Sports Facility Reports

NATIONAL HOCKEY LEAGUE

*{Appendix 4, to **Sports Facility Reports**, Volume 13}*
Research completed as of June 19, 2012

Team: Anaheim Ducks

Principal Owner: Anaheim Arena Management, LLC; headed by Henry and Susan Samueli
Year Established: 1992
Team Website

Most Recent Purchase Price ($/Mil): $70 (2005)
Current Value ($/Mil): $184
Percent Change From Last Year: -2%

Arena: Honda Center
Date Built: 1993
Facility Cost ($/Mil): $123
Percentage of Arena Publicly Financed: 100%
Facility Financing: Publicly Funded; Ogden Entertainment is assuming the debt for the city issued bonds.
Facility Website

UPDATE: In February 2012, Anaheim Area Management, LLC began renovations on the Honda Center. The Grand Terrace Project includes the construction of a 15,000-square-foot indoor-outdoor Grand Terrace featuring an 80-foot bar and upscale dining options. Additionally, there will be a new Ducks team store three times larger than the current store. It is estimated that the construction will be finished in early 2013.

The Honda Center is still actively pursuing an NBA team after the Sacramento Kings decided to stay in Sacramento for the upcoming 2012-13 season. In February 2012, the Kings formed a tentative deal with the NBA and Sacramento to build a new arena. However, a few months later, NBA Commissioner David Stern said that a new arena in Sacramento will not happen, so the Kings' owners are still focusing on a possible move to Anaheim.

NAMING RIGHTS: In October 2006, American Honda Motor Co. agreed to pay $60.45 million over 15 years for naming rights that expire in 2020, making the arena the Honda Center.

Team: Boston Bruins

Principal Owner: Jeremy Jacobs
Year Established: 1924
Team Website

Most Recent Purchase Price ($/Mil): $10 (1975)
Current Value ($/Mil): $325
Percent Change From Last Year: +8%

Arena: TD Garden
Date Built: 1995
Facility Cost ($/Mil): $160
Percentage of Arena Publicly Financed: 0%
Facility Financing: Privately financed primarily from bank financing, Delaware North (25%), City bonds and land (10%) and a 2% ticket surcharged. It is owned by Delaware North Companies, Inc. - Boston, a subsidiary of Delaware North Companies, Inc.
Facility Website

UPDATE: The U.S. Patent and Trademark Office issued the trademark TD GARDEN on March 8, 2011. The mark consists of a black box with the letters "TD" contained within it and the wording "GARDEN" to the right of the box, in black with a white and black outlining. The trademark covers food services and goods, entertainment services, and restaurant services.

After 36 years of owning the Boston Bruins, Jeremy Jacobs, the Chairman of Delaware North, won the Stanley Cup championship in June 2011 when the Bruins defeated the Vancouver Canucks in seven games.

In May 2012, the SportsBusiness Journal awarded the Bruins the Sports Team of the Year Award for their Stanley Cup Title in the 2011-12 season, and their involvement in various charities and contributions to the community.

NAMING RIGHTS: TD Bank Inc. is paying $119.1 million over 20 years for the naming rights that expire in 2025.

Team: Buffalo Sabres

Principal Owner: Terry Pegula
Year Established: 1970
Team Website

Most Recent Purchase Price ($/Mil): $165 (2011)
Current Value ($/Mil): $173
Percent Change From Last Year: +2%

Arena: First Niagara Center
Date Built: 1996
Facility Cost ($/Mil): $127.5
Percentage of Arena Publicly Financed: 44%
Facility Financing: Financing from the arena came from a state loan (20%), county bonds backed by a ticket surcharge (16%), city bonds (8%), and private bank loans (56%).
Facility Website

UPDATE: The Sabres struck a sponsorship agreement with NOCO Energy for center ice to feature NOCO's logo and tagline, "At Home, At Work, and On the Go!" NOCO is a local and family-owned company that has been a long-time supporter of the Sabres.

One of Owner Terry Pegula and his wife's improvements to the arena has been the Sabres locker room. The large now-rectangular room focuses on two illuminated Sabres logos, has remodeled benches and stalls, and contains one wall with the names and pictures of every player in the Sabres Hall of Fame since the 1980 inductees and another wall with plaques of the six players whose numbers have been retired.

The Sabres and Delaware North created a new food menu for the general concession stands, suites, and clubs at the First Niagara Center. Many of the upgraded food items came from fan ideas. Additionally, the arena added more than 40 points of sale for quicker service.

In April 2012, a request for proposals was issued as the First Niagara Center is looking for a developer to develop a surface parking lot in front of the HSBC Atrium, which is known as Webster Block. The Mayor of Buffalo wants the waterfront area to become a year-round destination. The Sabres, developer Carl Paladino, and Buffalo Civic Auto Ramps have expressed interest in the property, with the Sabres possibly planning a public ice rink for the area. The proposals were due June 15, 2012.

NAMING RIGHTS: On August 25, 2011, First Niagara Financial Group acquired the naming rights for an undisclosed amount over 15 years, and the arena became the First Niagara Center. This transfer was a part of First Niagara's acquisition of 195 of HSBC's Northeast branches. The naming-rights expire in 2026 and give First Niagara exclusive exterior naming rights, category exclusivity in the bowl, other signage inside and outside of the arena, exclusive ATMs on-site, and TV and other promotional benefits. This is the arena's fourth name change.

Team: Calgary Flames

Principal Owner: Calgary Flames, LP; comprised of Byron J. Seaman, Alvin G. Libin, Allan P. Markin, Jeffrey J. McCaig, Clayton H. Riddell, and N. Murray Edwards.
Year Established: 1972 in Atlanta, moved to Calgary in 1980
Team Website

Most Recent Purchase Price ($/Mil): $16 (1980)
Current Value ($/Mil): $220
Percent Change From Last Year: +7%

Arena: Scotiabank Saddledome
Date Built: 1983
Facility Cost ($/Mil): $176 Canadian; $166 U.S.
Percentage of Arena Publicly Financed: 100%
Facility Financing: The City of Calgary and the Alberta Province each contributed US $31.5 million, the federal government contributed US $29.7 million and the 1988 Olympic Organizing Committee provided US $5 million.
Facility Website

UPDATE: In December 2011 and January 2012, the Scotiabank Saddledome hosted games of the 2012 International Ice Hockey Federation World U20 Championship in conjunction with Rexall Place in Edmonton. The Scotiabank Saddledome held Group A's Preliminary Round games, the Registration Round, and the Final Round of the tournament.

NAMING RIGHTS: In 2010, the Calgary Flames announced a five-year partnership with Scotiabank. Other terms were not disclosed.

Team: Carolina Hurricanes

Principal Owner: Peter Karmanos Jr., Michael Kahn
Year Established: Joined the league as the Hartford Whalers in 1979, moved to Raleigh, North Carolina as the Hurricanes in 1997.
Team Website

Most Recent Purchase Price ($/Mil): $47.5 (1994)
Current Value ($/Mil): $169
Percent Change From Last Year: +4%

Arena: PNC Arena
Date Built: 1999
Facility Cost ($/Mil): $158
Percentage of Arena Publicly Financed: 84%
Facility Financing: An $18 million contribution from North Carolina State University (NCSU), $48 million from Wake County and the City of Raleigh, $22 million from the state, $50 million

from the sale of bonds, and $20 million from the team helped finance the arena. Additionally, the state covered the infrastructure costs. The Hurricanes share the arena with NCSU.
Facility Website

UPDATE: In October 2011, Hurricanes Owner Peter Karmanos Jr. announced that the owner and governor of the Charlotte Checkers (Carolina's AHL affiliate) would be a new partner in the Hurricanes' ownership. The following month, Karmanos Jr. announced that a group of 10 partners would join the team's ownership. Nine members of the new ownership group are based in North Carolina. Among the new owners are Capitol Broadcasting Company, Inc., business professionals, the general manager of the Hurricanes, and investment corporation, Whitney Holdings, Inc.

