Sports Facility Reports

Sports Facility Reports, Volume 10, ***Appendix 1***

Major League Baseball

Team: Arizona Diamondbacks

Principal Owner: Jeffrey Royer, Dale Jensen, Mike Chipman, Ken Kendrick, and Jeff Moorad
Year Established: 1998
Team Website

Most Recent Purchase Price ($/Mil): $238 (2004)
Current Value ($/Mil): $390 (#19)
Percent Change From Last Year: +3%

Stadium: Chase Field
Date Built: 1998
Facility Cost (millions): $354
Percentage of Stadium Publicly Financed: 67%
Facility Financing: The Maricopa County Stadium District provided $238 M for the construction through a .25% increase in the county sales tax from April 1995 to November 1997. In addition, the Stadium District issued $15 M in bonds that is being paid off with stadium-generated revenue. The remainder was paid through private financing; including a naming rights deal worth $66 M over 30 years. In 2007, the Maricopa County Stadium District paid off the remaining balance of $15 million on its portion of Chase Field. The payment erases the final debt for the stadium 19 years earlier than expected.
Facility Website

UPDATE: For the 2009 season, the Diamondbacks re-constructed six luxury suites on the Insight Diamond Level. The new 675-seat section offers fans all-you-can-eat ballpark fair. Tickets in the all-you-can-eat section will cost $35 or $30 depending on the opponent. The area includes a private lounge and extra wide seats with added leg room. The Diamondbacks agreed to a three-year deal with RideNow Powersports as the sponsor of the outfield pool beyond right-center field. The agreement will run through the 2011 season. RideNow Powersports replaces Rivera Pools, which filed for bankruptcy. Financial terms of the new agreement were not disclosed. The 2008 season was the first of a five-year, $1 million deal with Rivera. The RideNow Powersports Pool Suite accommodates up to 35 people and costs between $6,000 and $7,000 a game. In 2008, USATODAY named the outfield pool area at Chase Field the fifth best seat at a Major League Baseball facility. Chase Field has been selected to host the 2011 All-Star Game.

NAMING RIGHTS: On June 5, 1995, the Arizona Diamondbacks entered into a $66 M naming-rights agreement with Bank One that extends over 30 years, expiring in 2028, and averaging a yearly payout of $2.2 M. In January 2004, Bank One Corporation and J.P. Morgan Chase & Co. merged and announced they were phasing out the Bank One brand name. In 2005, the name was changed from Bank One Ballpark to Chase Field.

Team: Atlanta Braves

Principal Owner: Liberty Media
Year Established: 1876
Team Website

Most Recent Purchase Price ($/Mil): $450 (2007)
Current Value ($/Mil): $446 (#11)
Percent Change From Last Year: -10%

Stadium: Turner Field
Date Built: 1996
Facility Cost (millions): $235
Percentage of Stadium Publicly Financed: 100%
Facility Financing: The original stadium was built for the 1996 Summer Olympics at a cost of $209 M. After the games, it was converted into a 50,000-seat baseball stadium for the Braves. The Braves paid for the conversion.
Facility Website

UPDATE: For the 2009 season, in an attempt to be more environmentally friendly, the Braves and Coca-Cola Recycling are working together in promoting recycling at Turner Field. Game day staff, including parking attendants, ushers, security, ticket takers, and guest relations personnel will be wearing shirts made from recycled plastic bottlers that feature a Braves and Coke logo. Further, 250 branded recycling bins will be located around turner field.

NAMING RIGHTS: In September 1996, Time Warner Chairman Gerald Levin announced that he planned to name the Braves' new stadium for Ted Turner after his company's merger with Turner Broadcasting System. The decision disappointed many fans in Atlanta who had hoped that the stadium would be named after legend Hank Aaron or former mayor Ivan Allen Jr. By naming the stadium after Turner, Time Warner gave up at least $3 M a year in potential naming rights revenue.

Team: Baltimore Orioles

Principal Owner: Peter Angelos
Year Established: 1953
Team Website

Most Recent Purchase Price ($/Mil): $173 (1993)
Current Value ($/Mil): $400 (#17)
Percent Change From Last Year: 0%

Stadium: Oriole Park at Camden Yards
Date Built: 1992
Facility Cost (millions): $110
Percentage of Stadium Publicly Financed: 96%
Facility Financing: Financed with $137 M in lease revenue bonds and $60 M in lease revenue notes issued by the Maryland Stadium Authority. The debt is being repaid from revenue generated by special sports themed lottery tickets. The remaining costs were covered with cash that accumulated in the lottery fund since it was established in 1988 to finance sports stadiums. The team contributed $9 M for the construction of skyboxes. The Maryland Sports Authority spent $1.5 M on improvements in 1998.
Facility Website

UPDATE: For the 2009 season, the second half of a $9.1 million scoreboard renovation project was completed. Last year ANC Sports Enterprises installed a new, larger LED video board, but transmissions were only in standard definition. This season saw the completion of the control room, which can now transmit high definition video and sound in 1080i. The Orioles are one of ten teams in MLB that have a scoreboard and video board fully high definition-capable. The new control room allowed the team to replace the televisions in the ballpark with 50 LCD screens in the concourse area and another 77 in the ballpark's suites.

The Maryland Stadium Authority has forgiven or negotiated nearly $3 million in back rent owed by groups occupying space at Camden Yards including the largest tenant, the Orioles. An audit by the Maryland Office of Legislative Audits found that the stadium authority failed to collect

$1.7 million in back rent from Orioles owner Peter Angelos. A month later, the state forgave the debt. The Board of Public Works forgave $444,000 owed by the Sports Legends Museum at Camden Yards. Further, the board voted to reduce the rent for the nonprofit museum from $32,000 a month to $10,000 a month and restructure the lease from twenty-one years to five years. Finally, Oriole broadcast partner Mid-Atlantic Sports Network constructed a permanent television set located in the picnic grove area beyond the bullpen in left-field.

NAMING RIGHTS: In September of 2001, the Maryland Stadium Authority amended its lease with the Orioles giving the team the authority to enter into a naming rights agreement. However, as of June 2008, the Orioles have not entered into a corporate naming rights agreement for their stadium.

Team: Boston Red Sox

Principal Owner: John Henry, Larry Lucchino, and Tom Werner
Year Established: 1901
Team Website

Most Recent Purchase Price ($/Mil): $380 (2002)
Current Value ($/Mil): $833 (#3)
Percent Change From Last Year: +2%

Stadium: Fenway Park
Date Built: 1912
Facility Cost (millions): $.50
Percentage of Stadium Publicly Financed: 0%
Facility Financing: The cost of constructing the stadium was funded entirely with private money.
Facility Website

UPDATE: Upgrades to Fenway Park have occurred each off-season since the current ownership group took over in 2002. The ownership group has spent over $100 million on improvements to Fenway Park, including seats atop the Green Monster and new luxury suites. For the 2009 season, the seating area completed in 1912 received a major renovation with the seats being replaced with cushioned bottoms and cup-holders. The wooden grandstands completed in 1934 were outfitted with springs that snap back giving fans more room when leaving their row. The team replaced 383 right field box seats with 574 news ones, adding an additional 191 seats into the smallest ballpark in Major League Baseball. Additional standing-room-only areas have been added in the right field roof section and there has been an expansion of the Budweiser Right Field Roof Deck.

The Red Sox have agreed to withdraw or modify some of its trademark registrations for Green Monster related products. Monster Cable opposed the Red Sox trademark applications for seats and hot dogs named for the Green Monster, arguing that there was confusion in the marketplace. JetBlue airlines agreed to a three-year sponsorship deal with the Red Sox to be the clubs official airline. JetBlue replaces Delta, which had been the official airline for the past nine years. The annual value of the sponsorship agreement is $1 million and will feature home plate and outfield signage, as well as exposure on the Red Sox Internet home page. Cumberland Farms became the official convenience store of the Boston Red Sox. The deal includes an electronic Cumberland Farms sign in the right field roof area of the park. Kayem Foods replaced Kahn's as the official Hot Dog of the Boston Red Sox and Fenway Park.

