



SOCCER LEAGUES

{Appendix 5, to [Sports Facility Reports, Volume 13](#)}

Research completed as of June 26, 2012

MAJOR INDOOR SOCCER LEAGUE (MISL)

Team: Baltimore Blast

Principal Owner: Edwin F. Hale, Sr.

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: 1st Mariner Arena

Date Built: 1962

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

UPDATE: The City of Baltimore is looking to start a private-public partnership for a new 18,500-seat arena to replace the aging 1st Mariner Arena, which will cost around \$500 million. Private funding would go towards the new stadium, while public funding would be used to build a convention center. In March 2012, the state legislature declined to give \$2,500,000 for design proposals until a more firm commitment to the project from the City of Baltimore is verbalized. As of June 2012, no verbal commitment had been made.

NAMING RIGHTS: Baltimore Blast owner and 1st Mariner Bank President and CEO Ed Hale acquired the naming rights to the arena through his company, Arena Ventures, LLC, as a result of a national competitive bidding process conducted by the City of Baltimore. Arena Ventures agreed to pay the City \$75,000 annually for 10 years for the naming rights, which started in 2003.

Team: Milwaukee Wave

Principal Owner: Jim Lindenberg

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: U.S. Cellular Arena

Date Built: 1950

Facility Cost (\$/Mil): 10

Facility Financing: N/A

[Facility Website](#)

NAMING RIGHTS: U.S. Cellular renewed its naming rights for \$2 million beginning in 2007, which lasts for six years.

Team: Missouri Comets

Principal Owner: TOTA, LLC (Headed by Mickey Scheetz, Edward L. Scheetz, and Brian Budzinski)

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Independence Events Center

Date Built: 2009

Facility Cost (\$/Mil): 68

Facility Financing: N/A

[Facility Website](#)

UPDATE: On March 22, 2012, the half-cent sales tax for the surrounding area was increased to a three-quarters-cent sales tax. Although a one-cent sales tax was discussed, the lesser amount was settled on to have less impact on the general public. The sales tax increase is expected to last until 2020, when a new sales tax rate will be set.

NAMING RIGHTS: The stadium is named for the city it is located in.

Team: Rochester Lancers

Principal Owner: Christopher Wilmot, Steven Stokes, Dom Vieira, John Coraggioso, Luis Ribeiro, and Salvatore Fantauzzo

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Blue Cross Arena at the War Memorial

Date Built: 1955 (1998 renovation)

Facility Cost (\$/Mil): 7.5 (41 for renovation)

Facility Financing: N/A

[Facility Website](#)

UPDATE: The Blue Cross Arena is also home to the Rochester Razor Sharks, Premier Basketball League; the Rochester Americans, American Hockey League; and the Rochester Nighthawks, National Lacrosse League.

On April 8, 2012, Blue Cross Arena played host to the 10th anniversary celebration for the non-denominational religion of The Father's House church. Roughly 10,000 members participated in the festivities.

NAMING RIGHTS: In July 1998, Blue Cross Blue Shield and the City of Rochester announced a naming rights deal. The deal runs for 15 years ending in 2013, with a total payment of \$2.975 million.

Team: Syracuse Silver Knights

Principal Owner: Syracuse Pro Sports, LLC

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: War Memorial Arena at the Oncenter

Date Built: 1951

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

UPDATE: The War Memorial Arena is also home to the Syracuse Crunch of the American Hockey League.

NAMING RIGHTS: N/A

Team: Wichita Wings

Principal Owner: Willis “Wink” Hartman

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Hartman Arena

Date Built: 2009

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

UPDATE: Hartman Arena is a 6,500-seat, multi-purpose facility with 15 acres of parking, built with the environment in mind. The building runs on electricity from a 150-foot tall wind turbine when there are no events. Recycled materials were used for the steel, insulation, and plastics in the building. New, innovative recycling ideas are in place inside the arena and carpoolers are rewarded with free parking at events. Hartman Arena is also home to the Wichita Wild Indoor Pro Football Team.

