

# Sports Facility Reports



*Sports Facility Reports, Volume 10, Appendix 5*

## Soccer

### **Major Indoor Soccer League (MISL)**

The management committee of the MISL announced on June 2, 2008 that the league ceased operations as of May 31, 2008. Teams from the MISL have been absorbed into other leagues, including the National Indoor Soccer League, and the Professional Arena Soccer League.

## Major League Soccer (MLS)

**Team: Chicago Fire**

**Principal Owner:** Andell Holdings

[Team Website](#)

**Value September 2008 (\$/Mil):** \$41

**Stadium:** Toyota Park

**Date Built:** 2006

**Facility Cost (millions):** \$98

**Facility Financing:** The Village of Bridgeview was responsible for financing Toyota Park.

[Facility Website](#)

**UPDATE:** The decline in the club's attendance from 2008 to 2009 is thought to be partially due to the lack of public transportation near the stadium and the perceived long commute from Chicago to Bridgeview. In May, the Fire formed a partnership with the Mexican Primera Division team Club America in an effort to attract the attention of Chicago's 1.5 million Hispanics. In March, Safeway Insurance signed on to be the club's terrace level sponsor at Toyota Park. The deal is for multiple years and has a value in the low seven figures. In April, Toyota Park and MillerCoors agreed to the creation of an All You Can Drink party deck at the stadium during Fire games.

**NAMING RIGHTS:** AEG and Toyota agreed to a 10-year naming rights deal, worth \$7.5 M.

**Team: Club Deportivo Chivas USA**

**Principal Owner:** Jorge Vergara and Antonio Cue

[Team Website](#)

**Value September 2008 (\$/Mil):** \$24

**Stadium:** Home Depot Center (belongs to MLS L.A. Galaxy)

**Date Built:** 2003

**Facility Cost (millions):** \$150

[Facility Website](#)

**NAMING RIGHTS:** Home Depot is paying \$70 M over ten years for a naming rights deal that expires in 2012.

**Team: Colorado Rapids**

**Principal Owner:** Kroenke Sports Enterprises; headed by Stan Kroenke

[Team Website](#)

**Value September 2008 (\$/Mil):** \$31

**Stadium:** Dick's Sporting Goods Park

**Date Built:** 2007

**Facility Cost (millions):** \$131 for the stadium, 24-field complex, and infrastructure improvements

**Facility Financing:** Kroenke Sports and Commerce City split the cost each paying roughly \$65 M. The city paid through the issuance of bonds that did not require taxpayer subsidies.

[Facility Website](#)

**NAMING RIGHTS:** Dick's Sporting Goods is paying an estimated \$30 M for a 15-year naming rights deal.

**Team: Columbus Crew**

**Principal Owner:** Hunt Sports Group, Ron Pizzuti, and a group of local investors

[Team Website](#)

**Value September 2008 (\$/Mil):** \$23

**Stadium:** Columbus Crew Stadium

**Date Built:** 1999

**Facility Cost (millions):** \$28.5

**Facility Financing:** Privately financed by Hunt Sports Group.

[Facility Website](#)

**UPDATE:** While the Hunt Sports Group is entertaining the idea of taking on minority investors, it wants to keep the team in Columbus and not relocate. The club wants to be in a new training facility by 2010, but no construction agreement is yet in place, jeopardizing that timeline.

**NAMING RIGHTS:** The naming rights for Columbus Crew Stadium remain unsold.

**Team: D.C. United**

**Principal Owner:** William H.C. Chang

[Team Website](#)

**Value September 2008 (\$/Mil):** \$35

**Stadium:** RFK Stadium

**Date Built:** 1961

**Facility Cost (millions):** \$24

**Facility Financing:** The stadium was funded with Congressionally-authorized bonds.

**UPDATE:** After an agreement for financing a new soccer-specific stadium in Prince George's County, MD, fell through earlier this year, the club has been in contact with government officials in Maryland, Virginia, and D.C. in the hopes of finally obtaining a new stadium. While MLS has said that relocation is a possibility if a new stadium cannot be built soon, the club is dedicated to staying in the Washington area if at all possible. In May 2009, William H.C. Chang, formally a part-owner, became the full owner of the club.