NAMING RIGHTS: BB&T Corp. and PNC Financial Services Group, Inc. were both interested in buying RBC Bank. PNC announced its $3.45 billion acquisition of RBC Bank in June 2011, which included the naming rights to the RBC Center, making it the PNC Arena on March 15, 2012. PNC assumed the contract signed by RBC in 2002, which it was set to pay $80 million over 20 years for the naming rights to expire in 2022. The costs of renaming the arena were PNC's responsibility.

Team: Chicago Blackhawks

Principal Owner: Wirtz Corp; headed by William Rockwell "Rocky" Wirtz
Year Established: 1926
Team Website

Most Recent Purchase Price ($/Mil): $1 (1954)
Current Value ($/Mil): $306
Percent Change From Last Year: +2%

Arena: United Center
Date Built: 1994
Facility Cost ($/Mil): $175
Percentage of Arena Publicly Financed: 9%
Facility Financing: A joint venture between the NBA's Bulls and the NHL's Blackhawks paid for the facility. The city contributed some of the infrastructure costs.
Facility Website

UPDATE: DiGiorno Pizza became the Official Pizza of the Blackhawks and Bulls, and is available at the United Center's concession stands. In November 2011, the first-ever DiGiorno Pizzeria opened at the United Center. Additionally, American Express became the Official Card of the United Center and the Blackhawks, giving cardholders special offers for season tickets and games.

Constellation Energy sponsored the "green" games at the United Center for the Blackhawks and the Bulls in April 2012. Constellation bought Green-e Energy Certified renewably energy certificates that matched the amount of electricity used at the arena during each game day.

In April 2012, Jerry Reinsdorf, the owner of the Chicago Bulls, and other United Center stakeholders, including Blackhawks owner Rocky Wirtz, released details of future retail development next to the United Center. Their proposal would bring four restaurants, event space, a team store, and four bars to the area and at an estimated cost between $75 and $85 million. The new structure would connect to the arena using an atrium similar to that of the Green Bay Packers. This development would create 500 new jobs, and make the neighborhood friendlier. There are a few setbacks, but many say it would enhance the arena's experience as parking lots now surround it. Private funds would fund the development.

NAMING RIGHTS: United Airlines is paying $36 million over 20 years for the naming rights that expire in 2014.

Team: Colorado Avalanche

Principal Owner: Stan Kroenke
Year Established: 1995 as the Quebec Nordiques and moved to Colorado in 1995, changing its name to the Avalanche
Team Website

Most Recent Purchase Price ($/Mil): $450 in 2000 for the NBA Denver Nuggets, the Pepsi Center and 93% of the Avalanche. $202 million of that cost was attributed to the Avalanche.
Current Value ($/Mil): $198
Percent Change From Last Year: 0%

Arena: Pepsi Center
Date Built: 1999
Facility Cost ($/Mil): $160
Percentage of Arena Publicly Financed: 0%
Facility Financing: Privately financed.
Facility Website

NAMING RIGHTS: PepsiCo is paying $68 million over 20 years for the naming rights that expire in 2019.

Team: Columbus Blue Jackets

Principal Owner: John P. McConnell
Year Established: 2000
Team Website

Most Recent Purchase Price ($/Mil): $80 (1997) Expansion Fee
Current Value ($/Mil): $152
Percent Change From Last Year: -1%

Arena: Nationwide Arena
Date Built: 2000
Facility Cost ($/Mil): $150
Percentage of Arena Publicly Financed: 0%
Facility Financing: Nationwide Insurance contributed 90% of the $150 million in costs and Dispatch Printing Co. contributed the other 10%.
Facility Website

UPDATE: The Blue Jackets continue to struggle on the ice, finishing the 2011-12 season at the bottom and causing season ticket sales to drop. The team struggled so much that the head coach was fired and there was a fan revolt and protest outside the arena in January 2012.

To help with the Blue Jackets' continuous monetary loss, in early 2012, the Franklin County Convention Facilities Authority bought the arena from Nationwide Insurance and Dispatch Publishing Group. Nationwide agreed to loan the $43.3 million to the Authority, to be financed with up to one-third of Columbus and Franklin County's casino tax revenue. By doing this, the Blue Jackets will save about $9.5 million each year by having a rent-free lease from the Authority. The former majority-owner of the arena, Nationwide, agreed that it would invest $52 million in the team, giving Nationwide a 30% ownership interest, and Nationwide will also pay additional money to the team for naming rights on the arena. The Blue Jackets agreed to stay in Columbus until 2039 or pay damages.

Then, in May 2012, control of Nationwide Arena was transferred to a non-profit group, Columbus Arena Management (CAM), made up of a four-member board consisting of Blue Jackets President Mike Priest, Franklin County Convention Facilities Authority Executive Director Bill Jennison, and a representative from both Nationwide Insurance and Ohio State University. The group is a private entity, but the public will have access to its budget.

The Mayor of Columbus, Michael B. Coleman, is considering the possibility of having an NBA franchise in the city to share Nationwide Arena with the Blue Jackets. It is not likely that Columbus is going to get an NBA team at this time, but it could be a possibility in the future.

The City of Columbus and Nationwide Arena are hosting the 2013 NHL All-Star game.

NAMING RIGHTS: Nationwide is paying $28.5 million over 10 years for the naming rights to the arena that expire in 2021.

Team: Dallas Stars

Principal Owner: Tom Gaglardi
Year Established: Joined in 1967 as the Minnesota Northstars, moved to Dallas as the Stars in 1993.
Team Website

Most Recent Purchase Price ($/Mil): $240 (2011)
Current Value ($/Mil): $230
Percent Change From Last Year: +1%

Arena: American Airlines Center
Date Built: 2001
Facility Cost ($/Mil): $420
Percentage of Arena Publicly Financed: 30%
Facility Financing: The city capped its spending at $125 million. The NBA Dallas Mavericks' owner, Mark Cuban, and the Stars' owner, Tom Hicks, covered the remaining amount. Team owners spent $295 million 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 million per-year lease agreement with the teams for 30 years.
Facility Website

UPDATE: The Stars had been without an owner since the Hicks Sports Group defaulted on business loans in 2009, and the NHL ran the team from 2009 to 2011. The previous ownership filed a prepackaged Chapter 11 bankruptcy plan in September 2011 and agreed to sell the team to Vancouver businessperson Tom Gaglardi. The NHL and team's lenders voted to accept the plan before it was filed in the U.S. Bankruptcy Court of the District of Delaware. The court approved the Chapter 11 plan allowing the team to exit under Gaglardi's ownership. Gaglardi was the sole bidder for ownership, and he reportedly bought the team for around $50 million in cash and another $100 million in new debt. Gaglardi was introduced as the Stars' new owner in November 2011.

Colorado-based company, Sports Shares, expanded into suites at the American Airlines Center. The company charges $1,000 to $150,000 each year, and gives buyers access to the suites for major sports instead of having to purchase season tickets or a suite at a single arena for the entire season. Buyers can use the suites for Dallas Stars games and other events, like concerts, held at the arena.

There are reports that a 6-acre parking lot north of the American Airlines Center is closing in June in order for apartment buildings to be constructed. The parking lot contains about 600 parking spaces used by Stars fans, Mavericks fans, and other concert attendees.

NAMING RIGHTS: American Airlines is paying $195 million over 30 years for the naming rights that expire in 2030. In 2003, when American Airlines restructured to prevent filing for bankruptcy, the annual payments were also restructured.

Team: Detroit Red Wings

Principal Owner: Michael and Marian Ilitch
Year Established: 1926
Team Website

Most Recent Purchase Price ($/Mil): $8 (1982)
Current Value ($/Mil): $336
Percent Change From Last Year: +7%

Arena: Joe Louis Arena
Date Built: 1979
Facility Cost ($/Mil): $57
Percentage of Arena Publicly Financed: 100%
Facility Financing: Publicly Funded.
Facility Website

UPDATE: Owner Michael Ilitch says his family still has a goal of building a downtown arena for the Detroit Red Wings. As of May 2012, according to the SportsBusiness Journal, the Red Wings selected an architect to design a new arena in downtown Detroit. The two potential architects are HKS Architects (co-designer of American Airlines Center and several other major league stadiums) and Chan Krieger NBBJ, an urban developer to help revitalize the area surrounding the new arena.

