

Sports Facility Reports



[Sports Facility Reports, Volume 10, Appendix 2](#)

National Basketball Association

Team: Atlanta Hawks

Principal Owner: Atlanta Spirit, LLC

Year Established: 1946 in the National Basketball League, joined the NBA in 1949.

[Team Website](#)

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

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

Percent Change From Last Year: +7%

Arena: Philips Arena

Date Built: 1999

Facility Cost (millions): \$213.5

Percentage of Arena Publicly Financed: 91%

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

[Facility Website](#)

UPDATE: Philips Arena officials announced that the venue has received LEED certification in the Existing Building: Operations and Maintenance category, as specified by the United States Green Building Council (USGBC). The Atlanta facility, which houses the Hawks and Thrashers, is the first NBA or NHL arena to achieve the certification (Philips Arena). Environmental efforts at the arena include "new carpet with recycled material, compact-fluorescent lamps and more recycling."

NAMING RIGHTS: Philips Electronics is paying \$180 million over 20 years for the naming rights that expire in 2019.

Team: Boston Celtics

Principal Owner: Boston Basketball Partners, LP; consisting of Wycliffe Grousbeck, H. Irving Grousbeck, and Stephen Pagliuca

Year Established: 1946

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$360 (2002)

Current Value (\$/Mil): \$447

Percent Change From Last Year: +14%

Arena: TD Banknorth Garden

Date Built: 1995

Facility Cost (millions): \$160

Percentage of Arena Publicly Financed: 0%

Facility Financing: Primarily from bank financing, Delaware North (25%), City bonds and land (10%) and 2% ticket surcharge.

[Facility Website](#)

NAMING RIGHTS: Delaware North Company, owner and operator of Boston's TD Banknorth Garden, together with the venue's naming rights partner, TD Banknorth, announced today, the arena will be officially renamed "TD Garden" in July 2009. The naming rights agreement will continue to be \$7.5 M per year.

Team: Charlotte Bobcats

Principal Owner: Robert L. Johnson

Year Established: 2004

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$300 (2004) Estimated

Current Value (\$/Mil): \$284

Percent Change From Last Year: -1%

Arena: Time Warner Cable Arena

Date Built: 2005

Facility Cost (millions): \$265

Percentage of Arena Publicly Financed: 100%

Facility Financing: The facility was paid for with two bond issues, backed by revenue from city

tourist taxes. Bank of America, Duke Energy and Wachovia are underwriting \$100 M in exchange for approximately \$50 M from the sale of real estate downtown, where the venue is located. \$16.8 M is coming from exclusive food and beverage rights, and there is a 3% seat tax at events in city arenas generating \$15 M.

[Facility Website](#)

UPDATE: Bobcats Owner Robert L. Johnson has "stepped up efforts to sell the team," hiring Galatioto Sports Partners President Sal Galatioto to look for a buyer. An NBA spokesperson confirmed that the league is "aware Johnson is seeking investors and that Galatioto is assisting him." A source close to Johnson said he has "lost passion" for owning the franchise.

In August, several reports stated that Bobcats Owner Bob Johnson might take the team off the market after reportedly being within a couple weeks of a deal with The Postolos Group Owner George Postolos.

NAMING RIGHTS: Time Warner Cable and the Bobcats have not released terms and years involved in the deal.

Team: Chicago Bulls

Principal Owner: Jerry Reinsdorf and Rocky Wirtz

Year Established: 1966

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$16 (1985)

Current Value (\$/Mil): \$504

Percent Change From Last Year: +1%

Arena: United Center

Date Built: 1994

Facility Cost (millions): \$175

Percentage of Arena Publicly Financed: 7%

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

[Facility Website](#)

UPDATE: In May of 2008, Harris Bank and the United Center announced the creation of the Harris Club, an exclusive club set to be completed this summer. The Harris Club is located in the west end of the United Center's Club Suite Level, and membership to the club will include admission to Bulls and Blackhawks pre-season and regular-season games, buffet-style dining and beverages, as well as a parking pass for every two seats purchased. The club also will offer two private, fully equipped meeting rooms, which are available for purchase during United Center events and on non-event days. Membership can be purchased for one-, three- or five-year terms,

and tickets for the '08-09 season are available for \$15,750 for the season, or \$175 per seat per game.