**Team: FC Dallas**

**Principal Owner:** Hunt Sports Group; headed by Clark Hunt

[Team Website](#)

**Value September 2008 (\$/Mil):** \$39

**Stadium:** Pizza Hut Park

**Date Built:** 2005

**Facility Cost (millions):** \$65 (\$105 for entire complex)

**Facility Financing:** Collin County contributed \$20 M, the city contributed \$20 M, and the local school district contributed \$15 M. The Hunt Sports Group contributed private funds.

[Facility Website](#)

**NAMING RIGHTS:** Pizza Hut is paying \$25 M over twenty years for a naming rights deal that expires in 2025.

**Team: Houston Dynamo**

**Principal Owner:** AEG, Golden Boy Promotions, and Brenner International

[Team Website](#)

**Value September 2008 (\$/Mil):** \$33

**Stadium:** Robertson Stadium

**Date Built:** 1941

**Facility Financing:** A joint project of the Houston Independent School District and the Works Progress Administration; it cost \$650,000 to build at the time. It is part of the University of Houston. The stadium was given a \$6 M renovation in 1998 with a gift from the John and Julie O'Quinn Foundation. Due to their generosity, the field at Robertson Stadium was named John O'Quinn Field. The widow of the man after whom the stadium is named donated \$500,000 to make the stadium suitable for soccer matches.

**UPDATE:** Construction on a new Dynamo Stadium in downtown Houston could begin as early as this fall. The city has provided the land and the proposed \$80M stadium is to be financed \$60M through debt and equity financing and \$20M through a Tax Increment Reinvestment Zone, the six-block area within which the stadium is to be constructed. The stadium is to have between 21,000 and 22,000 seats and be completed for the start of the 2011 season. The New York firm Populous is to be project manager.

**Team:** Kansas City Wizards

**Principal Owner:** OneGoal, LLC

[Team Website](#)

**Value September 2008 (\$/Mil):** \$22

**Stadium:** CommunityAmerica Ballpark

**Date Built:** 2003

**Facility Cost (millions):** \$12

**Facility Financing:** The construction was financed by about \$7 M in private money and about \$5 M in state STAR bonds, which will be repaid by sales taxes generated by Wyandotte County's Village West Tourism District.

**UPDATE:** Progress on a new 18,500-seat soccer-specific stadium as part of a new Kansas City metro-area development called The Trails, is under way, but has been slowed by the recession. The \$949 M development project is at the site of the former Bannister Mall and the surrounding Benjamin Plaza shopping center. It will include the \$130 M new stadium, a 12-field tournament-style soccer complex, 600 hotel rooms, up to 1.1 million square feet of retail space and up to 1.7 million square feet of office space in the 467-acre area. The stadium was originally supposed to open in 2011, but this time frame is looking unlikely. The owner of CommunityAmerica Ballpark, John Elhert, has expressed a willingness to extend the club's lease with the ballpark

through 2011 and would consider a 2,000-seat expansion to the park, to allow the team to sell more tickets.

**Team: Los Angeles Galaxy**

**Principal Owner:** AEG

[Team Website](#)

**Value September 2008 (\$/Mil):** \$100

**Stadium:** Home Depot Center

**Date Built:** 2003

**Facility Cost (millions):** \$150 (for entire sports complex)

[Facility Website](#)

**NAMING RIGHTS:** Home Depot is paying \$70 M over ten years for a naming rights deal that expires in 2012.

**Team: New England Revolution**

**Principal Owner:** Kraft Sports Group; headed by Robert Kraft

[Team Website](#)

**Value September 2008 (\$/Mil):** \$27

**Stadium:** Gillette Stadium

**Date Built:** 2002

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

**Facility Financing:** The New England Patriots paid for the \$325 M stadium. The state contributed \$72 M for infrastructure, \$40 M of which is to be paid back by the Patriots over 25 years.

[Facility Website](#)

**UPDATE:** Last fall, the Krafts commissioned a planning study to investigate the possibility of building a soccer-specific stadium in Somerville, MA, a northern suburb of Boston.