Local developers are looking to replace two fast food restaurants with mixed-use developments near Fenway Park. The Red Sox agreed to release control of the property to a developer in a land swap that allows the team to gain control of parking across the street from Fenway Park. In 2004, the city of Boston approved zoning changes to encourage mixed-use development in the area around Fenway Park, with a number of new residences, shops, and offices opening over the last couple of years.
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It appears that Fenway Park will be the third site of the NHL's Winter Classic. The previous two years have seen the event at Wrigley Field and Ralph Wilson Stadium, home of the Buffalo Bills. The outdoor hockey game would feature the Boston Burins and a yet to be determined opponent.

NAMING RIGHTS: Former Boston Globe owner General Charles Henry bought the team for his son John Taylor in 1904. After changing the name from the Pilgrims to the Red Sox in 1907, Taylor announced plans to build a new ballpark in 1910. Taylor called the new ballpark Fenway Park because of its location in the Fenway district of Boston. There are no current plans to change the name.

Team: Chicago Cubs

Principal Owner: Tribune Company/ Thomas Ricketts (pending MLB approval)
Year Established: 1876
Team Website

Most Recent Purchase Price ($/Mil): $21 (1981)/ $900 (2009)
Current Value ($/Mil): $700 (#5)
Percent Change From Last Year: +9%

Stadium: Wrigley Field
Date Built: 1914
Facility Cost (millions): $.250
Percentage of Stadium Publicly Financed: 0%
Facility Financing: The entire cost of the ballpark was privately funded by restaurateur Charles H. Weeghman.
Facility Website

UPDATE: In August, 2009, the Tribune Co. announced that it had signed an agreement to sell the Cubs and related assets to the Ricketts family. The Ricketts will pay about $800M to acquire a 95% interest in a package of assets including, the Cubs, Wrigley Field and Tribune Co.'s 25% stake in CSN Chicago. The agreement values the team and related assets at $845M. Tribune Co. will retain a 5% ownership stake in the joint venture to minimize tax on the sale, but the Ricketts family will have full management control.

The Cubs established a partnership with Diageo's Captain Morgan brand and Harry Caray's Restaurant Group for a year-round restaurant called the Captain Morgan Club. Located at the southeast corner of Wrigley Field, the restaurant will have open walls during the summer and convert to an enclosed and heated area in the winter. The facility will include 30 flat screen TV's and allow for patrons to meet Cubs players, coaches and the seventh-inning stretch performer. The facility is 800-square feet and will have a capacity for 500 people on game day and 300 on non-game days. The Captain Morgan Club will be open to costumers with and without game tickets. The deal appears to be at least three years in length. As part of the sponsorship agreement with Diageo, the upper-deck patio previously named for Bank of America will be renamed Smirnoff Patio. Additionally, Diageo brand drinks will be available for purchase at limited locations throughout Wrigley Field.

The Cubs and Under Armour will continue their marking partnership after the club dropped its lawsuit against the apparel and shoe manufacture. In January the Cubs filed a lawsuit claiming Under Armour reneged on a five-year $10.8 million dollar sponsorship agreement after its profits declined. Under Armour will remain the only advertiser on the famed Wrigley Field outfield wall and have the right to advertise behind home plate. The Chicago City Council gave approval for the Cubs to hold three summer concerts at Wrigley field. New Years day 2009 saw the second installment of the NHL's winter classic, which took place at Wrigley Field between the Chicago Blackhawks and Detroit Red Wings.

NAMING RIGHTS: Originally known as Weeghman Park, Wrigley Field was built on grounds once occupied by a seminary. The ballpark became known as Cubs Park in 1920 after the Wrigley family bought the team. In 1926, the ballpark was named Wrigley Field after William Wrigley Jr., the club's owner.

Team: Chicago White Sox

Principal Owner: Jerry Reinsdorf
Year Established: 1900
Team Website

Most Recent Purchase Price ($/Mil): $20 (1981)
Current Value ($/Mil): $450 (#10)
Percent Change From Last Year: +2%

Stadium: U.S. Cellular Field
Date Built: 1991
Facility Cost (millions): $167
Percentage of Stadium Publicly Financed: 100%
Facility Financing: The Illinois Sports Facilities Authority issued $150 M in bonds for the land and the construction of the new stadium. A 2% hotel tax levied on Chicago hotels services the debt.
Facility Website

Update: Extensive renovations have taken place at U.S Cellular Field since the 2001 season. For the 2009 season the Gate 5 area at U.S Cellular Field underwent a $15 million renovation including the addition of weather protected escalators and new elevators. A pedestrian ramp and two levels of a footbridge across 35th street were removed. Further, the out-of-town scoreboard was replaced with a LED display.

The White Sox and Chicagosportswebio.com agreed to do cross-promotional advertising at U.S Cellular Field and on the Internet. Chicagosportswebio.com made its debut in April and features an all sports-talk radio format. The White Sox lost their Pontiac/GMC sponsorship in the left field youth area and a prominent Bank of America sign. White Sox owner Jerry Reinsdorf has expressed concern over losing more sponsors in 2010, when a number of the team's sponsorship deals expire.

The White Sox have moved their spring training home from Tucson to Glendale, Arizona where they share a stadium and training facility with the Los Angeles Dodgers. The stadium, Camelback Ranch, is the largest in the Cactus league with a capacity of 13,000.

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

Team: Cincinnati Reds

Principal Owner: Robert Castellini
Year Established: 1869
Team Website

Most Recent Purchase Price ($/Mil): $270 for 70% (2006)
Current Value ($/Mil): $342 (#25)
Percent Change From Last Year: +2%

Stadium: Great American Ball Park
Date Built: 2003
Facility Cost (millions): $291
Percentage of Stadium Publicly Financed: 96%
Facility Financing: The Reds contributed $30 M toward construction of the stadium. Rent will amount to $2.5 M annually for nine years, and then one dollar per year for the remaining 21 years of the 30-year lease. However, because of the extra costs of the project, the team expanded its lease with the facility to 35 years. The county will pay most of the cost using proceeds from the half-percent sales tax increase voters approved in 1996.
Facility Website

UPDATE: For the 2009 season, a new 138-by-39 foot HD LED scoreboard and video system was installed at Great America Ball Park. The scoreboard was designed by Daktronics, with the entire $10 million cost paid for by the Reds. The Hamilton County commission amended the County's lease with the Reds. Under the 2003 lease the county was responsible for replacing components in the park, including the main scoreboard, but because the upgrade involved the entire display system, the Reds agreed to pay. The 64 luxury suites in the ballpark now feature 46-in HD LCD televisions that connect to a computer running Sony's Stadium View application. This allows fans in the suites to select multiple HD feeds from many different camera angles.

The Reds altered a portion of their club seats, developing an inclusive ticket package for 1,650 seats. The originally club space, the Fox Sports Ohio Club 4192, was renamed the Fox Sports Ohio Champions Club. The $2.5 million project included physical improvements, renovations, and a re-branding of the 13,000-square-foot lounge area and club seats behind first base and down the right-field line. The project aimed to make the space more open and increase its use on non-game days.

Coca-Cola Co. signed a five-year sponsorship agreement with the Reds for exclusive beverage rights at the Great American Ball Park. Pepsi had held the beverage rights at the ballpark since it opened in 2003. In addition to being the exclusive beverage provider, Coke signage will appear atop the new HD scoreboard. Coke also purchased a full season suite at the ballpark and will launch a recycling campaign. Coke will not be sponsoring the two smokestack towers in center field, which had previously featured Pepsi signage.

In 2010, the Reds will move their spring training home to the city of Goodyear, Arizona. The Reds and the Cleveland Indians will share the $108 million facility. The deal includes a 20-year lease with two five-year team options.

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

Team: Cleveland Indians

Principal Owner: Larry Dolan
Year Established: 1901
Team Website

Most Recent Purchase Price ($/Mil): $323 (2000)
Current Value ($/Mil): $399 (#18)
Percent Change From Last Year: -4%

Stadium: Progressive Field
Date Built: 1994
Facility Cost (millions): $175
Percentage of Stadium Publicly Financed: 48%
Facility Financing: The stadium was built as part of a city sports complex that was funded both publicly and privately. The Gateway Economic Development Corp. issued $117 M in bonds backed by voter approved countywide sin taxes on alcohol ($3/gallon on liquor, 16 cents/gallon on beer) and cigarettes (4.5 cents/pack) for 15 years. It also issued $31 M in stadium revenue bonds. The Gateway Corp. received about $20 M up front from early seat sales.
Facility Website

UPDATE: In September 2008 the Indians and nonprofit Gateway Economic Development Corp., which owns Progressive Field, reached an agreement that will keep the team at Progressive Field until at least 2023. The terms of the deal were unchanged from the original facility use agreement. The team pays Gateway for its share of the operating expenses as well as capital repairs up to $500,000 each. The Indians agreed to a four-year extension with Meritech, which has been the team's office technology partner since 2003. The Indians moved into a new spring training facility in Goodyear, Arizona. In 2010, the facility will be shared with the Cincinnati Reds.