NAMING RIGHTS: The stadium is named for Willis Hartman, owner of the Wichita Wings.

MAJOR LEAGUE SOCCER (MLS)

Team: Chicago Fire

Principal Owner: Andell Holdings, LLC (Headed by Andrew Hauptman)

Value September 2008 (\$/Mil): 41

[Team Website](#)

Stadium: Toyota Park

Date Built: 2006

Facility Cost (\$/Mil): 98

Facility Financing: The Village of Bridgeview financed Toyota Park.

[Facility Website](#)

UPDATE: For the 2012 season, Quaker Oats joined the Chicago Fire as sponsors in an effort to promote healthy eating. As part of the deal, Quaker is providing free breakfast and snacks throughout the season. Toyota Park is also adding the "Quaker Corner" seating section, which will include Quaker products and an assortment of fun prizes. As a sponsor of the Fire, Quaker will also be present at the MLS All-Star Game and the MLS Cup.

NAMING RIGHTS: Toyota agreed to a 10-year naming rights deal, worth \$7.5 million, expiring in 2015.

Team: Club Deportivo Chivas USA

Principal Owner: Jorge Vergara Madrigal and Antonio Cue

Value September 2008 (\$/Mil): 24

[Team Website](#)

Stadium: Home Depot Center (Shared with the L.A. Galaxy)

Date Built: 2003

Facility Cost (\$/Mil): 150 (for the entire sports complex)

Facility Financing: N/A

[Facility Website](#)

UPDATE: In November 2011, the Home Depot Center became the first outdoor stadium to achieve ISO 14001 certification. The certification is awarded by third-party review of a stadium's Environmental Management System (EMS). One unique feature that the Home Depot Center has added to achieve this certification is a centralized interface and automation system which allows the stadium operator to control appliances that consume energy by the touch of a button. The Home Depot Center also added nearly 300 waterless urinals to the stadium in an effort to reduce water consumption.

NAMING RIGHTS: Home Depot is paying \$70 million over ten years for a naming rights deal that expires in 2013.

Team: Colorado Rapids

Principal Owner: Kroenke Sports Enterprises (Headed by E. Stanley Kroenke)

Value September 2008 (\$/Mil): 31

[Team Website](#)

Stadium: Dick's Sporting Goods Park

Date Built: 2007

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

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

[Facility Website](#)

NAMING RIGHTS: Dick's Sporting Goods is paying \$30 million for the naming rights to the complex. The agreement expires in 2021.

Team: Columbus Crew

Principal Owner: Clark Hunt, Ron Pizzuti, and a group of local investors

Value September 2008 (\$/Mil): 23

[Team Website](#)

Stadium: Crew Stadium

Date Built: 1999

Facility Cost (\$/Mil): 28.5

Facility Financing: The Hunt Sports Group privately funded Crew Stadium.

[Facility Website](#)

UPDATE: The Columbus Crew announced they are going to put a sign facing Interstate 71 to advertise the person or company that buys the naming rights to Crew stadium. The sign is expected to be one-hundred feet tall and cost \$2 million to build—it will be placed in the northwest corner of the stadium's parking lot. The team also plans to set up other signs around the stadium for other sponsors. If no main sponsor comes forward, it is still likely that the sign will be erected and a sponsor will be found later.

Crew Stadium hosted the Senior Bowl, a post-season football game for graduating collegiate seniors, in April 2012. The stadium will also host its 7th World Cup Qualifier on September 11, 2012.

NAMING RIGHTS: The naming rights for Columbus Crew Stadium remain unsold. Columbus Crew president and general manager Mark McCullers is working with Mayor Michael Coleman and the Columbus Partnership, a group of 30 local chief executives to find a team sponsor.

Team: D.C. United

Principal Owner: William H.C. Chang

Value September 2008 (\$/Mil): 35

[Team Website](#)

Stadium: RFK Stadium

Date Built: 1961

Facility Cost (\$/Mil): 24

Facility Financing: Congressionally authorized bonds funded the stadium.