The Red Wings want to develop a new arena that holds 18,000 people; one of the possible locations is the land behind the Fox Theater, where Ilitch's company, Olympia Entertainment, is headquartered. Two other possible locations are the area between Grand River and Cass Avenues south of I-75, or the area west of Woodward Avenue north of I-75. The luxury boxes and other amenities associated with the new arena would increase the Red Wings' revenues to approximately $5 to $8 million in the first couple of seasons.

NAMING RIGHTS: Named after the legendary Detroit boxer Joe Louis, the arena's original name was the "Joe Louis Warehouse" when it opened in 1979 because it looked so open and bleak inside. When Mike and Marian Ilitch bought the team in 1982, they did some redecorating. The Ilitches do not intend to sell the naming rights.

Team: Edmonton Oilers

Principal Owner: Daryl Katz
Year Established: 1979
Team Website

Most Recent Purchase Price ($/Mil): $170 million Canadian (2008)
Current Value ($/Mil): $212
Percent Change From Last Year: +16%

Arena: Rexall Place
Date Built: 1974
Facility Cost ($/Mil): $68 Canadian; $64.2 U.S.
Percentage of Arena Publicly Financed:
Facility Financing: In 1994 a renovation totaling $14 million Canadian ($13 million U.S.) was completed.
Facility Website

UPDATE: In October 2011, the Edmonton city council approved a deal for a new, $450-million maximum downtown arena for the Oilers to play in. To help fund the new arena, the city, Oilers owner Daryl Katz, a ticket tax, and hopefully the province of Alberta will all contribute.

Edmonton and the Katz Group selected ICON Venue Group to be the project manager for the downtown arena. The new, futuristic arena will have 18,400 seats—9,000 will be in the lower bowl—and will integrate with a light rail transit station and outdoor pedway so that fans can visit other development in the area. There will be a greater number of food and beverage options, and Bistro Bars will be located throughout the arena overlooking the bowl. There will also be sky terrace seating to offer a premium seating option. The arena will be able to accommodate a 20,000-person concert crowd, but can also be scaled back to 2,000 seats for a more intimate concert experience.

Additionally, WAM Development Group acquired minority equity in the Katz Group properties, including development and building rights around the arena. The arena and surrounding district, which has plenty of opportunity for additional private development, are scheduled to open in 2015.

In December 2011, Rexall Place hosted Group B's Preliminary Round games of the 2012 International Ice Hockey Federation World U20 Championship in conjunction with the Scotiabank Saddledome in Calgary.

NAMING RIGHTS: Katz Group, a pharmacy retailer, signed a 10-year deal in 2003 for both the naming rights and the right to be the team's exclusive health care provider. Rexall products are exclusively available at Katz Group pharmacies throughout Canada. The terms of the deal were not disclosed, but the previous deal was worth $1.2 million Canadian.

Team: Florida Panthers

Principal Owner: Cliff Viner
Year Established: 1993
Team Website

Most Recent Purchase Price ($/Mil): $200 (2009)
Current Value ($/Mil): $162
Percent Change From Last Year: -4%

Arena: BankAtlantic Center
Date Built: 1998
Facility Cost ($/Mil): $212
Percentage of Arena Publicly Financed: 87%
Facility Financing: Broward County contributed $184.7 million, partially funded by adding a 2% tourism tax.
Facility Website

UPDATE: The Panthers announced in June 2011 that they want a multimillion-dollar renovation of Broward County's BankAtlantic Center to attract more fans and more concerts to the arena. Since its opening, the county has paid over $90 million for the arena and has only received $331,000 from profit sharing while the company running the arena, Arena Operating Co., has earned $117.4 million in profits. The county's commissioners approved a $7.7 million loan to the Panthers to renovate the BankAtlantic Center in February 2012. Arena Operating Co. plans to put the money back into the arena by creating a new club and mini-suites.

Gold Coast Beverage Distributors became a Pillar Partner and the exclusive malt beverage provider of the Florida Panthers and the BankAtlantic Center, bringing drinks like Heineken, Miller Lite, Coors Light, Guinness, and Smirnoff Ice to the arena. These brands will also receive arena, radio, TV, print, and outdoor signage.

To capitalize on the Panthers' 2011-2012 season, Sunrise Sports & Entertainment group announced Operation 3K to add 3,000 full season ticket equivalents to its season ticket base by opening night of the 2012-13 season.

NAMING RIGHTS: BankAtlantic Corp. is paying $27 million over 10 years for the naming rights that expire in 2015. An announcement in 2011 indicated that there could be a name change as BankAtlantic BanCorp is selling its BankAtlantic subsidiary to BB&T Corp; however, as of June 2012 the arena remains the BankAtlantic Center.

Team: Los Angeles Kings

Principal Owner: AEG Worldwide; headed by Philip Anschutz and Edward Roski Jr.
Year Established: 1967
Team Website

Most Recent Purchase Price ($/Mil): $113.25 (1995)
Current Value ($/Mil): $232
Percent Change From Last Year: +8%

Arena: STAPLES Center
Date Built: 1999
Facility Cost ($/Mil): $375
Percentage of Arena Publicly Financed: 19%
Facility Financing: Bank of America underwrote a $305 million loan to finance construction. The city provided $38.5 million in bonds and $20 million in Los Angeles Convention Center reserves. This money will eventually be repaid through arena revenues. An additional $12 million in tax incremental financing was also provided by the city's Community Redevelopment Agency.
Facility Website

UPDATE: In June 2011, the STAPLES Center was named the Venue of the Year at the 2011 Stadium Business Awards in Barcelona, Spain. Additionally, the STAPLES Center was the top grossing arena in North America and seventh highest grossing arena in the world during the 2011 calendar year according to *Pollstar* Magazine. In 2011, the STAPLES Center held 36 concerts, selling out 30 of them, and held numerous other special events like the GRAMMY Awards, 2011 NBA All-Star Weekend, ESPN X Games, and more.

AEG added new technology to the STAPLES Center by collaborating with Cisco Solutions and Verizon and creating a Connected Sports and Entertainment environment for the ultimate experience for the fans. Cisco StadiumVision in the suites allows fans to customize their view of the game or watch other HD programs by using a touch-screen phone. In the future, these phones will also allow fans to order merchandise or food that can be delivered to them in the suites. Additionally, the concession stands have dynamic menus that change easily to reflect new items and different pricing.

The STAPLES Center also has an In Stadium Solutions (ISS 24/7) text-messaging system that allows fans to text message security if they need security to control a fan, clean up a mess, or to report anything else. Fans only need to send a text to 69050 saying STAPLES Center with the issue and seat location. This information is located on signage throughout the arena.

After 45 years, the Los Angeles Kings won the Stanley Cup for the first time in June 2012.

NAMING RIGHTS: Pursuant to an extension signed in 2009, STAPLES owns perpetual naming rights to the STAPLES Center. Terms of the perpetual agreement were not released.

Team: Minnesota Wild

Principal Owner: Minnesota Sports & Entertainment; headed by Craig Leipold and Philip Falcone
Year Established: 2000
Team Website

Most Recent Purchase Price ($/Mil): $225 (2008)
Current Value ($/Mil): $213
Percent Change From Last Year: +5%

Arena: Xcel Energy Center
Date Built: 2000
Facility Cost ($/Mil): $130
Percentage of Arena Publicly Financed: 74%
Facility Financing: The team contributed $35 million, $30 million came from the city through sales tax revenue, and the State of Minnesota provided a $65 million interest-free loan.
Facility Website

UPDATE: The Saint Paul RiverCentre and Xcel Energy Center released a Sustainability Report in October 2011 announcing that they completed their "50-50 in 2" waste reduction initiative successfully. They wanted to reduce the amount of trash at the RiverCentre and Xcel Energy Center by 50% before July 2013 and since July 2009, the amount of trash decreased by 59%.