NAMING RIGHTS: United Airlines is paying \$1.8 M annually for 20 years for the naming rights that expire in 2014.

Team: Cleveland Cavaliers

Principal Owner: Dan Gilbert and David Katzman

Year Established: 1970

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$375 (2005)

Current Value (\$/Mil): \$477

Percent Change From Last Year: +5%

Arena: The Quicken Loans Arena

Date Built: 1994

Facility Cost (millions): \$152

Percentage of Arena Publicly Financed: 48%

Facility Financing: The arena was built as part of a city sports complex that was funded both publicly and privately. Public funding came from state capital improvement funds and countywide sin taxes on alcohol (\$3/gallon on liquor, 16 cents/gallon on beer) and cigarettes (4.5 cents/pack) for 15 years.

[Facility Website](#)

NAMING RIGHTS: Naming rights for the Quicken Loans Arena was part of the \$375 M purchase deal from Gordon Gund in 2005.

Team: Dallas Mavericks

Principal Owner: Mark Cuban

Year Established: 1980

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$280 for 54% of team and 50% of American Airlines Center (2000). In January of 2002, Belo Corp. sold its 12.38% share to Cuban for \$27 M.

Current Value (\$/Mil): \$466

Percent Change From Last Year: +1%

Arena: American Airlines Center

Date Built: 2001

Facility Cost (millions): \$420

Percentage of Arena Publicly Financed: 30%

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

[Facility Website](#)

UPDATE: The Mavericks announced that they have agreed to a four-year extension of their radio rights deal with Dallas-based ESPN Radio 103.3 through the '12-13 season. The new agreement calls for additional Mavs programming on the station, which has aired Mavs games since '01-02 (Mavericks).

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

Team: Denver Nuggets

Principal Owner: Stan Kroenke

Year Established: 1967

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$450 M in 2000 for the Denver Nuggets, the Pepsi Center and 93% of the Avalanche. The Nuggets alone were \$202 M.

Current Value (\$/Mil): \$329

Percent Change From Last Year: +3%

Arena: Pepsi Center

Date Built: 1999

Facility Cost (millions): \$164.5

Percentage of Arena Publicly Financed: 3%

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

[Facility Website](#)

UPDATE: Kroenke Sports Enterprises (KSE) announced that TicketHorse will become the "sole official ticketing agent" for the Nuggets, Avalanche, NLL Colorado Mammoth and all Pepsi Center events. KSE developed TicketHorse in-house and switched to the service after its deal with Ticketmaster expired earlier in 2009.

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

Team: Detroit Pistons

Principal Owner: William Davidson

Year Established: Ft. Wayne Pistons in 1948, moved to Detroit in 1957.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$8 (1974)

Current Value (\$/Mil): \$480

Percent Change From Last Year: +1%

Arena: The Palace of Auburn Hills

Date Built: 1988

Facility Cost (millions): \$70

Percentage of Arena Publicly Financed: 0%

Facility Financing: Privately financed by a bank loan and equity contribution by team ownership.

[Facility Website](#)

UPDATE: In March 2009 owner William Davidson died at the age of 86 from pneumonia. Palace Sports & Entertainment (PSE) President Tom Wilson said that the team's ownership will remain with the Davidson family.

NAMING RIGHTS: Palace Sports & Entertainment Chair Bill Davidson's decision not to sell naming rights to The Palace of Auburn Hills "stems from the criticism" Davidson took when he used \$80M of his own money to build the arena. Palace Sports President Tom Wilson: "Unless you're desperate for the money, which he is not, he takes great pride that he didn't have to do it."

