

In June 2008, the Giants announced that the team would sell personal seat licenses (PSLs) at every seat in its new stadium. The PSLs will carry a one-time fee ranging from \$1,000 -20,000. The PSL program is expected to bring in between \$300-400 million. All the net proceeds from the sale of PSLs will be used to fund construction of the new stadium. The Jets, who will share the new stadium, have not announced their intentions regarding PSLs.

**NAMING RIGHTS:** There is no deal in place for the current Giants stadium, but that might change when the new stadium is built. It is rumored that the Giants and Jets will seek a naming rights deal for the new stadium worth as much as \$25 M per year.

MetLife Inc. became the first of five major sponsors for the New Meadowlands stadium. Anheuser-Busch announced in June 2008 that it will become the second cornerstone partner. As cornerstone partners, MetLife and Anheuser-Busch will have the exclusive naming rights to brand one of the four main entrances to the new stadium as well as one of the four main scoreboards inside the stadium.

## Team: New York Jets

**Principal Owner:** Robert Wood Johnson IV

**Year Established:** 1960

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$635 (2000)

**Current Value (\$/Mil):** \$967

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

**Stadium:** Giants Stadium

**Date Built:** 1976

**Facility Cost (millions):** \$78

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

**Facility Financing:** In 1984, the Jets started playing in Giants Stadium, which was publicly financed through a \$78 M bond issue handled by the New Jersey Sports Authority. The stadium is part of the larger sports complex including a horse-race track that generates revenues that go toward paying off the bond debt.

[Facility Website](#)

**UPDATE:** On September 5, 2007 the New Jersey Sports Authority broke ground on the New Meadowlands. It will replace Giants Stadium in the parking lot of the current structure at the Meadowlands Sports Complex. As with the current stadium, both the New York Giants and New York Jets will play their home games there. The new stadium, which the Jets and the Giants are scheduled to occupy in 2010, will be distinguished by an outer skin of aluminum louvers and by interior lighting that will switch colors depending on which team is playing at home. The changing colors, blue for the Giants and green for the Jets, reflect each team's desire to individualize the look of the 82,500-seat stadium in East Rutherford, N.J. A signature feature of the stadium will be the massive Great Wall that will be partly visible through the louvers at the main entrance. The wall will be 400 feet long and 40 feet high, showing panels of images that will rotate between photographic murals of the Jets and Giants on game days and different pictures for concerts and other events.

A brand new rail facility is also planned for the stadium; it will drop fans right at the front door, giving thousands of patrons a quick, convenient, and cost effective travel alternative to driving.

Meanwhile, the Jets will be leaving their training facility at Hofstra University and moving into the Atlantic Health Jets Training Center in Florham Park, New Jersey, in late August or early September 2008. The original plan was for the Jets to move after the 2008 season, but construction is ahead of schedule. The new facility features an auditorium and a weight room each twice the size of comparable rooms at their Hofstra facility, 10 meeting rooms, two private study rooms and a video control room equipped with four editing stations. The outdoor fields at the new facility will have the same north-south directional orientation as the field at the New Meadowlands Stadium.

**NAMING RIGHTS:** The Jets currently do not have a corporate naming rights partner. It is rumored that the Giants and Jets will seek a naming rights deal for the new stadium worth as much as \$25 M per year.

MetLife Inc. became the first of five major sponsors for the New Meadowlands stadium. Anheuser-Busch announced in June 2008 that it will become the second cornerstone partner. As cornerstone partners, MetLife and Anheuser-

Busch will have the exclusive naming rights to brand one of the four main entrances to the new stadium as well as one of the four main scoreboards inside the stadium.

## Team: Oakland Raiders

**Principal Owner:** Al Davis

**Year Established:** 1960

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$.180 (1966)

**Current Value (\$/Mil):** \$812

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

**Stadium:** McAfee Coliseum

**Date Built:** 1966

**Facility Cost (millions):** \$25.5; \$197 (renovation in 1996)

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

**Facility Financing:** The city and county issued \$197 M in bonds in order to cover the cost of relocating the Raiders from Los Angeles to Oakland and to cover the renovation costs for McAfee Coliseum.