**NAMING RIGHTS:** Gillette agreed to a \$120 million, 15-year naming rights agreement, which will conclude in 2017.

**Team: New York Red Bulls**

**Principal Owner:** Red Bull GMBH

[Team Website](#)

**Value September 2008 (\$/Mil):** \$36

**Stadium:** The Meadowlands (Giants Stadium)

**Date Built:** 1976

**Facility Cost (millions):** \$75

**Facility Financing:** Financed through a \$78 M bond issue handled by the sports authority.

Created in 1971, the stadium is part of a larger sports complex that includes a horse-race track that generates revenues that go toward paying off the bond debt.

[Facility Website](#)

**UPDATE:** Construction of the roof on the club's new \$150 M Red Bull Arena in Harrison, NJ, has begun. The stadium complex is set to open in 2010.

**Team: Philadelphia Union**

**Principal Owner:** Keystone Sports and Entertainment, LLC

[Team Website](#)

**Value September 2008 (\$/Mil):** N/A

**Stadium:** Unnamed

**Date Built:** Construction currently underway.

**Facility Cost (millions):** Reported \$115

**UPDATE:** In May, Philadelphia's MLS team announced its name (Philadelphia Union), crest, and colors. The club is set to play its first regular season game in 2010. They will play in a new state-of-the-art, soccer-specific stadium being built on the Delaware River waterfront in Chester, PA. The expected capacity is 18,500 for soccer games and 26,000 for concerts. Panasonic is the technology partner for the stadium and will sponsor an in-stadium area known as the Panasonic Experience. The stadium will be the anchor of a larger \$500 M shopping, entertainment, and residential development that is part of the revitalization of the City of Chester. The club is currently searching for a jersey sponsorship and stadium-naming rights deal. The club has already signed two health care companies as stadium sponsors and to provide on-site health services.

**Team: Real Salt Lake**

**Principal Owner:** SCP Worldwide  
[Team Website](#)  
**Value September 2008 (\$/Mil):** \$30

**Stadium:** Rio Tinto Stadium

**Date Built:** 2008

**Facility Cost (millions):** \$115

**Facility Financing:** The stadium will receive \$35 M of Salt Lake County's hotel-room tax revenue for infrastructure at the site through a legislature-approved funding package. Sandy, UT, has also committed \$10 M of its own redevelopment agency dollars.

[Facility Website](#)

**UPDATE:** In October 2008, RSL opened its new stadium in Sandy, UT. In March 2009, RSL inked multi-year sponsorship deals with Jet Blue Airways and Burger King, each worth over \$150,000 a year.

**NAMING RIGHTS:** In September 2008, less than two weeks before the stadium opened, SCP Worldwide and Rio Tinto, a business-to-business mining company, agreed to a 10-year naming rights deal. It is believed to be worth between \$1.5 M-\$2 M a year.

**Team: San Jose Earthquakes**

**Principal Owner:** Earthquakes Soccer LLC; headed by Lew Wolff

[Team Website](#)

**Value September 2008 (\$/Mil):** N/A

**Stadium:** Buck Shaw Stadium at Santa Clara University

**Date Built:** 1962

**Facility Cost (millions):**

**Facility Financing:** Wolff funded the \$4 M renovations that brought the stadium up to MLS standards in 2008.

**UPDATE:** In the fall of 2008, the club established a strategic partnership with the English Premier League's Tottenham Hotspur Football Club. Back in May, the San Jose City Council agreed to a \$89 M price tag for a parcel of land near the airport on which Wolff and his partners are to build a \$50 M-\$60 M soccer-specific stadium within the next few years. The rest of the 65-acre parcel is to be developed as an entertainment district. Early in 2009, Wolff sold a minority ownership stake in the club to Silicon Valley Sports & Entertainment.



**Team: Seattle Sounders FC**

**Principle Owner:** Majority Owner - Joe Roth; Minority Owners - Adrian Hanaur, Drew Carey, and Paul Allen

[Team Website](#)

**Value September 2008 (\$/Mil):** N/A

**Stadium:** Qwest Field

**Date Built:** 2002

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

**Facility Financing:** \$100 M from Seattle Seahawks owner Paul Allen. \$127 M from new sports related lottery games. \$101 M in sales taxes from events held at the stadium. \$56 M in admissions and parking taxes. \$15 M from existing hotel-motel taxes.