Team: Golden State Warriors

Principal Owner: Christopher Cohan

Year Established: 1946 as Philadelphia Warriors, moved to San Francisco in 1962, moved to Oakland and changed the name to Golden State Warriors in 1971.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$95 (75% share) (1995)

Current Value (\$/Mil): \$335

Percent Change From Last Year: +8%

Arena: The Oracle Arena

Date Built: 1966

Facility Cost (millions): \$25.5 (\$121 M renovation in 1997)

Percentage of Arena Publicly Financed: 100%

Facility Financing: In 1997, the Arena was renovated. The city and the county issued \$140 M to pay for the renovations. 80% was refinanced by private loans guaranteed by the Warriors and the remaining 20% was paid by the city and county.

[Facility Website](#)

NAMING RIGHTS: After a long search, the Golden State Warriors struck a 10-year naming rights deal with Oracle Corp. for \$30 million, the agreement will expire in 2016.

Team: Houston Rockets

Principal Owner: Les Alexander

Year Established: 1967 as San Diego Rockets, moved to Houston in 1971.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$85 (1993)

Current Value (\$/Mil): \$469

Percent Change From Last Year: +1%

Arena: Toyota Center

Date Built: 2003

Facility Cost (millions): \$235

Percentage of Arena Publicly Financed: 100%

Facility Financing: The city spent \$20 M on the land for the arena. The sports authority sold \$182 M in bonds to build the arena and secured \$125 M of that with money from hotel and car rental taxes. The garage project is paid for by a private business. The Rockets are responsible for cost overruns and have pledged to spend \$20 M on enhancements.

[Facility Website](#)

NAMING RIGHTS: In July 2003, the Rockets signed a 20-year, \$100 million deal with Gulf States Toyota Inc., which will expire in 2023. The major lure for Toyota to sign the naming rights deal with Houston was the signing of Yao Ming, who is very popular in the Asian market. Gulf States Toyota and the dealerships that it represents will be paying most of the fee. Toyota Motor Sales USA and Toyota Motor Corporation in Japan also signed off on the deal, and will fund an undisclosed portion of the purchase. While the naming rights deal is for 20 years, it can be extended to 30 years to match the deal that the Rockets currently have to stay in the arena.

Team: Indiana Pacers

Principal Owner: Melvin and Herbert Simon

Year Established: Joined the NBA from the American Basketball Association in 1976

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$13 (1983)

Current Value (\$/Mil): \$303

Percent Change From Last Year: -9%

Arena: Conseco Fieldhouse

Date Built: 1999

Facility Cost (millions): \$183

Percentage of Arena Publicly Financed: 43%

Facility Financing: Financing for the facility is a public/private partnership. Public contributions totaled \$79 M, which included \$50 M from a professional sports developmental tax district around the new facility, \$4.7 M in infrastructure, \$9.3 M from Capital Improvement Board cash reserves and \$7 M from the Circle Centre Mall revenues. The Pacers contributed \$57 M, while other private sources paid for the rest.

[Facility Website](#)

UPDATE: The Conseco Fieldhouse will host the Big Ten Conference men's basketball tournament for five straight years starting in 2008, winning the Big Ten Bid over Chicago and the United Center.

NAMING RIGHTS: Conseco, an insurance and financial services company, is paying \$40 M over 20 years for the naming rights that expire in 2019.

Team: Los Angeles Clippers

Principal Owner: Donald. T. Sterling

Year Established: 1970 as Buffalo Braves, moved to San Diego as the Clippers in 1978, moved to Los Angeles in 1984.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$13 (1981)

Current Value (\$/Mil): \$297

Percent Change From Last Year: +1%

Arena: Staples Center

Date Built: 1999

Facility Cost (millions): \$375

Percentage of Arena Publicly Financed: 19%

Facility Financing: Bank of America underwrote a \$305 M loan to finance construction. The

city provided \$38.5 M in bonds and \$20 M in Los Angeles Convention Center reserves. This money will eventually be repaid through arena revenues. An additional \$12 M in tax incremental financing was also provided by the city's Community Redevelopment Agency.