[Facility Website](#)

**NAMING RIGHTS:** In 1998, the Oakland Coliseum was renamed Network Associates Coliseum after a 10-year, \$13 M naming rights deal was announced with Network Associates. Network Associates is now known as McAfee, and therefore, the coliseum's name was changed to McAfee Coliseum. The deal calls for the fee to increase 5% each year from the base payment of \$1.05 million. The deal extends through 2008 unless the Raiders or the Oakland Athletics move.

## Team: Philadelphia Eagles

**Principal Owner:** Jeffrey Lurie

**Year Established:** 1933

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$185 (1994)

**Current Value (\$/Mil):** \$1,100

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

**Stadium:** Lincoln Financial Field

**Date Built:** 2003

**Facility Cost (millions):** \$512

**Percentage of Stadium Publicly Financed:** 39%

**Facility Financing:** The Phillies' and the Eagles' new stadiums were funded by a combined \$304 M from the city, \$482 M from the two teams, and \$170 M from the state. The Eagles contributed \$310 M for Lincoln Financial Field.

[Facility Website](#)

**NAMING RIGHTS:** Lincoln Financial Group agreed to pay \$139.6 M over 20 years for the naming rights to the new Philadelphia Eagles football stadium. The agreement expires in 2022 and has an average annual payout of \$6.7 M. The deal also includes signs in the stadium, suites at home and road games, tickets for the Pro Bowl, commercial time on the Eagles' preseason game broadcasts and television shows, and information kiosks in the stadium.



## Team: Pittsburgh Steelers

**Principal Owner:** Daniel Rooney

**Year Established:** 1933

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$.0025 (1933)

**Current Value (\$/Mil):** \$929

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

**Stadium:** Heinz Field

**Date Built:** 2001

**Facility Cost (millions):** \$281

**Percentage of Stadium Publicly Financed:** 69%

**Facility Financing:** The Steelers contributed \$76.5 M for the stadium, the State provided \$75 M and the rest came from the Allegheny Regional Asset District, which administered a 1% county sales tax.

[Facility Website](#)

**UPDATE:** The Steelers have decided to keep the natural grass playing surface at Heinz Field. The team had considered installing artificial turf for the 2008 season after heavy rains turned the field into a mud pit for the November 26, 2007 game against the Miami Dolphins.

An impasse over several acres near Heinz Field could stall development on the North Shore and start a court battle between the Steelers and Pittsburgh's Stadium Authority. At issue is whether the Steelers can buy 3.82 acres of riverside real estate so that the team's developer can build a long-delayed \$10 M entertainment complex. The Stadium Authority contends that the Steelers lost the exclusive right to develop the property because they failed to comply with an extension to buy or lease the property. The Stadium Authority is prepared to defend its position in court, but hopes that it does not come to that.

**NAMING RIGHTS:** H.J. Heinz bought the exclusive naming rights for the Steelers' home field for \$57 million. The deal expires in 2021 and has an average annual payout of \$2.9 M.

## Team: San Diego Chargers

**Principal Owner:** Alex Spanos

**Year Established:** 1960

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$70 (1984)

**Current Value (\$/Mil):** \$826

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

**Stadium:** Qualcomm Stadium

**Date Built:** 1967

**Facility Cost (millions):** \$27

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

**Facility Financing:** The City of San Diego issued a \$27 M bond to finance construction.

[Facility Website](#)

**UPDATE:** The Chargers are focused on a plan to leave San Diego's outdated Qualcomm Stadium and build a new facility. The Chargers could move following the 2008 season by paying off the city's remaining \$56 M debt from the 1997 expansion of Qualcomm Stadium. The team and city have both attempted to bring business partners in on a proposed \$800 million project, which was supposed to be located in the parking lot of the current stadium and include



upgrades to the area and infrastructure, but all efforts have failed. In April 2006, San Diego Mayor Jerry Sanders stated that San Diego simply does not have the money to help the Chargers build a new stadium.