NAMING RIGHTS: Former owner Richard Jacobs bought the naming rights when the ballpark opened in 1994 for $13.9 M for 20 years (expiring in 2014). However, when Jacobs sold the Indians to Larry Dolan in 2000, Jacobs retained naming rights only through the 2006 season as part of the deal. The team has had some conversations with Jacobs about extending the deal because Jacobs has expressed an interest in keeping his family's name on the ballpark. The name of the ballpark remained Jacobs Field throughout the 2007 season. However, the stadium was renamed Progressive Field in 2008. The Ohio-based insurance company entered into a 16 year naming rights deal for approximately $3.6 million per year. This agreement also made the company the official auto insurer of the ballclub.

Team: Colorado Rockies

Principal Owners: Charlie Monfort and Dick Monfort
Year Established: 1991
Team Website

Most Recent Purchase Price ($/Mil): $95 (1992)
Current Value ($/Mil): $373 (#20)
Percent Change From Last Year: +1%

Stadium: Coors Field
Date Built: 1995
Facility Cost (millions): $215
Percentage of Stadium Publicly Financed: 78%
Facility Financing: The legislature created the Denver Metropolitan Major League Baseball Stadium District in the six counties surrounding Denver. The district issued bonds and levied a one-tenth of 1% sales tax within the six-county area to fund the stadium. The tax remains in place until the bonds are paid off in about 10 years. The Rockies contributed $53 M.
Facility Website

UPDATE: Coors Field was one of ten sports and entertainment venues in Colorado to join the U.S Environmental Protection Agency's Greener Venues partnerships. By being part the Greener Venues partnership, Coors Field will make measurable improvements in energy use, water consumption, materials and waste management, and other performance areas. The Rockies are continuing their efforts to expand their market share by attempting to build a fan base in Utah.

Efforts include, televising 126 games in the Utah market and promoting weekend trips to Denver.

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

Team: Detroit Tigers

Principal Owner: Michael Illitch
Year Established: 1901
Team Website

Most Recent Purchase Price ($/Mil): $82 (1992)
Current Value ($/Mil): $371 (#21)
Percent Change From Last Year: -9%

Stadium: Comerica Park
Date Built: 2000
Facility Cost (millions): $361
Percentage of Stadium Publicly Financed: 32%
Facility Financing: Public financing paid for 32% ($115 million) of the ballpark's cost through a 2% car rental tax and a 1% hotel tax, and money from Indian casino revenue. Tigers owner Mike Ilitch footed the remaining 68%.
Facility Website

UPDATE: For the 2009 season, the centerfield fountain at Comerica Park that General Motors had sponsored for the last three years, now features all three Detroit automakers. The Tigers gave the advertising space to the automakers free of charge. After GM informed the Tigers they could no longer afford the sponsorship, Tigers owner Mile Ilitch made the decision to feature GM, Ford, and Chrysler logos on an equal plane above the fountain. There were other offers for the centerfield area worth between $1.5 million and $2 million. The decision to offer the advertising space free of charge was a direct response to the difficult economic conditions the three automakers find themselves in during the recession. Beneath the three logos read: the Detroit Tigers support our automakers.

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

Team: Florida Marlins

Principal Owner: Jeffrey Loria
Year Established: 1991
Team Website

Most Recent Purchase Price ($/Mil): $158.5 (2002)
Current Value ($/Mil): $277 (#30)
Percent Change From Last Year: +8%

Stadium: Land Shark Stadium
Date Built: 1987
Facility Cost (millions): $115
Percentage of Stadium Publicly Financed: 0%
Facility Financing: Stadium was originally built with private funds as a football stadium. The Marlins spent an additional $10 M to renovate the stadium for baseball.
Facility Website

Future Stadium: New Marlins Ballpark
Scheduled Opening: 2012
Estimated Facility Cost (millions): $645 million
Percentage of Stadium Publicly Financed: 76%
Facility Financing: Miami-Dade County is responsible for a large percentage of the financing for the new facility with $287 million coming for tourist related taxes, $50 million from a bond referendum and $12 million for road and utility repairs. Miami-Dade County is expected to sell $300 million in bonds. The city of Miami has agreed to pay $94 million for parking structures, $13 million toward stadium construction, and $12 million for other improvements. The Marlins have agreed to spend $120 million on construction and pay the county back another $35 million of borrowed money.

UPDATE: The Marlins new stadium gained governmental approval and plans are in place for a 2012 opening. On March 23, 2009, the Miami-Dade County Commission voted 90-4 in favor of the financing plan for the new facility. The team also gained approval from the Miami City Commission. The entire facility including the stadium, parking garages and infrastructure improvements are expected to cost $645 million. The 37,000-seat ballpark will feature a retractable roof, 60 suites and new parking facilities. The Marlins are planning to have a pool area in left field and a porch in right field similar to the one at the old Tiger Stadium in Detroit. The ballpark will be located at the site of the Orange Bowl in Little Havana.

When the stadium is completed all revenue, including naming rights, concession sales and advertising will go to the Marlins. The team will have a 35-year lease at the new facility that includes a non-relocation clause for the term of the agreement. As part of the lease, the Marlins will pay $2.3 million in rent the first year, with an annual increase of two percent over the life of the lease. Groundbreaking is scheduled to take place on July 18, 2009, but if any of the three entities cannot acquire the needed funding any of the parties can kill the deal. The current lease with Dolphin Stadium (now Land Shark Stadium) expires in 2010 and it is believed that the two sides will reach an agreement to add one additional year.

NAMING RIGHTS: In 1996, Pro Player entered into a 10 year, $20 M deal renaming Joe Robbie Stadium, Pro Player Stadium. When parent company Fruit of the Loom filed for bankruptcy, the deal fell apart. In January 2005, stadium owner Wayne Huizenga announced that the stadium name was being changed to Dolphins Stadium. On April 8, 2006, Dolphins Stadium dropped the s to be renamed Dolphin Stadium. In May 2009, the Miami Dolphins and Land Shark Lager reached a naming rights agreement to rename Dolphin Stadium Land Shark Stadium until the end of the 2009 Dolphin season. The Marlins have no control over the naming rights at their current facility. The Marlins will have ownership of the naming rights at their new facility. No naming rights agreement has been announced.

Team: Houston Astros

Principal Owner: Drayton McLane Jr.
Year Established: 1962
[Team Website]

Most Recent Purchase Price ($/Mil): $102.7 (1992)
Current Value ($/Mil): $445 (#12)
Percent Change From Last Year: -4%

Stadium: Minute Maid Park
Date Built: 2000
Facility Cost (millions): $265
Percentage of Stadium Publicly Financed: 68%
Facility Financing: Public financing of $180 M (68%) came from a 2% hotel tax and a 5% rental car tax. The Houston Sports Facility Partnership provided a $33 M (12%) interest-free loan with no repayment due until 10 years of ballpark operation. Astros owners contributed $52 M (20%). The project was completed under budget because only $248.2 M of $250 M in public money allotted for the project was used.
[Facility Website]

UPDATE: For the 2009 season, the Astros renovated Minute Maid Park's 59 corporate suites, including installation of new cabinetry, a sit down bar, and new furniture. The upgraded suites incorporate the color scheme from the player's uniforms. The in-stadium restaurant located in centerfield was redesigned and renamed the Five and Seven Grill in reference to the numbers worn by Jeff Bagwell and Craig Biggio.