[Facility Website](#)

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

Team: Los Angeles Lakers

Principal Owner: Dr. Jerry Buss

Year Established: 1947 member of the National Basketball League and joined the NBA in 1948.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$20 (1979)

Current Value (\$/Mil): \$584

Percent Change From Last Year: +4%

Arena: Staples Center

Date Built: 1999

Facility Cost (millions): \$375

Percentage of Arena Publicly Financed: 19%

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

[Facility Website](#)

UPDATE: In June 2008, sporting goods store Sport Chalet signed a three-year sponsorship deal with the Lakers making it the team's official sporting goods retailer. The deal begins next season and runs through 2011 and includes in-arena PA announcements, broadcast mentions, and in-arena signage on Staples Center scoreboards and LED displays.

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

Team: Memphis Grizzlies

Principal Owner: Michael Heisley, Sr.

Year Established: 1995 in Vancouver, moved to Memphis in 2001

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$160 (2000)

Current Value (\$/Mil): \$294

Percent Change From Last Year: -3%

Arena: FedEx Forum

Date Built: 2004

Facility Cost (millions): \$250

Percentage of Arena Publicly Financed: 83%

Facility Financing: Funding for the arena came from \$206.9 M in revenue bonds sold by the Shelby County Sports Authority, a \$1.15 per ticket fee, and a state sales tax rebate on the sale of merchandise and concessions at the arena. The balance came from the team.

[Facility Website](#)

UPDATE: The Shelby County (TN) Commission is expected to take up a proposal by the Memphis & Shelby County Sports Authority (MSCSA), which leases FedExForum to the Grizzlies. The MSCSA wants to issue as much as \$160M in new debt "to lower their interest payments, which have shot up" amid the credit crisis.

NAMING RIGHTS: Federal Express is paying \$4.5 M per year for the naming rights that expire in 2022. The 20-year deal is worth a total of \$90 M. The club level at the FedEx Forum will be named First Tennessee Club, for First Tennessee Bank. While the details of the agreement were not announced, it is said to be worth more than \$10 million.

Team: Miami Heat

Principal Owner: Micky Arison

Year Established: 1988

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$65 for 88% (1995)

Current Value (\$/Mil): \$393

Percent Change From Last Year: -6%

Arena: American Airlines Arena

Date Built: 1999

Facility Cost (millions): \$194

Percentage of Arena Publicly Financed: 59%

Facility Financing: The team built the arena, with Dade County providing \$8.5 M a year in bed-

tax revenue to help pay the debt from the construction costs.

[Facility Website](#)

NAMING RIGHTS: American Airlines is paying \$42 M over 20 years for the naming rights that expire in 2019. To avoid bankruptcy, American Airlines restructured some of its payments for the naming rights in 2003.

Team: Milwaukee Bucks

Principal Owner: Herb Kohl

Year Established: 1968

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$19 (1985)

Current Value (\$/Mil): \$278

Percent Change From Last Year: +5%

Arena: Bradley Center

Date Built: 1988

Facility Cost (millions): \$90

Percentage of Arena Publicly Financed: 0%

Facility Financing: Money for the arena was donated by the Pettit family as a gift to the people of Wisconsin and in memory of Jane Bradley Pettit's father Harry Lynde Bradley. The team does not pay rent and gets a percentage of suite revenue and concessions.

[Facility Website](#)

UPDATE: The Bucks plan to "either cut or hold the line on season-ticket packages next season" at Bradley Center, according to Don Walker of the Milwaukee Journal Sentinel. In a letter to season-ticket holders, U.S. Sen. and Bucks Owner Herb Kohl "acknowledged the tough economic conditions." Kohl also in the letter wrote the Bucks' ticket pricing was the least expensive in the NBA and "we have maintained the same pricing in most categories over the past several seasons. Having said that, we intend to lower your ticket price next season, and we are making significant benefit improvements in your season ticket plan that reflect the difficult challenges and choices that face nearly every individual and business." Included in the team's new price plan "will be price reductions averaging 20% for nearly half of the season subscribers in the lower bowl of the Bradley Center." There also will be "free parking for each game for all 43- and 21-game accounts with season tickets priced at \$65 and higher with early renewal." Bucks VP/Business Operations John Steinmiller said that the franchise "hoped that, by lowering ticket prices, the Bucks would be able to maintain its current season-ticket base and build toward the future by adding more customers."