The Xcel Energy Center now offers AT&T Wi-Fi inside the arena through 274 access points covering the seats, concession stands, and other concourse areas. This will benefit the fans in a variety of ways. The Xcel Energy Center is the first venue in this market to have a Bypass Lane feature allowing fans to locate vendors in the arena and place food orders from their seats. Additionally, Wild fans at the arena can view instant replays, even those that TV and the scoreboard do not show.

NAMING RIGHTS: Xcel Energy is paying $75 million over 25 years for the naming rights that expire in 2024.

Team: Montreal Canadiens

Principal Owner: Geoff, Andrew, and Justin Molson, known collectively as the Molson Brothers
Year Established: 1917
Team Website

Most Recent Purchase Price ($/Mil): $525-575 est. (2009)
Current Value ($/Mil): $445
Percent Change From Last Year: +9%

Arena: Bell Centre (Le Centre Bell)
Date Built: 1996
Facility Cost ($/Mil): $270 Canadian
Percentage of Arena Publicly Financed: 0%
Facility Financing: Full cost assumed by the Molson Co. Ltd.
Facility Website

UPDATE: The Canadiens have sold out home games since January 2004. Their 300th consecutive sellout occurred in January 2012, putting them in tenth place for the longest active streak among North American teams.

NAMING RIGHTS: Bell Canada is paying $63.94 million over 20 years for the naming rights that expire in 2023.

Team: Nashville Predators

Principal Owner: Predators Holdings LLC, led by Thomas Cigarran
Year Established: 1998
Team Website

Most Recent Purchase Price ($/Mil): $174 (2007)
Current Value ($/Mil): $163
Percent Change From Last Year: +10%

Arena: Bridgestone Arena
Date Built: 1996
Facility Cost ($/Mil): $144
Percentage of Arena Publicly Financed: 100%
Facility Financing: General obligation bonds issued by the City of Nashville.
Facility Website

UPDATE: December 2011 marked Bridgestone Arena's fifteenth anniversary. In March, the Predators had an Economic Impact Study prepared indicating that the team and the Bridgestone Arena generate a $410 million impact to the local economy annually. The team and arena support over 2,350 jobs each year. Additionally, in 2010-11 the Bridgestone Arena hosted over 1.4 million guests, which was a 30% increase from the previous year.

In 2011, Metro paid approximately $7.8 million to the Predators ownership group and management company to run Bridgestone Arena, which does not include debt service on the bonds issued to build the arena. Metro could have discontinued the subsidy at the end of 2011, but it chose not to, as the subsidy works to maintain the arena.

Nissan Americas entered into a multi-year partnership with the Predators and Bridgestone Arena to be the exclusive non-luxury import automotive partner. The main entrance and the atrium, one of the Zambonis, and other signage and fan appreciation promotions throughout the arena will feature the Nissan name.

Bridgestone Arena and the Country Music Association (CMA) entered into an agreement for the arena to continue hosting the CMA Awards through 2013. The Academy of Country Music named Bridgestone Arena as the 2011 Venue of the Year for the second time in three years.

It is possible that the Bridgestone Arena will receive upgrades in the near future to compliment the new Music City Center and Omni hotel in the area. Predators Chief Operating Officer Sean Henry said that the arena's back door could become its front door. New development would enhance the downtown area and extend the Lower Broadway entertainment district. Predators Chairman Tom Cigarran has considered three possible renovations, but has not discussed the specifics as of June 2012.

NAMING RIGHTS: The original naming rights agreement was signed between the Nashville Predators and Bridgestone Americas in March 2010 for five years, but the agreement was extended in December 2011 for an additional five years. Bridgestone will now have naming rights to the arena through 2019.

Team: New Jersey Devils

Principal Owner: Jeffrey Vanderbeek
Year Established: 1974 as the Kansas City Scouts, moved to East Rutherford and became the New Jersey Devils in 1983
[Team Website]

Most Recent Purchase Price ($/Mil): $125 (2004)
Current Value ($/Mil): $181
Percent Change From Last Year: -17%

Arena: Prudential Center
Date Built: 2007
Facility Cost ($/Mil): $375
Percentage of Arena Publicly Financed: 66%
Facility Financing: $210 million from the City of Newark and the remainder from the team.
[Facility Website]

UPDATE: In September 2011, the U.S. Patent and Trademark Office issued a trademark to the New Jersey Devils LLC. The colors black, red, and white are a feature of the mark, which consists of a stylized letter "A" in red outlined in black. The "A" has devil horns at the top and a tail at the bottom, all of which is superimposed on a white circle with a black outline. The "A" is designed to like a combination of the letters "N" and "J."

The Devils and Prudential Center signed a record number of sponsorship deals in 2011. The Devils and Pfister Energy entered into a sponsorship agreement for the 2011-12 season and created a community program to educate children about energy in local recreational centers. T-Mobile was the official wireless sponsor of the Devils during the 2011-12 season, and also sponsored the Prudential Center's Digital Zone. Other sponsors with new agreements include New Jersey Lottery, The Parking Spot, NJ Division of Travel and Tourism, Ford and Lincoln, and Geico.

The Devils are overdue on an $80 million debt payment. Owner Jeff Vanderbeek is said to be looking for a co-owner to help pay off the debt. The Devils have the worst debt-to-value ratio in the NHL at 144%, and the NHL lent the Devils $10 million this year. The team suffers from poor attendance, ranking 24th out of the 30 league teams, making it a hard sell to potential owners. Come July 1, 2012, lenders could force the team into default. There is a stand-still clause in every loan made to one of the NHL teams requiring banks to wait at least 180 days after a team is declared in default before taking over the team and placing it in bankruptcy.

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

Team: New York Islanders

Principal Owner: Charles Wang
Year Established: 1972
Team Website

Most Recent Purchase Price ($/Mil): $130 (2000)
Current Value ($/Mil): $149
Percent Change From Last Year: -1%

Arena: Nassau Veterans Memorial Coliseum
Date Built: 1972
Facility Cost ($/Mil): $31.3
Percentage of Arena Publicly Financed: 100%
Facility Financing: Funded through tax-exempt bond issue.
Facility Website

UPDATE: The Islanders continue to play in the second oldest building in the NHL. The team's lease with the Nassau Veterans Memorial Coliseum ends in 2015, and if the team does not get a new arena by then it is likely that the team will move.

The town of Hempstead approved the new development for 77 acres of land, called the Hub, surrounding the Nassau Veterans Memorial Coliseum in June 2011. The town created a new zoning district providing for mixed-use development to complement the surrounding communities. The development will provide long-term jobs, stimulate the economy, and compliment an updated Coliseum so that the Islanders stay in the town. Over five million square feet of construction will take place in terms of hotels, retail space, restaurants, offices, other entertainment uses, and an updated Coliseum.

Additionally, Nassau County approved a new state-of-the-art sports-entertainment destination and reached a lease agreement to keep the Islanders in Nassau County through 2045. However, the Nassau County citizens rejected the proposal. This agreement was expected to generate $1.2 billion to be used to pay off $350 in construction, $433 million in debt service payments, and give $403 for the county to hold the line on property taxes. With this agreement, revenue sharing would have guaranteed the taxpayers of Nassau County 11.5% of money generated at the new arena from all events, more than just revenue from Islander games. Despite the disapproval by voters, the county is still trying to attract developers to the area and find a way to finance privately a new Coliseum for the Islanders, a minor league baseball park, an exposition center, and a track and field facility, among other Centers and options for residential housing. Nassau County Executive Edward Mangano is still optimistic that they will reach a deal.