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

Team: Kansas City Royals

Principal Owner: David Glass
Year Established: 1969
Team Website

Most Recent Purchase Price ($/Mil): $96 (2000)
Current Value ($/Mil): $314 (#28)
Percent Change From Last Year: +4%

Stadium: Kauffman Stadium
Date Built: 1973
Facility Cost (millions): $43
Percentage of Stadium Publicly Financed: 100%
Facility Financing: The stadium was financed through a $43 M county bond issue. Half of the bond money ($21.5 M) was used to fund the neighboring Arrowhead football stadium. The $250 M renovation of Kauffman Stadium was financed by a 3/8-cent increase in the county sales tax.
Facility Website

UPDATE: The Kansas City Royals unveiled a renovated Kauffman Stadium for the 2009 season. The renovations to the 36-year old ballpark include expanded concourses and restrooms, installation of new suites and press box behind home plate, additional concessions, and redesigned outfield seating around the familiar fountains. Additionally, the facility features a new high definition scoreboard and a Royals Hall of Fame beyond the left-field wall. There are a number of sponsorship integrations with different sections of the ballpark. The Pepsi Porch is a standing room only area for fans and the Bud Light Party Deck will provide room for private parties of up to 200 people. Another new addition to Kauffman stadium is the Rival Sports Bar, which will be available to any fan with a ticket to the game and be the site of the local pre and post game television broadcast. Ticket holders in the Dri Duck Fountain seats located in left field will receive free gear courtesy of Dri Duck outdoor apparel company.

The renovation of Kauffman stadium has made the facility fully compliant with the Americans with Disabilities Act. The ballpark now features double the amount of wheelchair seating which is now located on all levels of the stadium.

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

Team: Los Angeles Angels of Anaheim

Principal Owner: Arturo Moreno
Year Established: 1961
Team Website

Most Recent Purchase Price ($/Mil): $184 (2003)
Current Value ($/Mil): $509 (#6)
Percent Change From Last Year: +2%

Stadium: Angel Stadium of Anaheim
Date Built: 1966
Facility Cost (millions): $24
Percentage of Stadium Publicly Financed: 100%
Facility Financing: In April 1998, Disney completed a $117 M renovation. Disney contributed $87 M toward the project while the City of Anaheim contributed $30 M through the retention of $10 M in external stadium advertising and $20 M in hotel taxes and reserve funds.
Facility Website

UPDATE: This January the city of Anaheim dropped its lawsuit against the Angles over their name change from Anaheim Angles to Los Angeles Angels of Anaheim. The city had claimed that the change in name violated the spirit of the lease agreement with the Angels. The 4th District Court of Appeals upheld the name change stating that the team did not break its lease agreement. The Angels and their owner Artie Moreno argued that the change in name was an attempt to go after the Los Angeles television market and the team retained Anaheim in its name.

In a lower court decision, a jury ruled in favor of the Angels name change finding that the team did not break the good faith and fair dealing implied in all California contracts.

The Angles were the third MLB team to sign a sponsorship agreement with JetBlue Airlines. The deal is for a 2009, with options for 2010 and 2011. The agreement includes fixed and scoreboard signage and airfare discounts for Angles Fan Club members. During the season opener, a piece of concrete fell from an overhand and into the stands; there were no serious injuries. After inspection, stadium officials expressed no concerns regarding the structural integrity of the facility. Angels Stadium will be the site of the 2010 All-Start Game.

NAMING RIGHTS: In early 2004, Edison International exercised their option to terminate their 20-year, $50 M naming rights agreement with the Anaheim Angels. Beginning with the 2004 season the ballpark changed its name from Edison International Field of Anaheim to Angel Stadium of Anaheim. No decision on reselling the naming rights has been made.

Team: Los Angeles Dodgers

Principal Owner: Frank McCourt
Year Established: 1890
Team Website

Most Recent Purchase Price ($/Mil): $355 (2004)
Current Value ($/Mil): $722 (#4)
Percent Change From Last Year: +4%

Stadium: Dodger Stadium
Date Built: 1962
Facility Cost (millions): $18
Percentage of Stadium Publicly Financed: 0%
Facility Financing: The stadium was privately funded by then owner Walter O'Malley.
Facility Website

UPDATE: The renovation of Dodger Stadium that had been scheduled to be completed by the 2012 season is in danger of being delayed. Dodger owner Frank McCourt cited the credit crisis in making the financing of the renovation difficult. As part of these renovations, a new tree-lined entrance will lead to a newly landscaped plaza beyond center field. This plaza will connect to a promenade featuring restaurants, shops, and the Dodger Experience museum. This area will be connected to the Green Necklace, which will convert acres of parking lots into a landscaped outdoor walkway connecting the plaza and promenade to the rest of the ballpark. The Green Necklace will also connect to an outdoor plaza featuring a 360 degrees view of the downtown

Los Angeles skyline, Santa Monica Bay, the Santa Monica and San Gabriel Mountains, and the Dodger Stadium diamond.

The Dodgers formed a partnership with the William Morris Agency of Beverly Hills to help identify advertising and sponsorship opportunities in a renovated Dodger Stadium. The team is planning on retaining the name of the ballpark as Dodger Stadium, but is looking to generate advertising in the bullpens, dugouts, base lines, outfield pavilions, parking structures, press box, club seats and luxury suites. The Dodgers are hoping that the renovated facility will become a year-around entertainment destination.

The Dodgers introduced Bleacher Beach, an all-you-can-eat BBQ with beach themed giveaways, and a beach like experience. This section will be available for Sunday games through the end of the season. On selected nights during the season, the Dodgers will honor fans from all over the world with My Town. Fans can enjoy themed food and receive a My-Town t-shirt. The different communities recognized include Japan, Korea, Mexico, Ireland, Italy, and USC alumni.

The Dodgers reached an agreement with Warner Bros. to brand a specific section of the ballpark around an upcoming Warner Bros. film. The movie-based section will be in place for six Dodger home games and will feature a different summer movie for each game. The Dodgers and heath insurance company Kaiser Permanente Southern California reached a sponsorship deal making the company the official health insurance partner of the Dodgers.

The Dodgers completed their first spring training season in Glendale, Arizona. The team had attempted to generate sponsorship revenue at the Camelback Ranch training facility, but have been unsuccessful. Dodgertown, in Vero Beach, Florida had been their long time spring training home since the team was in Brooklyn.

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

Appendix 1b

Team: Milwaukee Brewers

Principal Owner: Mark Attanasio
Year Established: 1970
[Team Website]

Most Recent Purchase Price ($/Mil): $223 (2005)
Current Value ($/Mil): $347 (#24)
Percent Change From Last Year: +5%

Stadium: Miller Park
Date Built: 2001
Facility Cost (millions): $414
Percentage of Stadium Publicly Financed: 75%
Facility Financing: The Brewers contributed $90 M for the stadium, while the public contributed $310 M through a five-county, one-tenth of a percent sales tax increase. The $72 M infrastructure costs are split as follows: $18 M from the city, $18 M from the county and $36 M from the state.
[Facility Website]

UPDATE: For the 2009 season, Miller Park went through the most extensive renovation since the ballpark opened in 2001. The Brewers replaced the outfield grass with a hybrid bluegrass that the team used in the infield during the 2008 season. With the retractable roof, there are certain areas of the field that the sun does not shine on, which has caused problems since the stadium opened in 2001. In addition to the changes on the field, 44 suites on the ballpark's club level were renovated. The renovated suites feature new lighting, furnishings, fixtures, a new refrigerator, and flat-panel high-definition televisions. The renovations were needed to bring the suites up to the same standards as the other club areas including the Metavante and Gehl Clubs. The 2009 season saw the debut of a new Brewers Team Store by Majestic. The 4,900 square foot store located in the left-field area of the ballpark was rearranged and now features brick from County Stadium. The team added a third party suite in the right-field area of the ballpark themed after the 2008 Brewers. The two other party suites are themed for the 1957 Milwaukee Braves and the 1982 Brewers. Another addition is the Harley-Davidson Deck located in the left-center field area of the stadium. The Harley-Davidson Deck seats up to 42 people in an elevated area that features Harley motorcycles built into the décor. For the 2010 season the team plans to install a new high-definition scoreboard and audio system.

The Brewers and Potawatomi Bingo Casino in Milwaukee signed a multi-year partnership making the casino the team's presenting sponsor. The partnership is being referred to as Milwaukee Brewers Baseball presented by Potawatomi Bingo Casino. The deal entitles the casino to local advertising and marketing rights on radio and print material, in-stadium signage, sponsorship on regular-season game tickets, and other collateral materials. Potawatomi will have signage inside and outside of Miller Park including on the dugout tops, outfield wall, and LED boards. The sponsorship agreement is the second largest next to the naming rights agreement with MillerCoors, which pays the team $2.1 million a year.