If the Chargers do not succeed in building a stadium in Greater San Diego, the team may pursue constructing a stadium in another city. The cities most often mentioned are Los Angeles and Anaheim in Southern California, San Antonio, Texas and Las Vegas, Nevada.

**NAMING RIGHTS:** In 1997, Qualcomm Corporation purchased the naming rights to the home field of the Chargers. The deal expires in 2017 and has an average annual payout of \$900,000.

## Team: San Francisco 49ers

**Principal Owner:** Marie Denise DeBartolo York

**Year Established:** 1946

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$13 (1977)

**Current Value (\$/Mil):** \$799

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

**Stadium:** Candlestick Park

**Date Built:** 1960

**Facility Cost (millions):** \$24.6

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

**Facility Financing:** The City of San Francisco paid the entire cost of the stadium.

[Facility Website](#)

**UPDATE:** In July 2006, the 49ers announced plans for a new privately financed stadium. The 68,000 seat stadium will cost approximately \$854 million. The 49ers would like to begin construction in 2010 and expect the stadium to be completed in time for the 2012 season. The stadium would also be used for the Olympics if San Francisco is successful in its bid for the 2016 games. In November 2006, the 49ers decided that a plan to build a new stadium at Candlestick Point would not work and announced that the team would pursue a new stadium in Santa Clara. In hopes of persuading the 49ers to stay in San Francisco, Mayor Gavin Newsom's office quickly drafted a plan to build a stadium at the shipyard that would include ample open parking. In June 2008, San Francisco voters overwhelmingly approved a proposition to begin commercial development at Hunter's Point Shipyard and Candlestick Point. This development could possibly include a new stadium for the 49ers if the team stays in the city.

**NAMING RIGHTS:** Monster Park will once again be known as Candlestick Park. The team's naming-rights deal with Monster expired in June 2008. The Monster deal brought the team only \$700,000 a year, which is a relatively insignificant number for an NFL franchise. The 49ers also announced that the team will not seek a new naming-rights sponsor for the 48-year old stadium. Selling the naming rights to a new 49ers stadium is expected to net at least \$100 M and is a keystone to the financing of the new building.

## Team: Seattle Seahawks

**Principal Owner:** Paul Allen

**Year Established:** 1976

[Team Website](#)

**Most Recent Purchase Price (\$/Mil)** : \$194 (1997)  
**Current Value (\$/Mil)**: \$921  
**Percent Change From Last Year**: +4%

**Stadium**: Qwest Field

**Date Built**: 2002

**Facility Cost (millions)**: \$360 (Field); \$70 (Event Center)

**Percentage of Stadium Publicly Financed**: 83%

**Facility Financing**: \$130 M from team owner Paul Allen, \$127 M from new sports related lottery games, \$101 M in sales taxes from events held at the stadium, \$56 M in admissions and parking taxes and \$15 M from existing hotel-motel taxes.

[Facility Website](#)

**UPDATE**: Qwest Field recently installed the latest version of FieldTurf in preparation for the 2008 season. In addition, the Seahawks will install FieldTurf on one of the primary practice fields at the team's brand-new facility/office complex that is scheduled to open later this year in Kirkland. Qwest Field is one of nine NFL stadiums that use FieldTurf. Overall, 21 of the NFL's 32 teams now use FieldTurf at their stadiums and/or their practice facilities. In the most recent NFL Players Association survey, the existing FieldTurf at Qwest Field was ranked by league players as the second-best playing surface amongst all NFL stadiums. Qwest trailed only Tampa's Raymond James Stadium, and thus ranked higher than 18 of the NFL's 19 natural grass fields.

**NAMING RIGHTS**: The Seahawks entered into a 15-year, \$75 M naming rights deal with Qwest Communications in June 2004. The deal includes the naming rights to both the stadium and the entire complex, including the exhibition center. The stadium is known as Qwest Field and the entire complex is known as the Qwest Center.