[Facility Website](#)

UPDATE: D.C. United has been studying the effects of a new soccer specific stadium on the D.C. area. In May 2012, the Maryland legislature approved the use of \$175,000 for the study which is to be paid back by United if the team decides to relocate elsewhere. United plans to build a 25,000 seat stadium in Westport.

NAMING RIGHTS: The naming rights for RFK Stadium remain unsold.

Team: FC Dallas

Principal Owner: Hunt Sports Group (headed by Clark Hunt)

Value September 2008 (\$/Mil): 39

[Team Website](#)

Stadium: FC Dallas Stadium

Date Built: 2005

Facility Cost (\$/Mil): 65 (105 for the entire complex)

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

[Facility Website](#)

UPDATE: On January 7, 2012, Pizza Hut officially ended its relationship with FC Dallas. As a result, Pizza Hut Park temporarily became known as FC Dallas Stadium. Pizza Hut has shifted its policy of sports marketing and sponsorship and has ended several naming agreements in the past year.

NAMING RIGHTS: FC Dallas is actively searching for a new naming rights deal to replace Pizza Hut, the stadium's former sponsor.

Team: Houston Dynamo

Principal Owner: AEG, Golden Boy Promotions, and Brener International Group

Value September 2008 (\$/Mil): 33

[Team Website](#)

Stadium: BBVA Compass Stadium

Date Built: 2012

Facility Cost (\$/Mil): 95

Facility Financing: The Dynamo gave \$60 million towards construction costs and the city paid for \$15.5 million. BBVA Compass provided a \$20 million loan from which the city paid the \$15.5 million. To cover the infrastructure costs, the city and county funded the project an additional \$20 million.

[Facility Website](#)

UPDATE: BBVA Compass Stadium opened on May 12, 2012. The stadium has 22,039 seats, 34 private suits, and 1,100 club seats. BBVA Stadium is the most cost-effective soccer-specific stadium in the USA. Populous architectural firm designed the stadium. Most notably, Populous also designed the new Yankee Stadium.

NAMING RIGHTS: BBVA Compass agreed to a 10-year \$20 million deal that expires in 2022.

Team: Los Angeles Galaxy

Principal Owner: AEG (Headed by Phillip Anschutz)

Value September 2008 (\$/Mil): 100

[Team Website](#)

Stadium: Home Depot Center (Shared with Chivas USA)

Date Built: 2003

Facility Cost (\$/Mil): 150 (for the entire sports complex)

Facility Financing: N/A

[Facility Website](#)

UPDATE: In November 2011, the Home Depot Center became the first outdoor stadium to achieve ISO 14001 certification. The certification is awarded by third-party review of a stadium's Environmental Management System (EMS). One unique feature that the Home Depot Center has added to achieve this certification is a centralized interface and automation system which allows the stadium operator to control appliances that consume energy by the touch of a button. The Home Depot Center also added nearly 300 waterless urinals to the stadium in an effort to reduce water consumption.

NAMING RIGHTS: Home Depot is paying \$70 million over ten years for a naming rights deal that expires in 2013.

Team: Montreal Impact

Principal Owner: Joey Saputo; The Fonds de Solidarité

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

[Team Website](#)

Stadium: Saputo Stadium

Date Built: 2008

Facility Cost (\$/Mil): 15

Facility Financing: Financing of the stadium came through private funding and a donation from the Saputo Family.

[Facility Website](#)

UPDATE: The Impact is an expansion team and moved from the North American Soccer League to MLS in 2012.

In May 2012, Saputo Stadium finished its expansion, adding 7000 seats. It now contains 20,341 seats, 40 corporate suits, and a new roof that covers one-third of the stands.