The Brewers and AirTran Airways reached a multi-year sponsorship and marketing agreement. The deal includes naming rights to the seating area in right-field, known as the AirTran Airways Landing Zone. The area had previously been sponsored by Mercedes-Benz, which pulled out of the naming-rights deal at the end of the 2008 season. The deal also includes signage at the ballpark, in-game promotions, advertising in publications, and exclusive airline ad rights to Brewer radio and television broadcasts. Midwest Airlines remains the official Airline of the Brewers.

The Brewers and Kalahari Resorts reached an agreement for Kalahari Resorts to be the official water park of the Milwaukee Brewers. As part of the agreement, the landed area at the bottom of Bernie Brewer's slide will be known as the Kalahari Splash Zone. After each home run, Bernie will take his traditional slide ending with explosion of water into the air. The partnership also includes signage around Miller Park and additional promotional rights for Kalahari Resorts. Finally Fox Sports Wisconsin will offer 95 of its 136 Brewer telecasts in high-definition this season, an increase from 65 high-def telecasts in 2008.

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

Team: Minnesota Twins

Principal Owner: Jim Pohlad
Year Established: 1961
Team Website

Most Recent Purchase Price ($/Mil): $44 (1984)
Current Value ($/Mil): $356 (#22)
Percent Change From Last Year: +9%

Stadium: Hubert H. Humphrey Metrodome
Date Built: 1982
Facility Cost (millions): $68
Percentage of Stadium Publicly Financed: 93%
Facility Financing: Financed through the sale of $55 M in revenue bonds, a hotel and liquor tax that generated $15.8 M, and a Metro liquor tax that raised $8 M. The City of Minneapolis spent $4 M on the infrastructure costs. The remaining costs were financed with $13 M in interest earned on the bonds and $7 M from the Vikings and Twins from auxiliary facilities.
Facility Website

Future Stadium: Target Field
Scheduled Opening: 2010
Estimated Facility Cost (millions): $544.4 (includes site acquisition and infrastructure)
Percentage of Stadium Publicly Financed: 72%
Facility Financing: The Twins will contribute $185 M and assume responsibility for any cost overruns. Hennepin County contributed $385 M, raised from bonds, which will be financed through a .15% sales tax increase.

UPDATE: Minnesota Twins owner Carl Pohlad passed away at the age of 93. Pohlad purchased the team in 1984, with high points including winning the World Series in 1987 and 1991. His ownership was not without controversy, specifically MLB owners attempt to contract the Twins in 2001. All three of Carl Pohlad's sons will contribute in the operation of the organization, with Jim Pohlad serving as the head of the organization.

The 2009 season will be the last year the Twins play in the Hubert H. Humphrey Metrodome. Starting in 2010, the Twins will move into the 40,000 seat open air Target Field. Located on a 13-acre plot of land near downtown Minneapolis, the project costs $544.4 million dollars. This year the Twins have raised their contribution to the construction of the ballpark from $155 Million to $185 million. Target field will feature 60 private suites, 12 group party suites, 4,000 club seats, and disabled seating for more than 800. The facility would have been the sixth MLB ballpark with a retractable-roof, but the financing plan passed by the Minnesota Legislature did not include the additional funding. The ballpark will feature a 101-feet wide by 57-feet high-definition scoreboard installed by Daktronics. The scoreboard cost $9 million and will be the fourth largest in baseball. The Twins and Target Corp. will spend close to $9 million on a park like 2-acre plaza outside of the ballpark that will include a pedestrian bridge connecting the ballpark to downtown.

The Twins and Anheuser-Busch reached an agreement on a long-term sponsorship extension. Part of the agreement includes the Budweiser Roof deck, which will be a signature feature of the ballpark. The party deck is above a five-story building in left field and will feature 150 fixed seats and standing room for another 150 people. Above the party deck will be a 65-feet wide and 11-feet high Budweiser sign. Budweiser will have extensive brand presence at Target Field through advertising and marking. The Twins and Budweiser have had a sponsorship agreement for more then 20 years.

The Twins and U.S Bancorp reached a long-term sponsorship agreement making U.S Bank one of the founding partners for Target Field. The deal includes naming of the U.S Bank Home Run Porch, prominent marketing inside the ballpark, and enhanced community involvement with the Twins Community Fund.

NAMING RIGHTS: The Twins' home 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. The Twins and Target Corp reached a 25-year marketing deal that includes the naming rights to the new ballpark. The 25-year deal is believed to cost $5-$8 million annually. Target also holds the naming rights to the Target Center, home of the NBA Minnesota

Timberwolves. This is the first time that one company has had duel facility naming rights in a single city.

Team: New York Mets

Principal Owner: Fred Wilpon
Year Established: 1962
[Team Website]

Most Recent Purchase Price ($/Mil): $391 (2002)
Current Value ($/Mil): $912 (#2)
Percent Change From Last Year: +11%

Stadium: Citi Field
Date Built: 2009
Facility Cost (millions): $860
Percentage of Stadium Publicly Financed: 19% (not including savings gained through use of tax-exempt bonds)
Facility Financing: The Mets were responsible for the construction cost of Citi Field. The Mets initially contributed $613 million from tax-exempt municipal bonds to pay for the construction, with another $82.28 million in tax-exempt bonds needed to complete construction. The use of tax- exempt bonds saved the Mets an estimated $513 million. An additional $89.7 came from the City of New York and $74.7 million came from the State of New York to cover infrastructure improvements, site preparation, installation of pilings, and mass transit improvements.
[Facility Website]

UPDATE: The Mets new home, Citi Field, debuted in 2009. The exterior façade and main entry rotunda design was inspired by Ebbets Field. One of the central features of the 42,000 seat ballpark is the Jackie Robinson Rotunda, an 18,770 square-foot space behind home plate designed to celebrate the life and values of Jackie Robinson. Citi Field features 58 luxury boxes and four party suites. There are more then 7,800 club seats including the Delta Sky360 Club, Ebbets Club, and Caeser Club. The Acela Club located in the left field corner between the upper and lower decks offers a full service restaurant along with views of the field and the New York City skyline. The Pepsi Porch in right-field features 1,200 seats that hang over the playing field in a manor reminiscent of the old Tiger Stadium in Detroit. The Major League Baseball Players Association opened its first retail outlet at Citi Field. The Players Clubhouse sells player-only merchandise, with everything in the store having a players name or likeness. The store is a prototype for future retail outlets at other MLB stadiums.

The Mets reached a number of sponsorship agreements to coincide with the opening of Citi Field. Pepsi Cola and the Mets agreed to a multi-year marketing and promotional partnership, which includes sponsorship of the Pepsi Porch, a 37-by-89-foot sign in right field, and additional signage and brand integration around the ballpark. Harrah's entertainment and the Mets entered into a multi-year marketing partnership that includes naming rights to the Caesers Club seating area and designation as the exclusive casino partner of the Mets. Additional signature sponsors include Anheuser-Busch, Delta Airlines, Geico, Verizon, and Xerox. Aramark is running the concessions, along with a number of retail outlets.

NAMING RIGHTS: The Mets and Citigroup reached a 20-year, $400 million, naming-rights and multifaceted strategic marking and business partnership. The naming rights agreement has been under intense scrutiny in light of the $45 billion in Government bailout money Citigroup took in 2008 and 2009. There was a failed attempt by a few members of Congress to dissolve the naming-rights agreement between the Mets and Citigroup.