The Islanders will play a 2012-13 preseason game against the New Jersey Devils at the new Barclays Center in Brooklyn this October, which will be the first-ever NHL game at the arena and NHL game played in Brooklyn. Barclays' officials want the Islanders to make Brooklyn their permanent home, and there are reports that other cities, such as Quebec City, are also interested in the Islanders moving to their cities.

NAMING RIGHTS: The arena was built on a former Army/Air Force base, and is dedicated to those who have died for this country. Because of its memorial status, owners are not considering any naming-rights agreements.

Team: New York Rangers

Principal Owner: Madison Square Garden, L.P., a subsidiary of Cablevision Systems Corp.; headed by James Dolan
Year Established: 1926
Team Website

Most Recent Purchase Price ($/Mil): Fox acquired 40% of the Knicks, the New York Rangers, Madison Square Garden and MSG Cable Network in 1997 for $850 million. $195 million of that cost was attributed to the Rangers.
Current Value ($/Mil): $507
Percent Change From Last Year: +10%

Arena: Madison Square Garden
Date Built: 1968
Facility Cost ($/Mil): $123
Percentage of Arena Publicly Financed: 100%
Facility Financing: $200 million in renovations were completed in 1991.
Facility Website

UPDATE: Madison Square Garden (MSG) is undergoing an extensive transformation at an estimated cost of $850 million. The construction plan is broken into three off-season phases. The first phase finished on time, and brought new locker rooms for the Knicks and Rangers and expanded seating areas for the fans. During the first phase, many memorabilia items from the arena were sold at a garage sale in November 2011; other memorabilia items were auctioned off. Memorabilia items included, Knick and Ranger lockers, NBA hoops, NHL-used hockey pucks, a goal net from Rangers' Game 7 in the 1994 Stanley Cup championship, Hall of Fame plaques, artwork from the hallways of concerts held at MSG, boxing memorabilia, and much more.

The seating configuration of the upper bowl will be transformed before the 2012-13 season, which will provide seating that is more comfortable and better sightlines due to an increase in the incline of the seats making the fans about three rows closer to the ice. Additionally, Gallery Seats will be available to offer a premium experience to those in the upper bowl. These seats will be in the first two rows, offer 25% more legroom, and better sightlines. The first row will have a personal TV for each person and a drink rail. The Garden Concourse on the 8th Floor will provide city views, more restrooms and retail locations, and other food and drink options. Fans will also have access to Blue Seats, resulting from fan request during the planning stages. These seats will be on the west side and are authentic to the original Blue Seats.

The next phase of the transformation will include 85 new Madison Suites, opening throughout the 2012-13 season and the Madison Club—all on the 7th floor. The Madison Club is a new all-inclusive membership-only club that includes tickets to all sporting events held at MSG, including the Rangers, Knicks, college basketball, and more. To learn more about the transformation, the website http://www.msg.com/transformation provides helpful information.

Delta Air Lines, the official airline of MSG, unveiled the Delta Sky360 Club in October 2011, which provides 10,000 square feet of space within the arena offering food and drinks for select guests, including season ticket holders. The Delta Sky360 Club also includes a glass-enclosed walkway giving guests a behind-the-scenes view of the Knicks and Rangers players entering and leaving the locker rooms. Delta even flew Rangers fans for free from LaGuardia Airport to Newark Liberty International Airport, a 17-minute flight, for the NHL's Eastern Conference Finals in May 2012.

In early 2012, Madison Square Garden and Chase announced that Chase is the "Official Card" of MSG, providing card members with exclusive access to presales, preferred seating, and tickets to sporting and entertainment events. Additionally, Duracell Powermat became the official wireless charging partner of MSG, the New York Knicks (NBA), the New York Liberty (WNBA), and the New York Rangers, which will provide Duracell Powermat wireless charging system throughout MSG. The "Duracell Powermat Powerzone" will allow fans to charge their electronic devices during events held at MSG. In addition, Swiss Watchmaker Tissot announced its partnership as the "Official Timepiece of Madison Square Garden," the first-ever "Official Timepiece" of MSG. Tissot will count down the minutes to MSG games on the Marquee and provide clocks in the lobby.

After January 1, 2012, Time Warner Cable blacked out Knicks, Rangers, and Sabres games when it failed to agree on a carriage deal with Madison Square Garden Co. The blackout ceased when a deal the two companies reached a deal in mid-February for Time Warner to carry MSG, MSG+, and Fuse. Terms of the new, multi-year agreement were not disclosed.

Madison Square Garden Co. said that the price of Rangers season tickets are increasing by 9.5% for the 2012-13 season, mainly for the seats in the upper bowl of MSG. These seats will be renovated during the offseason and provide new amenities. Next year there will be 23 different ticket prices for Rangers tickets.

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

Team: Ottawa Senators

Principal Owner: Eugene Melnyk
Year Established: The franchise joined the NHL in 1917 and lasted until 1934. The new Senators joined in 1992.
[Team Website]

Most Recent Purchase Price ($/Mil): $120 Canadian; $113.3 American in 2003 for the Senators and the Corel Centre
Current Value ($/Mil): $201
Percent Change From Last Year: +3%

Arena: Scotiabank Place
Date Built: 1996
Facility Cost ($/Mil): $170 Canadian
Percentage of Arena Publicly Financed: 0%
Facility Financing: Privately financed.
[Facility Website]

UPDATE: The 2011-12 season marked the Senators' 20th anniversary since returning to the ice in 1992 (the original Ottawa Senators played in the NHL from 1917 until 1934). The theme for the 2011-12 season was "Hockey Makes Us."

The Scotiabank Place saw new enhancements for fans during the 2011-12 season, particularly with the food service. Golden Palace egg rolls, the official egg roll of Scotiabank Place, are now available, the Burger Shack has two locations, and the Molson Canadian Brew Pub was renovated. Additionally, the Sens Store is three times larger than last year and there is new 20th anniversary-inspired signage at the main gate.

Team captain Daniel Alfredsson helped unveil the Scotiabank's new Bell HD Screen at a game in December 2011. The HD screen was a Christmas gift to the Senators' fans from the team, Bell, and Scotiabank. The Bell HD Screen contains four 15.75 by 21 foot high-definition screens and is four times larger with nine times better resolution than the arena's last system.

The Senators organization was pleased with the progress it made during the 2011-12 season with respect to the team's attendance, but it wants to do more. Season ticket ownership increased by 13% from last year, which is the highest it has been since the 2007-08 season when there were 13,500 season ticket holders and 39 sold out games. The organization wants to have 13,000 season ticket holders, a number that can sell out for every game. Over 40% of the season tickets will have reduced prices for the next season, some by up to a 52% decrease. In total, 6,788 seats will have a lower price for the 2012-13 season. There will be about 1,200 season-ticket seats costing $20 or less, which is double the amount available now at that price. The 460 seats in the Coca-Cola Zero Zone cost $15 and using the 12-month payment plan, fans can pay $28.33 per seat per month for a half-season plan.

The Scotiabank Place played host to several concerts over the years. In addition, the arena held WWE Monday Night Raw in September 2011, the CAN-AM Shootout (a men's university pre-season basketball game) where the Carleton Ravens played the Cincinnati Bearcats, and the Monster Spectacular in May 2012. Additionally, the Scotiabank Place held the 2012 NHL All-Star Skills Competition and Tim Hortons All-Star Game in January 2012.

The Ottawa 67's (Ontario Hockey League) will tentatively play their 2012-13 and 2013-14 home games at Scotiabank Place while their home rink at Lansdowne Park is impending construction. The Ottawa City Council and the Lansdowne Partnership Plan needs to approve the move.

A new Park and Ride at Scotiabank Place opened in January providing fans with 100 extra parking spots and access for express bus routes. There are also plans to create a new ramp onto Highway 417, reducing the amount of time to get out of the parking lot from 17-18 minutes to 2 minutes. The ramp's construction will cost $750,000; $500,000 will come from the Ontario government and $250,000 will come from the city. The Senators will cover engineering costs and pay for anything over the $750,000 planned.