## Team: St. Louis Rams

**Principal Owner**: Chip Rosenbloom and Lucia Rodriguez

**Year Established**: 1937

[Team Website](#)

**Most Recent Purchase Price (\$/Mil)**: \$200 (1995)

**Current Value (\$/Mil)**: \$908

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

**Stadium**: Edward Jones Dome

**Date Built**: 1995

**Facility Cost (millions)**: \$280

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

**Facility Financing**: The stadium was funded through \$259 M in bonds issued by the sports authority. 50% of the debt is backed by the state through an annual general fund appropriation. The county backs 25% of the debt with proceeds from a 3.5% hotel/motel tax. The remaining 25% is backed by the city through convention center activities.

[Facility Website](#)

**UPDATE**: The Edward Jones Dome is undergoing \$30 million in upgrades, including new video boards and an as-yet-undetermined way of getting more sunlight into the building. The St. Louis Rams can choose to opt out of their lease (which expires in 2025) in 2015 if the dome's facilities, everything from seats to the playing surface, do not rank in the top quarter of NFL stadiums. Given the 20 new stadiums (by 2010) built in the NFL since the Dome opened in 1995, analysts fear that the only way to fulfill the terms of the lease is to build a new stadium.

**NAMING RIGHTS**: Edward Jones, a financial investment company, entered into a 23-year naming rights deal. The deal is set to expire in 2025, with a total payout of \$73.6 M.

## Team: Tampa Bay Buccaneers

**Principal Owner:** Malcolm Glazer

**Year Established:** 1976

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$192 (1995)

**Current Value (\$/Mil):** \$963

**Percent Change From Last Year:** +1%

**Stadium:** Raymond James Stadium

**Date Built:** 1998

**Facility Cost (millions):** \$168.5

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

**Facility Financing:** Publicly financed through a .05% sales tax.

[Facility Website](#)

**UPDATE:** In addition to hosting Super Bowl XLIII in 2009, Raymond James Stadium will also host the ACC Championship Game in 2008 and 2009.

**NAMING RIGHTS:** Raymond James Financial bought the naming rights to Raymond James Stadium in 1998. The initial deal paid \$32.5 M over a 13 year period and expired in 2011. In April 2006, the parties extended the deal through 2015.

## Team: Tennessee Titans

**Principal Owner:** Kenneth Stanley (Bud) Adams, Jr.

**Year Established:** 1960

[Team Website](#)

**Most Recent Purchase Price (\$/Mil):** \$.025 (1959)

**Current Value (\$/Mil):** \$922

**Percent Change From Last Year:** +4%

**Stadium:** LP Field

**Date Built:** 1999

**Facility Cost (millions):** \$292

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

**Facility Financing:** The City of Nashville financed \$150 M for LP Field from excess hotel/motel taxes and surplus funds. The state provided \$70 M in bonds that are repaid through sales taxes generated by the facility.

[Facility Website](#)

**NAMING RIGHTS:** Louisiana-Pacific Corporation purchased the naming rights to the Titans stadium in June 2006. The stadium, which was formerly known as The Coliseum, is named LP Field. Louisiana-Pacific entered a 10-year agreement worth \$30 M for the naming rights.

## Team: Washington Redskins

**Principal Owner:** Daniel Snyder

**Year Established:** 1932

[Team Website](#)

**Most Recent Purchase Price (\$/Mil) :** \$750 (1999)

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

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

**Stadium:** FedEx Field

**Date Built:** 1997

**Facility Cost (millions):** \$250.5

**Percentage of Stadium Publicly Financed:** 28%

**Facility Financing:** The team privately financed construction costs of \$180 M, while the State of Maryland contributed \$70.5 M for infrastructure improvements.

[Facility Website](#)

**UPDATE:** The Redskins now play in suburban Landover, MD but many long for the days when the Redskins played in the District. Snyder has recently said that moving the Redskins back to DC is an option, but not one that the organization has given much thought to. We're real pleased with FedEx Field. And the fans like it. We've done a lot of surveys. We've done so many improvements. We've worked really hard on the experience. I talk to other owners and they tell me, 'your stadium is awesome.'

**NAMING RIGHTS:** Federal Express bought the naming rights to the Redskins' home field in 1999. The deal, which runs through 2025, is worth \$205 M. With an average payout of \$7.6 M, the deal is among the highest in the NFL.