Team: New York Yankees

Principal Owner: George Steinbrenner
Year Established: 1903
Team Website

Most Recent Purchase Price ($/Mil): $10 (1973)
Current Value ($/Mil): $1,500 (#1)
Percent Change From Last Year: +15%

Stadium: Yankee Stadium
Date Built: 2009
Facility Cost (millions): $1,500
Percentage of Stadium Publicly Financed: 32%
Facility Financing: The Yankees contributed approximately $1.1 billion. The public contributed $480 million for parking facilities, parkland, infrastructure improvements and transportation improvements. The use of tax-exempt bonds will save the Yankees an estimated $786 million over 40 years.
Facility Website

UPDATE: The Yankees opened their new 53,000-seat ballpark at the start of the 2009 season. The new Yankee Stadium is situated just north of the old stadium and has the same dimensions as its predecessor. The exterior of the ballpark is made out of limestone and granite and was designed to appear like the original Yankee Stadium when it opened in 1923. The interior of the new ballpark also features a copper frieze, replicating the latticework that once rimmed the original stadium's roof. The Yankees relocated famed monument park to an area just beyond the center field fence. Between the exterior wall and the interior structure is the great hall, a 31,000 square-foot, seven-story concourse. Within the great hall are a number of retail stores, the Hard Rock Café, and Tommy Bahamas bar. The ballpark also features the Mohegan Sun Sports Bar located behind center field and a steakhouse restaurant. The ballpark has extensive premium seating located on four levels. The Legends Suite is located in 25 sections closest to the playing field extending from behind home plate down each base line. This area has been subject to intense public and media scrutiny for the $2,500 a seat price tag and high number of empty seats during games. In response, the Yankees have cut ticket prices and offering special deals. Other premium seating areas include the Delta Sky360 suite and Jim Beam Suite located above home plate on the main and terrace levels. Additionally, there are 67 luxury suites and party suites located on the H&R Block suite level. Located in the left-field corner, the Audi Yankees Club is a restaurant and bar that is accessed by membership or the purchase of a single game ticket.

The Yankees reached a number of sponsorship and marketing agreements to coincide with the opening of their new ballpark. The agreements include Pepsi, Casino, Mohegan Sun, Audi, H&R Block, Cannon, and Delta. The Yankees reached a one-year agreement with Bank of America to extent their sponsorship deal. In September 2009, Bank of America and the Yankees were close reaching a major 20-year sponsorship agreement. A major reason that Bank of America did not finalize the agreement was because of the attention Citigroup received for buying the naming rights for the Mets new stadium.

The opening of the New Yankee Stadium has not been without controversy. In addition to the controversy over the price and occupancy of the Legend Suite seats, New York Assembly members are looking into the public financing of the ballpark and are seeking internal records from the Yankees, who have refused to turn over the documents. The issue has risen to the New York state Supreme Court, which is scheduled to rule on the subpoena power of the Assembly members. The two bleacher sections that flank the Mohegan Sun Sports Bar in center-field feature obstructed views. The 1,048 seats where originally priced at $14, but the team was forced to reduce ticket to $5 after it was discovered that the sports bar blocks the view of the outfield. Finally, through the first 26 games at the new stadium 95 home runs have been hit. The old Yankee Stadium, which featured the same outfield dimension as the new ballpark had 160 home runs hit during the entire season.

The Yankees have become the first team to have their games streamed live online within their home market. The streamed games will be available via subscription to Cablevision's TV and broadband customers who receive the YES Network. Home market Internet streaming has been a contentious issue for MLB. The main issue has been how the added local revenue would be shared among individual MLB clubs. Live streaming in local markets offers a new pool of advertising and subscriber revenue. Other MLB clubs are expected to follow.

NAMING RIGHTS: The Yankees own the naming rights to the New Yankee Stadium, but do not have any current plans to seek a corporate sponsor for the ballpark. The Yankees join the Cubs, Dodgers, Red Sox, and Royals in electing to not sign a naming right deal and instead opt for corporate sponsorship of specific sections of the ballpark, such as club levels, restaurants, and viewing areas

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Team: Oakland Athletics

Principal Owner: Lewis Wolff
Year Established: 1901
Team Website

Most Recent Purchase Price ($/Mil): $180 (2005)
Current Value ($/Mil): $319 (#27)
Percent Change From Last Year: -1%

Stadium: Oakland-Alameda County Coliseum
Date Built: 1966
Facility Cost (millions): $26
Percentage of Stadium Publicly Financed: 100%
Facility Financing: The cost of constructing the stadium was underwritten through a city bond issue. A $200 M renovation was completed in 1996.
Facility Website

UPDATE: The Oakland A's have abandoned their plans to build a new stadium in Fremont, California. The team had considered two sites in the east bay community located between Oakland and San Jose. Cisco Field, part of a 30-year naming rights agreement valued at $4 million annually with Cisco Systems, would have been privately funded, cost $500 million, and had a capacity of 32,000. Employers and residents opposed the ballpark and threatened litigation and a citywide vote if the plan moved forward. San Jose has emerged as the preferred choice of A's owner Lew Wolffe. The San Jose City Council has taken steps to pursue the A's, but made it clear that any stadium be privately built and make the city money. MLB considers Santa Clara County, where San Jose is located, to be the territorial rights of the San Francisco Giants. A change in territorial rights requires approval by 75% of MLB owners. MLB Commissioner Bud Selig appointed a committee to analyze the A's ballpark situation. The committee will look at the A's lease with the Oakland-Alameda County Coliseum, which expires in 2010, and options for a new ballpark. The A's and MLB have made it clear that the team will not continue indefinitely in their current situation.

NAMING RIGHTS: In September 2009, McAfee elected to not renew its sponsorship agreement to the naming rights of Oakland-Alameda County Coliseum, which reverted back to its original name. Networks Associates bought the naming rights to the facility in 1998, transferring the rights to McAfee when the company changed its name in 2004. McAfee was paying $1.3 million to the city/county Coliseum Commission for naming rights to the facility and an additional $600,000 to $700,000 for sponsorships with the A's and Raiders. Premier Partnerships was retained to identify potential corporations for the naming rights of the facility.

Team: Philadelphia Phillies

Principal Owners: Bill Giles & David Montgomery
Year Established: 1883
Team Website

Most Recent Purchase Price ($/Mil): $30 (1981)
Current Value ($/Mil): $496 (#7)
Percent Change From Last Year: +3%

Stadium: Citizens Bank Park
Date Built: 2004
Facility Cost (millions): $346
Percentage of Stadium Publicly Financed: 50%
Facility Financing: Approximately half of the financing for Citizens Bank Park came from a combination of city and state funds. The state contributed a total of $170 M to the Phillies and Eagles for their new stadiums through grants. The City of Philadelphia contributed $304 M total toward the construction of the two stadiums. This money is being collected through a 2% car rental tax. It is unclear how the City and State monies were divided between the two facilities.
Facility Website

Update: For the 2009 season, the Phillies introduced the red goes green initiative at Citizens Bank Park. The goal of the campaign is to increase the recycling of cardboard, plastic, glass, and aluminum from 15% to 25%. The Phillies extended the operations contract with Global Spectrum to run and operate Citizens Bank Park through 2010. After a three-year absence, Tasty Baking Co. has returned as a marketing partner. Finally, Citizens Bank Park added new concession stands including a BBQ outlet.

NAMING RIGHTS: On June 17, 2003, the Phillies entered into a naming-rights agreement for its new stadium. The ballpark is called Citizens Bank Park. The deal totals $95 M. Citizens Bank will pay $57.5 M over 25 years, or $2.3 M annually to put its name on entrances, scoreboards, concourses, parking lot banners and behind home plate. The bank will also pay the Phillies an additional $37.5 M for advertising during Phillies radio and television broadcasts.

Team: Pittsburgh Pirates

Principal Owner: Robert Nutting
Year Established: 1887
[Team Website]

Most Recent Purchase Price ($/Mil): $92 (1996)
Current Value ($/Mil): $288 (#29)
Percent Change From Last Year: -1%

Stadium: PNC Park
Date Built: 2001
Facility Cost (millions): $237
Percentage of Stadium Publicly Financed: 70%
Facility Financing: The Pirates contributed $40 M to the project. The remaining amount came from the state, county, and city as part of an $809 M sports facilities/convention center financing proposal that included Heinz Field for the Steelers.
[Facility Website]

UPDATE: For the 2009 season, the Pirates replaced the field at PNC Park. The project includes new grass, cutout, infield dirt, warning track, and pitching mound. The previous field was replaced after three years by Tuckahoe Bluegrass sod on recommendation by the ballpark's grounds crew. The Pirates also replaced the underground piping system that delivers warm air to the grass and helps dry the field. The ballpark's exterior steel was repainted and new concrete and caulking work was done to the concourse and riverwalk. A portion of the wall at Forbes Field was taken out of storage and reassembled on the riverwalk outside of the ballpark. A VIP service center was added for season ticket holders.