NAMING RIGHTS: Scotiabank is paying $20.49 million Canadian over 15 years for a naming rights deal that expires in 2016.

Team: Philadelphia Flyers

Principal Owner: Comcast-Spectacor; headed by Ed Snider
Year Established: 1967
Team Website

Most Recent Purchase Price ($/Mil): Acquired as part of a $250 million merger between Comcast and Spectacor in 1996. $150 million of that cost was attributed to the Flyers.
Current Value ($/Mil): $290
Percent Change From Last Year: -4%

Arena: Wells Fargo Center
Date Built: 1996
Facility Cost ($/Mil): $210
Percentage of Arena Publicly Financed: 11%
Facility Financing: A private bank financed $140 million. Spectacor contributed $45 million and $30 million will come from the naming rights revenue. The state provided $17 million and the City of Philadelphia provided an $8.5 million loan for infrastructure improvements. Additionally, $10 million came from state capital redevelopment assistance funding for general site improvements.
Facility Website

UPDATE: The Wells Fargo Center celebrated its 15th anniversary in August 2011 and is said to have become one of the most popular venues for sports and entertainment events.

XFINITY Live!, formerly known as Philly Live!, is considered Philadelphia's "fourth stadium," is open from 11am-2pm daily, and has become a popular sports and entertainment hub located outside of the Wells Fargo Center. It opened with a grand opening celebration on March 30, 2012. There are more than a dozen dining and entertainment options: free concerts, Broad Street Bullies Pub, NBC Sports Arena, and Victory Beer Hall. The original plans were for a 350,000-square-foot center, but it is now only a 60,000-square-foot mall. XFINITY Live! holds 5,000 people inside and hundreds outside in addition.

The Flyers and the Wells Fargo Center made StubHub the Official Fan to Fan Marketplace, so that fans looking to attend a Wells Fargo Center event can buy and sell tickets safely and conveniently. Flyers season ticket holders can sell their unused tickets and other fans can buy tickets that would not normally be available. StubHub will also have signage throughout the Wells Fargo Center, presence on dasher boards, an in-game feature, and other types of media.

Additionally, Comcast-Spectacor, owners of the Wells Fargo Center, announced a relationship with Adidas and Reebok, which provided a new 4,800-square-foot store, "Fan Zone." The store is set to provide the ultimate shopping experience to fans visiting the Wells Fargo Center with new product lines and other apparel.

The Wells Fargo Center held the 2011 NCAA Wrestling Championships, and will host the 2013 Men's Second and Third Round NCAA Tournament Games and the 2014 NCAA Frozen Four.

NAMING RIGHTS: Wells Fargo purchased Wachovia Bank in October of 2008 but the arena name remained the Wachovia Center until the summer of 2010 when it was renamed the Wells Fargo Center for $40 million. The naming rights agreement lasts for 29 years until 2023.

Team: Phoenix Coyotes

Principal Owner: The Phoenix Coyotes franchise filed for Chapter 11 bankruptcy and is owned and run by the NHL.
Year Established: 1979 as the Winnipeg Jets, moved to Phoenix in 1996 where it became the Coyotes.
Team Website

Most Recent Purchase Price ($/Mil): $140 (2009)
Current Value ($/Mil): $134
Percent Change From Last Year: 0%

Arena: Jobing.com Arena
Date Built: 2003
Facility Cost ($/Mil): $180
Percentage of Arena Publicly Financed: 82%
Facility Financing: $180 million came from the city, which will be repaid through property and sales taxes generated by the arena and its adjacent retail complex. $30 million came from general obligation bonds for public improvements approved by voters in 1999 and was paid with property taxes generated citywide. $150 million came from excise tax funding that will be

repaid through the revenue from the arena. The team committed to pay approximately $40 million for cost overruns.
[Facility Website]

UPDATE: Despite having the best season in franchise history and making the playoffs, the Coyotes cannot turn a profit, and less than 13,000 fans attended each regular season game during the 2011-12 season, the lowest attendance in the NHL. Glendale, the Phoenix-suburb where the Jobing.com Arena is located, is the only thing keeping the team alive and the city is planning to spend even more money, almost $325 million in management fees, to the proposed buyer of the Coyotes. The management fees would be paid out annually over a 20-year term: $20 million each year through 2020 and $15 million each year after that.

Glendale remains in talks with Greg Jamison (former CEO of the San Jose Sharks) and the NHL for Jamison to buy the team and keep the Coyotes in Glendale. This sale is an attempt to protect Glendale's $180 million bond funded by its investment in the Jobing.com Arena. Currently, Glendale pays over $12 million each year in debt payments on the arena and also pays a management fee to the NHL. Glendale would pay the debt payment each year whether the Coyotes play their home games in Glendale or not, but many are hopeful that Jamison can turn things around as he did in San Jose. If the Coyotes leave Glendale, there is no word about another use for the Jobing.com Arena.

In June 20012, the Glendale City Council authorized the city to enter an arena management agreement with the future buyer of the Coyotes. This vote prompted the Goldwater Institute to file a lawsuit on behalf of two Glendale taxpayers to invalidate the City Council's vote, as it was allegedly an illegal practice. The Goldwater Institute aims to hold the government accountable and protect the liberty and economic freedom of individuals and taxpayers.

The organization says that with many people unemployed, it cannot be expected that the taxpayers buy a hockey team for a millionaire. First, the Goldwater Institute argued that the City Council's approval violates public records laws because Glendale did not comply with a 2009 court order to disclose documents relating to the lease of the arena. Second, the organization argues that Glendale violated the law when it approved an agreement without placing the arena up for bids and engaging in competitive bidding. Third, the organization also cited multiple technical reasons as to why a court should step in.

A Maricopa County Superior Court judge ruled that the arena management agreement did not violate the City requirement to have competitive bidding on contracts over $50,000. The court denied the Goldwater Institute's request to invalidate the vote because arena management is a professional service, which is not required to comply with the competitive bidding requirements. In response, taxpayers of Glendale have been collecting signatures for a petition to put the ordinance on the November 2012 election ballot. However, Glendale officials say that the deadline for submitting signatures occurred 30 days after the lease agreement was approved, which would be July 9 and has already past. The taxpayers and the Goldwater Institute argue that the deadline is July 16; therefore, they still have time to submit the petition. If the taxpayers did indeed miss their deadline, the Coyotes sale to Jamison will be able to proceed quickly.

More information on the lawsuit, including the court documents, can be found at http://goldwaterinstitute.org/article/goldwater-institute-v-city-glendale-public-records-coyotes-negotiations-case.

The Coyotes, Jobing.com Arena, and the Phoenix Allergy Network announced this season that the arena now offers an allergy friendly suite for people and families that have food allergies. The suite is available for all events at the arena, which includes Coyotes games, concerts, and other shows. There are seats for 12, but the suite can accommodate 18 people, and there is an allergy friendly menu designed by Aramark, Jobing.com Arena, and the Phoenix Allergy Network, without items containing peanuts, tree nuts, soy, wheat, dairy, egg, shellfish, and fish.

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

Team: Pittsburgh Penguins

Principal Owner: Lemieux Group, L.P., headed by Mario Lemieux and Ron Burkle
Year Established: 1967
Team Website

Most Recent Purchase Price ($/Mil): $107 (1999)
Current Value ($/Mil): $264
Percent Change From Last Year: +12%

Arena: CONSOL Energy Center
Date Built: 2010
Facility Cost ($/Mil): $321
Percentage of Arena Publicly Financed: 0%
Facility Financing: Isle of Capri Casinos agreed to fully fund the new arena if they were awarded a state gambling license and allowed to build a new $500M casino in the city.
Facility Website

UPDATE: Preservation Pittsburgh filed suit in federal court in 2011 after the Pittsburgh City Council voted to tear down historic Civic Arena, the Penguins' former home. Preservation Pittsburgh sought to stop the demolition of the arena, but demolition commenced in August 2011. A U.S. District Court judge threw out the case in September, and in April 2012, a three-panel judge on the U.S. Third Circuit Court of Appeals dismissed the lawsuit following Preservation Pittsburgh's appeal. The demolition of the old arena is near completion.