NAMING RIGHTS: The money for the Bradley Center was donated by the Pettits with the understanding that it would always be named the Bradley Center after Jane Bradley Pettit's father, Harry Lynde Bradley.

Team: Minnesota Timberwolves

Principal Owner: Glen Taylor

Year Established: 1989

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$88.5 (1995), and an additional \$6 M for 10% in 1996.

Current Value (\$/Mil): \$301

Percent Change From Last Year: -2%

Arena: Target Center

Date Built: 1990

Facility Cost (millions): \$104

Percentage of Arena Publicly Financed: 100%

Facility Financing: Financed through a tax exempt bond issue.

[Facility Website](#)

UPDATE: In July, 2009, Sid Hartman reported "apparently what is holding up the Target Corporation's signing an extension to keep its name on the Target Center is that officials want the arena to have some work done on the outside of the arena and overall improvements made on the inside."

NAMING RIGHTS: Target was paying \$18.8 M over 15 years for the naming rights that expired in 2005. The agreement appears to have been extended because the venue has retained the Target name.

Team: New Jersey Nets

Principal Owner: Bruce Ratner

Year Established: Joined the NBA from the American Basketball Association in 1976 as the New York Nets. In 1977 the team changed to the New Jersey Nets.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$300 (2004)

Current Value (\$/Mil): \$295

Percent Change From Last Year: -13%

Arena: Izod Center (formally Continental Airlines Arena)

Date Built: 1981

Facility Cost (millions): \$85

Percentage of Arena Publicly Financed: 100%

Facility Financing: The arena is part of larger sports complex that houses a football Arena and

horse racetrack. Bonds issued by the New Jersey Sports Authority publicly funded the arena. The debt is paid off by revenue generated from the racetrack.

[Facility Website](#)

UPDATE: The Nets intended to begin their 2011-2012 season at their new home in Brooklyn, the Barclays Center. However, John Brennan notes Nets officials have "estimated it will take 24 to 26 months to build" the \$772M Barclays Center, so a Fall '11 opening "may no longer be a possibility -- unless the developer wants to try to break ground before the legal process is concluded."

NAMING RIGHTS: Izod paid \$1.4 million for five years beginning in 2007.

Team: New Orleans Hornets

Principal Owner: George Shinn

Year Established: 1988 as the Charlotte Hornets, moved to New Orleans in 2002.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$33 (1987)

Current Value (\$/Mil): \$285

Percent Change From Last Year: +5%

Arena: New Orleans Arena

Date Built: 1999

Facility Cost (millions): \$110

Percentage of Arena Publicly Financed: 100%

Facility Financing: Publicly funded with revenue bonds.

[Facility Website](#)

UPDATE: A franchise best record of 56-26, in addition to back-to-back playoff appearances have caused an increase in fan support for the Hornets. The increases have translated into bigger revenues, as the Hornets for the '07-08 season posted \$95M in revenues, up 5% from the previous season, as well as a "rise in the Forbes estimate of the team's value," up 5% to \$285M. The increase in fan interest "kept the Hornets in New Orleans, voiding a clause in the team's lease" for New Orleans Arena that would have allowed the team to move.

NAMING RIGHTS: When the Hornets moved to New Orleans, city officials gave them the exclusive right to sell the naming rights to the arena and keep all of the profits. Since 2001, the state has contracted with two different sports marketing firms to get naming rights deals for both the Superdome and the New Orleans Arena. Both firms have been unsuccessful.