The Pirates opened a $5 million training academy in El Toro, Dominican Republic. The facility will have four fields, a clubhouse and player training area. Additionally, there will be a building with offices for the Pirates' Latin American staff, a dormitory, classrooms, and a computer/video room. The new training facility is one of a number of steps the Pirates are taking to enhance their presence in Latin America.

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

Team: San Diego Padres

Principal Owner: John Moores (sale pending to group led by Jeff Moorad)
Year Established: 1969
Team Website

Most Recent Purchase Price ($/Mil): $94 (1995)/ $500 (2009)
Current Value ($/Mil): $401 (#16)
Percent Change From Last Year: +4%

Stadium: PETCO Park
Date Built: 2004
Facility Cost (millions): $285
Percentage of Stadium Publicly Financed: 57%
Facility Financing: The Padres contributed $146.1 M toward the construction of PETCO Park. The city contributed the remaining money needed for the stadium. This money was raised through hotel taxes, $75.4 M from the City Center Development Corp., and $21 M from the Port of San Diego. An additional $171.8 million was required for land acquisition and infrastructure.
Facility Website

UPDATE: San Diego Padres owner John Moores reached an agreement to sell the franchise to an ownership group led by former Diamondbacks General Partner Jeff Moorad. The ownership group currently controls a 35% stake in the club and will eventually have total control of the club when the sale is completed, which could take between one to five years. The timeline on the eventual completion of the deal will depend on the economy. Moorad has assumed the role of Vice Chairman and CEO. The final sale valuation of the club is expected to top $500 million. Part of the sale price will be the $240 million debt service from the construction of Petco Park. Moorad was required to sell his 15% to 20% stake in the Arizona Diamondbacks. Former Diamondbacks Executive Vice President and COO Tom Garfinkel was named Padres President and COO. Garfinkel will oversee all non-baseball operations.

The Center City Development Corp, an arm of the San Diego Redevelopment Agency, will cover the $11.3 million annual debt payments on PETCO Park for the next five years. The change is an attempt to relieve the city of San Diego of one of its financial burdens in light of ongoing deficits and budget cuts. Finally, a planned hotel development next to Petco Park has been terminated.

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

Team: San Francisco Giants

Principal Owner: Peter Magowan & Harmon Burns
Year Established: 1883
[Team Website]

Most Recent Purchase Price ($/Mil): $100 (1992)
Current Value ($/Mil): $471 (#9)
Percent Change From Last Year: -5%

Stadium: AT&T Park
Date Built: 2000
Facility Cost (millions): $325
Percentage of Stadium Publicly Financed: 0%
Facility Financing: The stadium was financed with $121 M from a naming rights deal and other sponsorships, selling concession rights, selling charter seats, a $170 M loan secured by the Giants, and $15 M in tax increment financing by the city's redevelopment agency.
[Facility Website]

UPDATE: For the 2009 season, the Giants introduced a number of environmental initiatives in an attempt to make AT&T Park the greenest ballpark in MLB. The initiatives include self-sustainable concession stands, an additional 25 recycling bins, and the creation of a group of employees who will pick up trash during games.

Virgin America reached a multi-year marketing partnership with the Giants through October 2011. The deal makes Virgin America the official airline of the San Francisco Giants. Conventional signage and LED screens will feature Virgin America advertising and there will be on-site promotions at AT&T Park during select games. A two level-luxury suite will be called the Virgin America Loft at McCovey Cove. ShoreTel Inc. won the bid to install a $1 million Internet phone system at AT&T Park. The company has installed similar systems for the Verizon Center, HSBC Arena, and Infineon Raceway.

NAMING RIGHTS: Pacific Telesis purchased the naming rights to Pac Bell Park in 2000. The agreement extends over 24 years, paying the Giants $50 M at an average of $2.1 M annually. In December 2002, San Antonio based SBC Communications decided to retire its Pacific Bell trade names. Pacific Bell Park became SBC Park on January 1, 2004. Prior to the 2006 season, the name of the stadium was changed from SBC Park to AT&T Park. The change was the result of SBC Communications Inc. purchasing AT&T and adopting the name AT&T Inc.

Team: Seattle Mariners

Principal Owner: Nintendo Company Ltd.
Year Established: 1977
[Team Website]

Most Recent Purchase Price ($/Mil): $100 (1992)
Current Value ($/Mil): $426 (#13)
Percent Change From Last Year: -9%

Stadium: Safeco Field
Date Built: 1999
Facility Cost (millions): $517
Percentage of Stadium Publicly Financed: 66%
Facility Financing: The Mariners contributed $145 M including $100 M in cost overruns towards the financing of the stadium. The public's share was capped at $372 M. Washington State contribution: .017% sales tax credit; proceeds from the sale of sports lottery scratch games ($3 M/year guaranteed); and proceeds from the sale of commemorative ballpark license plates. King county: .5% sales tax on food and beverages in King County restaurants, taverns, and bars; 2% sales tax on rental car rates in King County; 5% admission tax on events at the new ballpark.
[Facility Website]

UPDATE: For the 2009 season, ESPN and Nintendo have partnered to deliver content via Nintendo DSi handheld gaming devises to fans attending Mariners games at Safeco Field. Fans using the stadium's wireless Nintendo Fan Network will receive localized sports news and highlights, along with fantasy content and possible live streaming games. The free Wi-Fi network was launched 2007 and allows fans suing the Nintendo DSi to track player stats, watch stadium video, access other MLB news, and order food to be delivered to their seats. To promote the partnership a DSi game system will be loaned to the first 150 fans that ask. The Nintendo DSi's will be loaned out the first two months of the season.

The 2008 season was the first year since Safeco Field opened in 1999 that the Mariners have reported a deficit. The $4.5 million deficit was tied to the teams $120 million payroll and the decline in attendance associated with a 100-loss team. As part of the lease with the Seattle Public Facilities District, the Mariners are required to provide an accounting to insure that the club will share profits once it makes back the $200 million in losses that were incurred between 1995 and 1999.

Finally, Anheuser-Busch is no longer the lone beer sponsor after the Mariners and Seattle based Pyramid Breweries reached a multiyear sponsorship deal that allows the brewery to use the team's name and logo on its products and at its alehouse across the street from Safeco Field.

NAMING RIGHTS: Safeco, an insurance company, bought the naming rights to Safeco Field in June of 1998. The deal extends until 2019, paying an average of $2 M annually for a total of $40 M. In May 2008, Liberty Mutual acquired Safeco Corp., but there currently are no plans to change Safeco Field's name to reflect the new ownership.

Team: St. Louis Cardinals

Principal Owner: William DeWitt Jr.
Year Established: 1892
Team Website

Most Recent Purchase Price ($/Mil) : $150 (1995)
Current Value ($/Mil): $486 (#8)
Percent Change From Last Year: 0%

Stadium: Busch Stadium
Date Built: 2006
Facility Cost (millions): $365
Percentage of Stadium Publicly Financed: 12%
Facility Financing: The ballpark is primarily privately financed - $90.1 M came from the Cardinals, $9.2 M in interest earned on the construction fund, and $200.5 M in bonds to be paid over a 22-year period ($15.9 M per year) by the team. Public financing came from St. Louis County contributing $45 M through a long-term loan.
Facility Website

UPDATE: The Cardinals will host the 2009 MLB All-Star game at Busch Stadium. The future of the Ballpark Village around Busch Stadium is up in the air. As part for the financing plan for the construction of Busch Stadium, the Cardinals agreed to spend $60 million on a mixed-use Ballpark Village. The Cardinals have received preliminary approval from the city of St. Louis for the development and have three years to sell bonds to start construction. With the down economy, it is not known if the team will raise the needed financing. During the All-Star game festivities, the site will feature a temporary softball field and parking lot, but no permanent development on the project can take place until $320 million in financing is secured. The softball field will offer the fans the chance to play on the same grounds as the old Busch Stadium. The planned development near Busch Stadium would feature shops, restaurants, bars and a 20-story office building.