The Penguins plan to market the 28-acre site of the Civic Arena for redevelopment. The Penguins hired Jones Lang LaSalle as the representative on the project to help market the property, select a developer, update the market analysis, and aid in discussions with the city and other stakeholders. The Penguins are proposing 1,200 housing units, 600,000 square feet of office space, and another 200,000 square feet for commercial space for the land across the street from the CONSOL Energy Center. They also want to make the development a "marquee green sustainable development." The city-Allegheny County Sports & Exhibition Authority is also looking for funding, approximately $3 million, to help develop roads and infrastructure on the land to aid in the improvements.

CONSOL Energy Center was named a finalist for the “Sustainability Award” at the International Stadium Business Awards in Barcelona.

In March 2012, “Le Magnifique,” a statute commemorating Mario Lemieux, was unveiled at the CONSOL Energy Center. Lemieux is a Hall of Fame Penguins hockey player who led the team to two Stanley Cups. He later bought the Penguins to become the first player-owner in the modern era. Lemieux is also the only person to win the Stanley Cup both as a player and as an owner

Also in March, second and third rounds of the NCAA Division 1 Men’s Basketball Championships were held at the CONSOL Energy Center. These games were the first in a series of events that have been scheduled and proposed for the arena. The CONSOL Energy Center will also be host to the 2012 NHL Entry Draft and the 2013 Frozen Four. The Penguins CEO also hopes to hold the NHL All-Star Game at the CONSOL Energy Center sometime this decade.

NAMING RIGHTS: Consol Energy Inc. purchased the naming rights to the arena for 21 years expiring in 2031. Consol is paying $84-$105 million for the rights.

Team: San Jose Sharks

Principal Owner: San Jose Sports and Entertainment Enterprises, headed by Kevin Compton and Stratton Sclavos
Year Established: 1991
Team Website

Most Recent Purchase Price ($/Mil): $147 (2002)
Current Value ($/Mil): $211
Percent Change From Last Year: +9%

Arena: HP Pavilion at San Jose
Date Built: 1993
Facility Cost ($/Mil): $162.5
Percentage of Arena Publicly Financed: 82%
Facility Financing: $132.5 million funded by the City of San Jose; $30 million funded by HP Pavilion Management
Facility Website

UPDATE: The 2011-12 season brought improvements to HP Pavilion at San Jose. The $335,000 million in improvements included replacing the old boards, upgrading various safety features, electronic advertising, and improving the view for fans watching the Sharks. New acrylic glass panels, twice as long as the old ones, are one such safety upgrade.

As of August 2011, the parent organization of the Sharks, Silicon Valley Sports and Entertainment, was renamed to Sharks Sports & Entertainment.

According to *Pollstar*'s Top 50 List, the HP Pavilion at San Jose ranked sixth among arenas in 2011, up from spot forty-eight in 2010. HP Pavilion at San Jose will hold the 2012 U.S. Olympic Trials for men's and women's gymnastics and the USA Gymnastics National Congress and Trade Show in from June 28 to July 1, 2012.

Compton and Stratton Sclavos, members of the Sharks' ownership group, were ranked number eight in the top twenty-five most powerful people in Bay Area Sports.

The Sharks changed the amount of different ticket prices offered for the 2012-13 season. There will now be 18 different price levels instead of 11. Additionally, season ticket prices are going up about 6.5%. Sharks' management maintains that the change allows for more accurate pricing based on the seat.

NAMING RIGHTS: Hewlett-Packard is paying $47 million over 15 years for the naming rights that expire in 2016.

Team: St. Louis Blues

Principal Owner: SLB Acquisition Holdings LLC, led by Thomas H. Stillman
Year Established: 1967
Team Website

Most Recent Purchase Price ($/Mil): $130 estimated (2012) for the Blues, Scottrade Center, Peoria Rivermen franchise, and an interest in the Peabody Opera House.
Current Value ($/Mil): $157
Percent Change From Last Year: -5%

Arena: Scottrade Center
Date Built: 1994
Facility Cost ($/Mil): $135
Percentage of Arena Publicly Financed: 46%
Facility Financing: The funding comprised of $30 million from the Blues' previous owners the Kiel Center Partners, $62 million from private activity, $37 million in bank loans, and $6 million in working capital. The city contributed an additional $34.5 million for demolition, site preparation, and garages.
Facility Website

UPDATE: In the fall of 2011, Thomas Stillman, CEO of Summit Distributing, initially proposed $110 to buy the Blues, but Dave Checketts and his Sports Capital Partners rejected the proposal outright. Max Chambers and a different group headed by Matthew Hulsizer also considered the purchase. In October, Hulsizer signed a purchase agreement for a reported $190 million, but his deadline expired and the deal fell through. Stillman made a second proposal and signed an exclusive agreement to buy the Blues in January 2012.

On May 9, 2012, an all-local group purchased the Blues, which also includes the lease of the Scottrade Center, the Peoria Rivermen franchise, and a substantial interest in the Peabody Opera House. The ownership group, led by Stillman, includes both civic and business leaders. The group raised $72 million in an equity offering, with each investor contributing at least $1 million. $130 million is the expected cost of the sale, which is below the $157 million team value.

NAMING RIGHTS: Scottrade, an online financial investment company, purchased the naming rights for the arena for an undisclosed amount. $2.0 to $3.0 million is the expected average annual value.

Team: Tampa Bay Lightning

Principal Owner: Jeffrey Vinik
Year Established: 1991
Team Website

Most Recent Purchase Price ($/Mil): $110 (2010)
Current Value ($/Mil): $174
Percent Change From Last Year: 20%

Arena: Tampa Bay Times Forum
Date Built: 1996
Facility Cost ($/Mil): $139
Percentage of Arena Publicly Financed: 62%
Facility Financing: $66.8 million in revenue bonds from the stadium authority and $28.8 million in revenue bonds from the state helped pay the construction costs. Private sources funded the remaining amount.
Facility Website

UPDATE: The Tampa Bay Times Forum transformed the McDonalds Ticket Office and opened the MetroPCS Client Services Lounge this season. The lounge is an area for season ticket holders to visit. These renovations were part of the $40 million transformation project for the Tampa Bay Times Forum. This transformation was privately funded by Lightning chairman Jeff Vinik, with the goal of enhancing the fan experience at the arena. Additional renovations included: the installation of new sports lighting, new seating in the terrace and club levels, resurfaced concourse floors, new paint inside the bowl, renovated suites, and the addition of main concourse vistas, a grand pipe organ and performance stated, an 11,000-square-foot outdoor party deck, new signage, reconstruction of the arena's restaurant and a new team store and deli. For the 2012-13 season, fans will notice a new $5 million HD, center-hung video display at the arena.

Following Lightning games during the 2011-12 season, the team again hosted the Lightning Concert Series, presented by Volkswagen. Featured artists performed after Lightning games, and the concerts were included with the ticket for that night's game.

The 2012 NCAA Men's Frozen Four was held at the Tampa Bay Times Forum in April 2012, where the four regional winners played and then the two winners faced off.

The Lightning's actual attendance for the 2011-12 season was up 14% from the previous season. The team introduced various season ticket programs for the 2012-13 season, which is the team's 20th anniversary. Almost 1,500 lower level season ticket seats saw price decreases and over 5,000 seats are priced at $18 or less per game on a full season basis. The team's "Loyalty and Recognition" program will also be back for the next season to offer extra benefits and amenities for full season ticket holders.

NAMING RIGHTS: On January 1, 2012 the St. Pete Times Forum became the Tampa Bay Times Forum. The name change was a result of the St. Petersburg Times (the arena's naming-rights partner) changing its name. The Tampa Times is paying $40 million over 12 years, and extended its naming-rights agreement to expire at the end of August 2018.