As of Decemer 2008, Octagon has "won an agency shootout" to sell naming rights for the nine-year-old New Orleans arena, home to the Hornets and 2013 NCAA Women's Final Four, according to Terry Lefton in this week's SPORTSBUSINESS JOURNAL. Octagon "won a

competition against IMG and other agencies because arena ownership was looking for a company with global reach."

Team: New York Knicks

Principal Owner: Team and Arena are owned by Cablevision Systems Corp. ("CSC") (60%) and Fox Entertainment Group (40%).

Year Established: 1946 as part of the Basketball Association of America, joined the NBA when the leagues merged in 1949.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$1 billion: Fox acquired 40% of the Knicks, the New York Rangers, Madison Square Garden, and MSG Cable Network in 1997 for \$850. The Knicks alone cost \$300 M.

Current Value (\$/Mil): \$613

Percent Change From Last Year: +1%

Arena: Madison Square Garden

Date Built: 1968

Facility Cost (millions): \$123

Percentage of Arena Publicly Financed: 100%

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

[Facility Website](#)

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

Team: Oklahoma City Thunder

Principal Owner: Clay Bennett and the Professional Basketball Club, LLC

Year Established: 1967

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$350 (2006). Purchase also included the WNBA's Seattle Storm.

Current Value (\$/Mil): \$300

Percent Change From Last Year: +12%

Arena: Ford Center

Date Built: 2002

Facility Cost (millions): \$89

Percentage of Arena Publicly Financed: 100%

[Facility Website](#)

UPDATE: Ford Center GM Gary Desjardins and Oklahoma City Special Projects Manager Tom Anderson confirmed that the Thunder have "yet to trigger terms for renegotiating" the Ford Center naming-rights deal with Oklahoma Ford Dealers. Oklahoma City officials "just a few years ago" had "plenty of cause to believe a big money deal could be cinched for an NBA team making Ford Center its permanent home." But Horrow Sports Ventures CEO Rick Horrow said, "I can't really put my hands on any large deals. It's not fair to say the market has dried up. But some of the bigger searches are being postponed."

Mike Baldwin reports city officials yesterday "received 11 sealed bids for the construction" of the Thunder's new practice facility. Oklahoma City Manager Jim Couch indicated that Atlas Construction "was the low bid" with \$10.1M, "far below the city's estimated" \$15M cost. Atlas' bid "must still be approved by the City Council at a meeting in August."

NAMING RIGHTS: Ford Motor Company paid \$8.1 M for 15 years.

Team: Orlando Magic

Principal Owner: Richard DeVos

Year Established: 1989

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$85 (1991)

Current Value (\$/Mil): \$349

Percent Change From Last Year: +8%

Arena: Amway Arena (formerly named TD Waterhouse Centre)

Date Built: 1989

Facility Cost (millions): \$102

Percentage of Arena Publicly Financed: 100%

Facility Financing: Publicly financed.

[Facility Website](#)

UPDATE: In December of 2007, the Magic unveiled the design for the new 800,000-square-ft, \$480 million Orlando Events Center that includes a new arena schedule to open in 2010. Magic COO Alex Martins said that the team "can continue to spend aggressively on payroll as long as the franchise meets several conditions, including a high level of on-court success." Martins: "We can sustain it into this new building provided that we do have a great product on the floor and provided that we sell and market it well." Martins estimated that the Magic "will lose \$40[M] during the upcoming season," but the team "hopes to break even once it moves into Amway

Center" during the '10-11 season. Martins said that the revenue from the naming-rights deal "will help reach that goal".

NAMING RIGHTS: Amway agreed to a 4 year, \$1.5 million naming rights agreement in December 2006. In August 2009, Magic COO Alex Martins formally announced a 10-year, \$40 M naming-rights deal with Amway for the new arena schedule to open in 2010.

Team: Philadelphia 76ers

Principal Owner: Comcast-Spectator

Year Established: 1946 in the National Basketball League as the Syracuse Nationals, joined the NBA in 1949, moved to Philadelphia in 1963 and became the 76ers.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$500 which included the NHL's Philadelphia Flyers, the Spectrum Arena, and CoreStates Center. The 76ers alone were \$125 (1996).