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

Team: Tampa Bay Rays

Principal Owner: Stuart Sternberg
Year Established: 1995
Team Website

Most Recent Purchase Price ($/Mil): $65 (In 2004, Sternberg's group paid for approximately 50% ownership)
Current Value ($/Mil): $320 (#26)
Percent Change From Last Year: +10%

Stadium: Tropicana Field
Date Built: 1990
Facility Cost (millions): $138
Percentage of Stadium Publicly Financed: 100%
Facility Financing: The City of St. Petersburg issued general obligation bonds to fund construction. The bond debt is being partially serviced through a 1% increase in the countywide bed tax. A tourist development commission issued additional bonds for $62 M to renovate the stadium. The debt is serviced by a combination of bed tax revenues, stadium revenues, and city general fund monies. In addition, the team qualified for the state rebate program designed to attract new teams to Florida. A $65 M renovation project was completed in 1998, $14 M of which was funded by the Devil Rays.
Facility Website

UPDATE: The Tampa Bay Rays are currently in negotiations for the construction of a 34,000-seat open-air ballpark with a retractable roof. There was little community support for the downtown waterfront stadium, so plans for a referendum on the $450 million project were withdrawn. A number of alternative sites for the new ballpark have been suggested, with each possible location on the St. Petersburg side of Tampa Bay. St. Petersburg officials have made it clear to the franchise that any new stadium must be in the city. The Rays are contractually obligated to play in St. Petersburg until 2027, and the city has no plans to alter the agreement. MLB has insisted that the Rays get a new stadium.

A dispute over cable rights fees was settled between Verizon and Sun Sports. Verizon customers are able to watch 75 Rays games this season. However, Knology and Sun Sports were unable to come to an agreement, preventing fans from watching 75 Rays games. In December 2009, Tropicana Field was home to the inaugural magicJack St. Petersburg Bowl between South Florida and Memphis. The bowl game will again be played this upcoming college football season. A title sponsor has yet to be announced.

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

Team: Texas Rangers

Principal Owner: Thomas O. Hicks
Year Established: 1960
[Team Website]

Most Recent Purchase Price ($/Mil): $250 (1998)
Current Value ($/Mil): $405 (#15)
Percent Change From Last Year: -2%

Stadium: Rangers Ballpark in Arlington
Date Built: 1994
Facility Cost (millions): $191
Percentage of Stadium Publicly Financed: 71%
Facility Financing: Financing for the stadium comes from $135 M in bonds sold by the Arlington Sports Facilities Development Authority and the remaining balance was provided by the sale and lease of luxury suites and seat options, loans guaranteed by the team, a concessions contract with Sportservice and city street funds. Debt service on the bonds is financed through a $3.5 M annual rental payment by the team and a half-percent local Arlington sales tax that was approved in 1991.
[Facility Website]

UPDATE: Owner Tom Hicks has announced that he is looking for an investor to purchase a majority share of the Texas Rangers. Hicks missed a $10 million quarterly interest payment on Mach 31, 2009. The missed payment triggered creditors to Hicks Sports Group to declare the company in default. Hicks Sports Group is the holding company for the Texas Rangers and NHL Dallas Stars. A declaration of default could eventually dislodge one or both teams from Hicks control. A group of 40 financial institutions and investors hold $525 million of Hicks Sports Groups debt.

The Rangers Ballpark in Arlington has undergone $4 million worth of renovations. The changes to the ballpark include a new commissioner's box down the third-base line and wider, cushioned, and high back seats located behind home plate. The dark green padding that had been behind home plate was replaced with a 32-inch high brick façade. The manual scoreboard on the left-field fence has been changed into a 12-by-84-foot video display board, which now allows fans in the right-field seats to see video replays. Further, there are now three color information panels 1,200 feet in total length along the facades in rights-field and in foul territory. Owner Tom Hicks Glory Park development has been abandoned. The development would have been a bridge between the teams ballpark to the new Cowboys Stadium.

Finally, Dr. Pepper Snapple Group extended its long-term sponsorship partnership with the Rangers through 2013. The two have been sponsorship partners for 36 years since the team's inaugural year in Texas in 1972. The agreements includes in stadium signage along with signage in the concourse area of the Ballpark in Arlington.

NAMING RIGHTS: The Rangers' home field received a new name when the team signed a naming rights agreement with California-based Ameriquest Mortgage Co. in May 2004. The team signed a 30-year agreement with the company worth $75 M. In March 2007, the Texas Rangers announced that its home field Ameriquest Field in Arlington was being renamed Rangers Ballpark in Arlington following an agreement with Ameriquest Mortgage Company to return the naming rights to the team. The Rangers first proposed to Ameriquest in 2006 an end to the naming rights agreement and related corporate affiliation. The Rangers lose $2.5 million per year from the naming right agreement but get back a number of advertising outlets at the ballpark that were included in the Ameriquest deal.

Team: Toronto Blue Jays

Principal Owner: Rogers Communications
Year Established: 1976
Team Website

Most Recent Purchase Price ($/Mil): $137 (2000)
Current Value ($/Mil): $353 (#23)
Percent Change From Last Year: 0%

Stadium: Rogers Centre
Date Built: 1989
Facility Cost (millions): $570 (Canadian)
Percentage of Stadium Publicly Financed: 63%
Facility Financing: Local government paid $360 M. $150 M was contributed by 30 corporations and the final $60 M from luxury seat fees.
Facility Website

UPDATE: Blue Jays owner and President and CEO of Rogers Communications Inc., Ted Rogers passed away in December 2008. Rogers Communications Inc. acquired the Blue Jays and the SkyDome in 2000. The Blue Jays are currently seeking a permanent replacement at chief executive officer and president to take over from interim CEO and President Paul Beeston who took over for Paul Godfrey. President and CEO of the Phoenix Suns Rick Welts had been considered the frontrunner for the position, but informed the club that he had no plans on leaving the Suns.

NAMING RIGHTS: In November 2004, the owners of the Toronto Blue Jays, Rogers Communication, purchased the Sky Dome from Sportsco International and renamed it the Rogers Centre.

Team: Washington Nationals

Principal Owner: Ted Lerner
Year Established: 1969
Team Website

Most Recent Purchase Price ($/Mil): $450 (2006)
Current Value ($/Mil): $406 (#14)
Percent Change From Last Year: -12%

Stadium: Nationals Park
Date Built: 2008
Facility Cost (millions): $611
Percentage of Stadium Publicly Financed: 100%
Facility Financing: The city of Washington D.C. agreed to pay up to $610.8 to finance the stadium, with the money generated by issuing bonds. Revenue to pay the debt will come from in-stadium taxes on tickets, concessions and merchandise (estimated $11-$14 million annually), a new tax on businesses with gross receipts of $3 million or more (estimated $21-$24 million annually), and $5.5 million in annual rent payments over a 30 year lease term from the baseball team's owner. The Nationals are responsible for any cost overruns.
Facility Website

UPDATE: The team reached a settlement with Washington D.C regarding the payment of rent at Nationals Park. The Nationals had refused to pay $3.5 million in rent on Nationals Park because they claimed the stadium was not substantially complete when it opened at the end of March 2008. As part of the settlement Washington D.C will pay from $4 million in stadium improvements and in exchange the Nationals will pay the $3.5 million in back rent.

The Nationals experienced national attention and embarrassment after media reports revealed that 19-year-old prospect Esmailyn Gonzalez is actually 23-years old. The controversy brought attention to how MLB teams acquire Latin American talent. A federal investigation was launched into whether scouts and executives accepted kickbacks from bonuses that were supposed to go to Dominican prospects. In light of the controversy Nationals GM Jim Bowden was forced to resign, special assistant Jose Rijo was fired, and the teams training facility in the Dominican Republic closed. It is unknown if federal charges will be filed.

The team introduced a number of upgrades to the year-old ballpark. A new concession partner, Levy Restaurants, has partnered with the Nationals and promised to improve service. Last year fans complained about the quality of food and friendliness of the staff provided by Centerplate. The Red Porch Restaurant has doubled in size by expanding into the seating bowl and out on to the plaza. The team updated the Exxon Strike Zone, an interactive battling and pitching area. Finally, five LED reader boards showing fan and ticket information visible outside the stadium.

NAMING RIGHTS: The Nationals own the naming right for the new Nationals Park and are considering selling the naming rights to the stadium. The team might even sell the naming rights to the levels of luxury suites, which currently bear the names of presidents Washington, Jefferson, and Lincoln.