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

Team: New England Revolution

Principal Owner: Kraft Sports Group (Headed by Robert K. Kraft and Jonathon A. Kraft)

Value September 2008 (\$/Mil): 27

[Team Website](#)

Stadium: Gillette Stadium

Date Built: 2002

Facility Cost (\$/Mil): 325

Facility Financing: The New England Patriots paid for the \$325 million stadium. The state contributed \$72 million for infrastructure, \$40 million of which the Patriots will pay back over 25 years.

[Facility Website](#)

UPDATE: The New England Patriots (the NFL tenant at Gillette Stadium) and Putnam Investments renovated two 3,000-seat sections named the "Putnam Club" in August 2011. The area was newly carpeted and repainted to match Putnam Investments' main color of blue. Fidelity, whose main color is green, formally used the space. Fireplace seating areas were taken out of the club and replaced with more field-view seating. Putnam is also placing video screens outside the stadium to enhance the social media experience of game day. Fans will be able to use Twitter to send messages that will be viewable on these screens.

NAMING RIGHTS: Gillette agreed to extend its naming rights agreement and signed a \$240 million, 15-year agreement, which will conclude in 2025.

Team: New York Red Bulls

Principal Owner: Red Bull GmbH

Value September 2008 (\$/Mil): 36

[Team Website](#)

Stadium: Red Bull Arena

Date Built: 2010

Facility Cost (\$/Mil): 200+

Facility Financing: N/A

[Facility Website](#)

UPDATE: In 2012 Red Bull Arena underwent slight changes to its concession and parking areas. In the concession area, Red Bull Arena instituted a cashless payment system in an effort to cut down wait time at concession stands. The cashless system allows fans to place money into an account so that they can quickly pay for items. There are now five recharge stations at the stadium for those who want to add more money into their accounts for future use. In the parking area, Red Bull Arena provided updated maps and changed some of the lots for season-ticket holders and general admission. Also, the Red Bulls have more than doubled the amount of shuttles that run from the season-ticket holder parking lots to the stadium.

NAMING RIGHTS: Red Bull holds the naming rights for an indefinite number of years at the cost of \$30 million.

Team: Philadelphia Union

Principal Owner: Keystone Sports and Entertainment, LLC (Headed by Jay Sugarman)

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

[Team Website](#)

Stadium: PPL Park

Date Built: 2010

Facility Cost (\$/Mil): 122

Facility Financing: Keystone Sports and Entertainment contributed \$49 million towards the cost of the stadium project. Keystone also received \$43 million from the state and \$30 million from Delaware County towards the cost of acquiring the land and building the soccer stadium.

[Facility Website](#)

UPDATE: The Union is looking to expand PPL Park in a three-part process. The expansion is going to expand the seating size from 18,500 seats to 30,000 seats. Phase one will increase the stadium to 20,000 seats, while phase two will further increase the stadium to 27,000 seats. The final phase will increase the stadium to the proposed 30,000 seats.

PPL Park was selected to host the 2012 MLS All-Star Game and the 2013 NCAA Men's College Cup, the final four for men's collegiate soccer.

NAMING RIGHTS: PPL Corp. agreed to a 10-year, \$20 million naming rights deal with the Philadelphia Union beginning in 2010.

Team: Portland Timbers

Principal Owner: Peregrine Sports, LLC (Headed by Merritt Paulson)

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

[Team Website](#)

Stadium: JELD-WEN Field

Date Built: 1926 (renovation in 2011)

Facility Cost (\$/Mil): 31 for the 2011 renovation

Facility Financing: N/A

[Facility Website](#)

UPDATE: Currently, a feral cat colony lives in the confines of the stadium. Many workers believe the colony numbers between twenty to twenty-five cats.

Between the 2011 and 2012 seasons, JELD-WEN Field underwent upgrades to its control room. Several workstations in the control room were moved to better handle the game day experience. Also, fiber connectivity was added to all the stadium cameras, and all cameras were upgraded to high definition capabilities.

NAMING RIGHTS: Formerly PGE Park, a multiyear deal was struck with JELD-WEN giving the company exclusive naming rights.