Current Value (\$/Mil): \$360

Percent Change From Last Year: -5%

Arena: Wachovia Center

Date Built: 1996

Facility Cost (millions): \$206

Percentage of Arena Publicly Financed: 11%

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

[Facility Website](#)

UPDATE: Global Spectrum is implementing new energy-cost saving initiatives at the more than 80 arenas, stadiums and other facilities the company manages. The Wachovia Center, in the midst of an LEED audit, uses single-stream recycling and will sell back its unused power.

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

Team: Phoenix Suns

Principal Owner: Robert Sarver

Year Established: 1968

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$401 (2004) Purchase price included the WNBA's Phoenix Mercury and the AFL's Arizona Rattlers.

Current Value (\$/Mil): \$452

Percent Change From Last Year: +1%

Arena: U.S. Airways Center

Date Built: 1992

Facility Cost (millions): \$90

Percentage of Arena Publicly Financed: 39%

Facility Financing: The City of Phoenix contributed \$35 M with \$28 M going to construct the arena and \$7 M for the land. The Phoenix Suns contributed \$55 M. The city has a 30-year commitment from the Suns to repay a portion of the contribution at \$500,000 per year, with an annual 3% increase. The city will also receive 40% of revenue from luxury boxes and advertising.

[Facility Website](#)

NAMING RIGHTS: US Airways is paying \$26 M over 30 years for the naming rights that expire in 2019. In January 2006, the name of the arena was changed from America West Arena to the US Airways Center after America West and US Airways merged in 2005.

Team: Portland Trail Blazers

Principal Owner: Paul Allen

Year Established: 1970

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$70 (1988)

Current Value (\$/Mil): \$307

Percent Change From Last Year: +21%

Arena: Rose Garden

Date Built: 1995

Facility Cost (millions): \$262

Percentage of Arena Publicly Financed: 82%

Facility Financing: Public and private funds. The plan called for the public money to be supplied by city bonds backed by event revenues. The city also contributed \$34.5 M for roadwork and utilities. \$46 M in private money came from team owner, Paul Allen.

[Facility Website](#)

UPDATE: The company filed bankruptcy in March and owner, Paul Allen, is the company's largest shareholder. Meanwhile, Blazer's President Larry Miller said that the team's playoff games will do more than boost ticket revenue and suite sales. It will allow us to continue to boost our brand because of the television exposure. And that will help us increase our television opportunities in the future, which will push up our revenue. Allen added another big decision was being in position to buy back the Rose Garden (after turning it over to lenders in bankruptcy court), which could have ended in many different scenarios if we hadn't bought it back. Allen said the team's economic health is "much improved with this level of fan support. So we're optimistic it will be in an even better position in the future

NAMING RIGHTS: In February 2008, the Blazers again started floating the idea of redeveloping the Rose Quarter as an attempt to sell naming rights to the 13-year-old Rose Garden. However, there is no naming rights agreement in place at this time.

Team: Sacramento Kings

Principal Owner: Gavin and Joseph Maloof

Year Established: 1945 in the National Basketball League as the Rochester Royals, joined the NBA in 1948, moved to Cincinnati in 1957, moved to Kansas City as the Kings in 1972 and moved to Sacramento in 1985.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): The Maloofs bought 24% in 1998 and 29% in 1999 for a total of between \$240 and \$250 M. The purchase price included the WNBA's Sacramento Monarchs and Arco Arena.

Current Value (\$/Mil): \$350

Percent Change From Last Year: -9%

Arena: ARCO Arena

Date Built: 1988

Facility Cost (millions): \$40

Percentage of Arena Publicly Financed: 0%

Facility Financing: Privately financed.

[Facility Website](#)

UPDATE: In May 2008, the NBA and Cal Expo agreed to pursue a new arena deal for the NBA Kings. The parties agreed to solve the financial dilemma at Cal Expo and replace creaky Arco Arena, all without approaching voters about a new tax.