Team: Toronto Maple Leafs

Principal Owner: The Ontario Teachers' Pension Plan and Maple Leafs Sports and Entertainment Ltd., headed by Larry Tanenbaum.
Year Established: 1917
Team Website

Most Recent Purchase Price ($/Mil): $90 (1994)
Current Value ($/Mil): $521
Percent Change From Last Year: +3%

Arena: Air Canada Centre
Date Built: 1999
Facility Cost ($/Mil): $265 Canadian; $250 American
Percentage of Arena Publicly Financed: 0%
Facility Financing: Privately financed.
Facility Website

UPDATE: In March 2011, the Ontario Teachers' Pension Plan said it was considering selling its 79.5% stake in the Maple Leaf Sports and Entertainment Company (MLSE), but changed its mind in November 2011. However, on December 9, 2011, Bell Canada, Canada's largest communications company, announced that it agreed to buy 75% ownership in the MLSE from the Ontario Teachers' Pension Plan Board through a joint ownership arrangement with Rogers Communications, Inc. Bell would contribute $525 million, and the deal is said to be worth about $1.3 billion. As of June 2012, the Competition Bureau was not planning to challenge Bell's acquisition. This acquisition would secure long-term access to TV, digital online and radio, and mobile broadcast rights for Bell and Rogers to MSLE's sports teams (Toronto Maple Leafs, Toronto Raptors, Toronto Marlies, and Toronto FC). The transaction will close mid-2012 provided the Canadian Radio-television and Telecommunications Commission and sports leagues approve.

MLSE is working with Toushay, an innovator in mobile customer service applications, to provide in-suite tablet-based services to guests at the Air Canada Centre. The initial phase allows fans in the Executive Suite to order merchandise right from their suite. The two companies are looking to expand this experience further to allow suite guests to use the tablet for other suite and restaurant services. Additionally, MLSE introduced SpotlightTMS, a software application allowing companies to measure the business impact and effectiveness of their entertainment asset investments, i.e., tickets and suites.

The Toronto Maple Leafs and Toronto Raptors (NBA) are collaborating with Just Energy, the official carbon offset provider of the Air Canada Centre, to make the arena carbon neutral. This partnership shows the MSLE's commitment to sustainability and the environment. The teams' representatives and a few young Earth Rangers' members planted a tree at the Earth Rangers' Centre to commence the partnership. The Air Canada Centre is almost through its five-year plan to invest $5 million in order to reduce its carbon. The arena has met its goal (to reduce its carbon footprint by 30%) two years before the 2013 deadline.

NAMING RIGHTS: Air Canada is paying $30.4 million Canadian over 20 years for the naming rights that expire in 2019.

Team: Vancouver Canucks

Principal Owner: Canucks Sports and Entertainment; headed by Francesco Aquilini
Year Established: 1970
Team Website

Most Recent Purchase Price ($/Mil): $207 (2005)
Current Value ($/Mil): $300
Percent Change From Last Year: +15%

Arena: Rogers Arena
Date Built: 1995
Facility Cost ($/Mil): $160 Canadian; $144.5 American
Percentage of Arena Publicly Financed: 0%
Facility Financing: Privately financed.
Facility Website

UPDATE: The Canucks announced several partnerships throughout the 2011-12 season. RONA Inc., Canada's largest distributor and retailer of hardware and gardening products signed a three-year partnership to have its logo on the ice and boards near the Canucks' net, and on the players' practice jerseys. PepsiCo Canada became the exclusive beverage and snack supplier (Lay's brand) of the Canucks and Rogers Arena. The agreement makes the PepsiCo and Lay's brands available at concession stands and vending machines, and advertising throughout the arena including on cups, in-seat ordering, board signage, stairway branding, and other in-game features. The Official Beer of the Canucks and Rogers Arena is Budweiser through a new multi-year partnership. Budweiser will promote responsible drinking and have other promotional, naming, and media rights. The Fan Zoo became a corporate partner of the Canucks and Rogers

Arena and held auctions during each Canucks game throughout the concourse. Finally, Tim Hortons and the Canucks introduced the Official Donut of the Vancouver Canucks, the "Vancouver Canucks Donut Supreme" and the Vancouver Canucks Quickpay Tim Card. The cream-filled donut featured the Canucks logo and was available at 150 Tim Hortons locations within 50 miles of Rovers Arena on game days.

NAMING RIGHTS: On July 6, 2010, it was announced that General Motors would relinquish the naming rights and Rogers Communications would take over as the named sponsor of the arena. Rogers Communications will become the exclusive telecommunications provider for the Canucks. The agreement is for 10 years and the financial terms were not released.

Team: Washington Capitals

Principal Owner: Monumental Sports & Entertainment. Ted Leonsis is the CEO, chairman and majority owner.
Year Established: 1974
Team Website

Most Recent Purchase Price ($/Mil): $85 as part of a $200 deal that included 36% of Washington Sports and Entertainment, LP. (1999)
Current Value ($/Mil): $225
Percent Change From Last Year: +14%

Arena: Verizon Center
Date Built: 1997
Facility Cost ($/Mil): $260
Percentage of Arena Publicly Financed: 23%
Facility Financing: Private loans financed the building. The District of Columbia provided $60 million in infrastructure costs.
Facility Website

UPDATE: In addition to a number of concerts over the past year, the Verizon Center held the WWE RAW Supershow in December 2011. The Verizon Center will also serve as the location for the 2013 NCAA Division I Men's Basketball Championship East Regional as Georgetown University will be the host.

Constellation Energy sponsored the Capitals' "green games" against the Boston Bruins in the first round of the Stanley Cup playoff games, held at the Verizon Center. The games were "green" because Constellation donated Green-e Energy Certified renewable energy certificates to match the electricity used for each game. These certificates represent the benefit of wind electricity.

NAMING RIGHTS: Verizon is paying $44 million over 20 years for the naming rights that expire in 2017.

Team: Winnipeg Jets

Principal Owner: True North Sports & Entertainment Limited
Year Established: 1999 as the Atlanta Thrashers and moved to Winnipeg in 2011, changing its name to the Jets (This Jets team is not affiliated with the former Winnipeg Jets, who played in the NHL from 1979 to 1996, and then became the Phoenix Coyotes.)
Team Website

Most Recent Purchase Price ($/Mil): $170 (2011), including a $60 million NHL transfer fee.
Current Value ($/Mil): $164
Percent Change From Last Year: +21%

Arena: MTS Centre
Date Built: 2004
Facility Cost ($/Mil): $133.5
Percentage of Arena Publicly Financed: 30%
Facility Financing: The private sector provided $93 million and the public sector $40.5 million toward the capital cost of the facility.
Facility Website

UPDATE: In June 2011, True North Sports & Entertainment Limited announced that the new team in Winnipeg would be called the Jets. The original Winnipeg Jets played in Winnipeg in the WHA from 1972-1979, and then joined the NHL until 1996 when it moved and became the Phoenix Coyotes. Many fans and former players are excited to have the "Winnipeg Jets" name back in Winnipeg, despite being a different franchise than the original Winnipeg Jets team.

In July 2011, the team's logo (developed with Reebok and the NHL) was unveiled and inspired by the Royal Canadian Air Force's logo. The Jets' inaugural game took place on October 9, 2011 at the MTS Centre against the Montreal Canadiens. The MTS Centre held events all day leading up to the game, where the Canadiens beat the Jets 5-1.

The MTS Centre is the smallest arena in the NHL holding only 15,000 people. The Jets have sold out season tickets for the next three years, with many of the higher end tickets sold out for five years. There are 700,000 people on the waiting list for the non-season tickets, which makes it a possibility that the Jets' will sell out their home games for the next ten years.

NAMING RIGHTS: True North Sports & Entertainment and MTS announced in June 2011 the expansion of their long-standing partnership, including the continuation of the naming rights for MTS Centre. Under a new 10-year agreement made in 2011, MTS remains the exclusive telecommunications provider to MTS Centre and also has the option to extend its partnership with True North well past 2030.