[Facility Website](#)

**UPDATE:** Seattle Sounders FC played its first MLS game on March 19, 2009, at Qwest Field. Through the Sounders FC's Official Members Association, fans have the ability to participate in the management decision-making process of the team.

**Team: Toronto FC**

**Principal Owner:** Maple Leaf Sports & Entertainment Ltd.

[Team Website](#)

**Value September 2008 (\$/Mil):** \$44

**Stadium:** BMO Field

**Date Built:** 2007

**Facility Cost (millions):** \$64 Canadian; \$62 US

**Facility Financing:** Maple Leaf Sports & Entertainment will contribute \$8 M towards the construction of the stadium and \$10 M towards securing the naming rights of the stadium. The Canadian Federal Government will contribute \$27 M, with Ontario's government adding an additional \$8 M. The city of Toronto will pay \$9.8 M to have the rights to the stadium.

[Facility Website](#)

**UPDATE:** BMO Field, Canada's first soccer-specific stadium, has decided to increase the number of supporter sections due to fan demand. There have been questions regarding whether MLS free agents and European football clubs are willing to practice and play on the artificial turf of BMO Field when they can go to other cities. It is the club's objective to begin converting the field to natural grass as early as this fall. Because natural grass will limit the field's usefulness in winter, the City of Toronto and club ownership are looking at converting another stadium, Lamport Stadium, into a year-round soccer facility. Given the popularity of the club in Toronto,

MLSE is considering expanding BMO Field and figures 8,000 seats can be added without tearing down any existing part of the stadium, but is proceeding cautiously because it does not want to ruin the atmosphere of the stadium and the in-game experience.

**NAMING RIGHTS:** Bank of Montreal (BMO) agreed to a 10-year naming rights deal, which will expire in 2017.

## United Soccer League (USL) First Division

**Team: Atlanta Silverbacks**

**Principal Owner:** Boris Jerkunica, John Latham, and Stephen Pratten

[Team Website](#)

**Stadium:** RE/MAX Greater Atlanta Stadium

**Date Built:** 2006 (Phase II)

**UPDATE:** The men's pro USL First Division team announced on November 18, 2008, its decision to sit out the 2009 season to assess the landscape. The decision was prompted by the poor economy and possible MLS expansion.

**NAMING RIGHTS:** RE/MAX Greater Atlanta signed a multi-year naming rights deal in May 2006. The details of the agreement were not disclosed.

**Team: Austin Aztex**

**Principal Owner:** Phil Rawlins

[Team Website](#)

**Stadium:** Nelson Field

**Date Built:** 1965, completely overhauled for the 2007-08 season with Field Turf surface

**UPDATE:** The Austin Aztex added to its organization by starting a USL-1 club for the 2009 season, in addition to its Austin Aztex U23s, a Premier Development League team. In 2008, the club began a scouting affiliation with English Premier League club Stoke City.

**Team: Carolina RailHawks**

**Principal Owner:**

[Team Website](#)

**Stadium:** WakeMed Soccer Park

**Date Built:** 2002

**Facility Cost (millions):** \$14.5

**Facility Financing:** Publicly financed through a countywide hotel room and prepared food and beverage taxes.

[Facility Website](#)

**NAMING RIGHTS:** WakeMed's naming rights agreement with the town of Cary is good for 3 years and cost \$300,000 per year

**Team: Charleston Battery**

**Principal Owner:** Charleston Battery, LLC; headed by Tony Bakker

[Team Website](#)

**Stadium:** Blackbaud Stadium

**Date Built:** 1999

**Facility Cost (millions):** \$6

**Facility Financing:** Privately funded.

**UPDATE:** A new training facility was built within the Blackbaud Stadium complex and opened in the spring of 2009.

**NAMING RIGHTS:** Blackbaud is paying \$200,000 annually for ten years for a naming rights deal that expires in 2009.

**Team: Cleveland City Stars**

**Principal Owner:** Cleveland Soccer Foundation

[Team Website](#)

**Stadium:** Middlefield Cheese Stadium at Bedford City Schools

**Date Built:** 1994

[Facility Website](#)

**UPDATE:** On December 4, 2008, it was announced that the club was to be promoted to USL-1 for the 2009 USL season in recognition of its high level of competition and management. It becomes the first USL-2 team to be promoted since 2001.