NAMING RIGHTS: ARCO is paying \$750,000 per year for ten years for the naming rights that expire in 2007. The naming rights deal was originally signed in 1985 as a 99-year deal for only \$7.5 M. In 1997, the deal was renegotiated. Since then ARCO was bought by British Petroleum, but the company is going to keep the ARCO name because of its recognition on the West coast.

Team: San Antonio Spurs

Principal Owner: Peter Holt

Year Established: Joined the American Basketball Association in 1967 as the Dallas Chaparrals. Moved to San Antonio as the Spurs in 1973. Joined the NBA in 1976.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$75 (1993)

Current Value (\$/Mil): \$415

Percent Change From Last Year: +3%

Arena: AT&T Center

Date Built: 2002

Facility Cost (millions): \$186

Percentage of Arena Publicly Financed: 84%

Facility Financing: \$146.5 M was generated through a county tax increase and an increase in hotel and rental car taxes. The Spurs contributed \$28.5 M, which was raised through a \$1.00 increase in ticket fees for NBA games and a \$1.00 parking surcharge. The bulk of the facilities revenues go to the team.

[Facility Website](#)

UPDATE: In June 2008, Spurs Sports and Entertainment announced that it has entered into an agreement with CPS Energy for the AT&T Center to be powered solely by Windtricity for the next two years. According to CEO Peter Holt, the agreement is all part of an initiative to make the AT&T Center the greenest arena in the country.

NAMING RIGHTS: AT&T is paying \$41 M over 20 years for the naming rights that expire in 2022.

Team: Toronto Raptors

Principal Owner: Maple Leaf Sports and Entertainment, LTD

Year Established: 1995

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$125 (1998)

Current Value (\$/Mil): \$400

Percent Change From Last Year: +7%

Arena: Air Canada Centre

Date Built: 1999

Facility Cost (millions): \$265 Canadian; \$239.5 American

Percentage of Arena Publicly Financed: 0%

Facility Financing: Privately Financed.

[Facility Website](#)

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

Team: Utah Jazz

Principal Owner: Larry Miller

Year Established: 1974 as New Orleans Jazz, moved to Utah in 1979.

[Team Website](#)

Most Recent Purchase Price (\$/Mil) : \$24 (1985)

Current Value (\$/Mil) \$358

Percent Change From Last Year: +5%

Arena: EnergySolutions Arena (formerly the Delta Center)

Date Built: 1991

Facility Cost (millions): \$94

Percentage of Arena Publicly Financed: 22%

Facility Financing: Mostly financed by team owner. The city donated the land and \$20 M for parking and support facilities.

[Facility Website](#)

UPDATE: The Mountain West Conference announced the five finalist venues to host the MWC Basketball Championships from 2011-2013: the Thomas & Mack Center in Las Vegas, The Pit in Albuquerque, Pepsi Center in Denver, Cox Arena in San Diego and Energy Solutions Arena in Salt Lake City.

NAMING RIGHTS: EnergySolutions bought the naming rights for an undisclosed amount, which expires in 2016.

Team: Washington Wizards

Principal Owner: Abe Pollin

Year Established: Joined in 1961 as the Chicago Packers; changed team name to Zephyrs in 1962; moved to Baltimore as the Bullets in 1963, and then moved to Landover and changed team name to Capital Bullets in 1973; changed name to Washington Bullets 1974, and then moved to Washington DC; changed team name to Wizards in 1997.

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$1.1 (1964)
Current Value (\$/Mil): \$353
Percent Change From Last Year: +2%

Arena: Verizon Center

Date Built: 1997

Facility Cost (millions): \$260

Percentage of Arena Publicly Financed: 23%

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

[Facility Website](#)

NAMING RIGHTS: The name of the arena changed from the MCI Center to the Verizon Center in March 2006. The change was the result of Verizon's merger with MCI. Verizon is paying \$44 M over 15 years for the naming rights that expire in 2017.