**NAMING RIGHTS:** The field is owned and operated by Bedford City Schools and they call it Bearcat Stadium, but for City Stars game nights, Middlefield Cheese has naming rights.

**Team: Miami FC Blues**

**Principal Owner:** Traffic Sports USA

[Team Website](#)

**Stadiums:** Lockhart Stadium, FIU Stadium

**Date Built:** 1959 (LS), 1995 (FIU)

**Facility Cost (millions):** \$5 renovation in 1998 (LS), \$54 (FIU)

[Lockhart Stadium Website](#)

[FIU Stadium Website](#)

**UPDATE:** In an effort to reach more South Florida soccer fans, the club decided to split its home schedule between Lockhart Stadium in Fort Lauderdale and FIU Stadium in Miami. The club's venue changes came after speculation that the team would not compete in the 2009 because of a possible MLS expansion franchise coming to the area. During the 2009 season, the club had to briefly revert back to Tropical Park as a new field surface was installed at Lockhart Stadium.

**Team: Minnesota Thunder**

**Principal Owner:** WingField Corporation N.V.

[Team Website](#)

**Stadium:** National Sports Center

**Date Built:** 1990

**Facility Cost (millions):** \$14.7

**Facility Financing:** Publicly financed by the Minnesota Amateur Sports Commission.

[Facility Website](#)

**UPDATE:** Russell Herder, a Twin Cities advertising agency became the club's kit sponsor in 2009. A new beer garden has been added to NSC for the 2009 season. It is called the Thunder Lounge and is sponsored by Happy Gnome Bar and Restaurant. The club has also looked into possible strategic scouting partnerships with a professional English club.

**Team: Montreal Impact**

**Principal Owner:** A non-profit organization backed by the Government of Quebec, Hydro-Quebec, and Joey Saputo

[Team Website](#)

**Stadium:** Saputo Stadium

**Date Built:** 2008

**Facility Cost (millions):** \$15

**Facility Financing:** Private funding and a donation from the Saputo Family.

[Facility Website](#)

**UPDATE:** Saputo is currently in talks with MLS about securing an MLS expansion franchise for 2011. MLS is currently worried about expanding too quickly and has said no more expansion teams will be approved for entry before 2012. The expansion would require the Montreal team to pay a \$40 M fee. Also, Saputo is currently in talks with the Quebec government about securing \$25 M for an expansion of Saputo Stadium from 13,000 to 21,000 seats.

**NAMING RIGHTS:** Saputo Stadium was named after the Saputo family because of their contribution to the construction of the stadium.

**Team: Portland Timbers**

**Principal Owner:** Shortstop LLC; headed by Merritt Paulson

[Team Website](#)

**Stadium:** PGE Park

**Date Built:** 1926

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

[Facility Website](#)

**UPDATE:** MLS has awarded Portland an expansion team to begin play in 2011. This award is contingent on Timbers owner, Paulson, securing a finance and construction deal with the city for soccer-specific renovations to PGE Park, including an increase in stadium capacity. The deal needs to be in place by September 1.

**NAMING RIGHTS:** Portland General Electric is paying \$7 M over ten years for a naming rights deal that expires in 2011.

**Team: Puerto Rico Islanders**

**Principal Owner:** Andy Guillemard, Isaac Nieves, Jorge Pierluisi, Mario Gaztambide and Stuart Klapper

[Team Website](#)

**Stadium:** Juan Ramón Loubriel Stadium

**Date Built:** 1974

**Facility Financing:** Publicly financed by the municipality of Bayamon.

**Team: Rochester Rhinos**

**Principal Owner:** Adirondack Sports Club LLC

[Team Website](#)

**Stadium:** Marina Auto Stadium

**Date Built:** 2006

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

**Facility Financing:** Jointly financed between the State of New York, the City of Rochester, and the Rhinos.

**NAMING RIGHTS:** When the Rhinos declared bankruptcy in 2008 and the City of Rochester seized the stadium as the result of a default, PaeTec's 12-year, \$23 M stadium naming rights deal was declared void and it signed a new one-year deal with the new ownership group (Adirondack) for the remainder of 2008. New ownership also shortened the club's name to the Rochester Rhinos. The Marina Automotive Group was awarded the 2009 naming rights for the Rhino's home stadium in a promotional drawing held on May 30, 2009. There were over three hundred participants in the selection process. Fans and sponsors each received one raffle ticket for the drawing per \$1,000 they spent on season tickets or corporate sponsorship.

**Team: Vancouver Whitecaps FC**

**Principal Owner:** Greg Kerfoot, principle owner

[Team Website](#)

**Stadium:** Swangard Stadium

**Date Built:** 1969

**UPDATE:** The Whitecaps were awarded an MLS expansion franchise set to begin play in 2011. The team will move into BC Place after the stadium undergoes about \$365 M (CAN \$) in upgrades, including a new retractable roof. The club's lease with BC Place will last until at least 2016, but plans for a new soccer-specific stadium along the Vancouver waterfront are still being pursued. The club has also invested in training facilities at Simon Fraser University and are proposing to build a \$30 M (CAN \$) National Soccer Development Centre in Delta, BC.



## USL Second Division

**Team: Bermuda Hogges**

**Principal Owner:** Shaun Goater, Kyle Lightbourne, and Paul Scope

[Team Website](#)

**Stadium:** Bermuda National Stadium (The Carpet)

**UPDATE:** In May, the Hogges announced a renewed affiliation with the Bermuda Football Association. The affiliation is for the purposes of sharing the financial burden and expertise of promoting Bermudan national football and training national teams.

**Team: Charlotte Eagles**

**Owner:** Missionary Athletes International

[Team Website](#)

**Stadium:** Restart Field at Charlotte Christian School

**UPDATE:** The proposed Matthews Sportsplex is under construction, but not near completion, so the club will not be changing its home venue in the near future.

**Team: Crystal Palace Baltimore**

**Principal Owner:** Crystal Palace FC

[Team Website](#)

**Stadium:** UMBC Stadium

**Date Built:** 1976

**UPDATE:** The club continues to play at UMBC Stadium, but is interested in finding a site for a soccer-specific facility.

**NAMING RIGHTS:** The field is named for the University.

**Team: Harrisburg City Islanders**

**Principal Owner** : Eric Pettis and group

[Team Website](#)

**Stadium**: Skyline Sports Complex

**Date Built**: 1987

[Facility Website](#)

**UPDATE**: Skyline Sports Complex was renovated in 2008 in preparation for the 2009 season. The renovations included repositioning the field and planting new grass and were completed by the city. In October, Pennsylvania-based Alert Pharmacy Services President Bryan Gobin was named to the club's ownership group.

**Team: Pittsburgh Riverhounds**

**Principal Owner**: Greentree SportsPlex, Gene Klein, Hill Family Partnership

[Team Website](#)

**Stadium**: Chartiers Valley High School Field

**UPDATE**: The team continues to play its games at Chartiers Valley High School Field. There has been no further word on the proposed sports complex at Montour Junction in suburban Pittsburgh.

**Team: Real Maryland Monarchs**

**Principle Ownership**: Victor Moran

[Team Website](#)

**Stadium**: Lester Stadium at Richard Montgomery High School

**UPDATE**: For the 2009 season, the club has moved its home matches to Lester Stadium at Richard Montgomery High School. In January 2009, the club announced a partnership with the Colorado Rapids of MLS for the purposes of sharing strategies and scouting between the clubs.

**Team: Richmond Kickers**

**Principal Owner:** The Soccer Co.

[Team Website](#)

**Stadium:** University of Richmond Stadium

**Date Built:** 1929

**Facility Cost:** \$80,000

[Facility Website](#)

**Team: Western Mass Pioneers**

**Principal Owner:** LIIC, Inc.

[Team Website](#)

**Stadium:** Lusitano Stadium

**Date Built:** 1918

**Team: Wilmington Hammerheads**

**Principal Owner:** Chuck Sullivan

[Team Website](#)

**Stadium:** Legion Stadium

[Facility Website](#)

**UPDATE:** For the 2009 season, the club is partnering with Moe's Grill to offer Youth Season Passes to children ages 4 to 17.

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