Team: Real Salt Lake

Principal Owner: SCP Worldwide (Headed by David Checketts); Dell Loy Hansen

Value September 2008 (\$/Mil): 30

[Team Website](#)

Stadium: Rio Tinto Stadium

Date Built: 2008

Facility Cost (\$/Mil): 110

Facility Financing: The stadium will receive \$35 million of Salt Lake County's hotel-room tax revenue for infrastructure at the site through a legislature-approved funding package. Sandy City, Utah, has also committed \$10 million of its own redevelopment agency dollars that include the hotel and broadcast center. Real Salt Lake invested more than \$72.5 million of private funds in the overall project, including the contribution of \$7.5 million to the creation of youth soccer fields in Salt Lake County.

[Facility Website](#)

UPDATE: Starting in June 2011, the City of Sandy started offering two free parking passes to residents in an effort to alleviate parking problems for the City. As police will begin to ticket

those parked on the street without a pass on game days, the City offered the program to residents so that game day does not interfere with the ability to have guests at their residence.

Rio Tinto will host a Women's National Team game on June 30, 2012.

Beginning in September 2011, Rio Tinto began hosting high school football games. The first games were played between Sandy teams Alta and Jordan versus national powerhouse programs Taft (California) and Notre Dame (New Jersey), respectively.

NAMING RIGHTS: Rio Tinto Group, a business-to-business mining company, agreed to a 15-year naming rights deal for \$22.5-30 million expiring in 2023.

Team: San Jose Earthquakes

Principal Owner: Earthquakes Soccer, LLC (Headed by Lew Wolff and John Fisher) in partnership with Athletics Investment Group

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

[Team Website](#)

Stadium: Buck Shaw Stadium at Santa Clara University

Date Built: 1962

Facility Cost (\$/Mil): 5

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

[Facility Website](#)

UPDATE: In September 2009, plans were unveiled for a \$60 million, 15,000-seat stadium that will be three-sided and feature grass seating on the open end. In March 2010, land adjacent to Norman Mineta International Airport was zoned for the stadium. In March 2011, demolition began on the building that is currently on the site of the new stadium. Owner Lew Wolff hopes to have the stadium open by 2013. The club announced the addition of club seats that will not require a seat license. Also, the stadium is said to be designed to have the first field-side suites—the "U" shape of the stadium will allow for twelve suites. Each suite will sell for \$350,000 over a five-year period—with each already having been reported as sold. The suite addition will add another \$10 million to the projected \$60 million cost. Wolff will finance the stadium privately. Wolff will have to pay the city \$5 million for the land if he pays before June 2012 and \$7 million if he pays after that date. For information on the new stadium, check out: <http://www.sjearthquakes.com/newstadium>.

NAMING RIGHTS: There are no naming rights sold as the team currently plays at Buck Shaw Stadium at Santa Clara University. Additionally, no naming rights have been sold for the new stadium.

Team: Seattle Sounders FC

Principle Owner: Majority Owner - Joe Roth; Minority Owners - Adrian Hanauer, Drew Carey, and Paul G. Allen

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

[Team Website](#)

Stadium: CenturyLink Field (formerly Qwest Field)

Date Built: 2002

Facility Cost (\$/Mil): 430

Facility Financing: CenturyLink Field was financed by several different sources. Sixty-six percent of the stadium was publicly funded, while Paul Allen contributed \$100 million. Sports related lottery games brought in an additional \$127 million. Sales taxes from events held at the stadium generated \$101 million. Admissions and parking taxes contributed \$56 million. Finally, existing hotel-motel taxes brought in another \$15.

[Facility Website](#)

UPDATE: After the 2011 season, the Sounders and Seahawks (NFL) added new video boards on each end of the stadium. Further, the Sounders and Seahawks have reached an agreement with Radiant Systems, Inc. to provide concessions for CenturyLink stadium. Radiant is one of the leaders in the concession industry and is known for its fast processing time and durability. Lastly, new turf was installed at CenturyLink. The new field turf will make CenturyLink a FIFA-approved playing surface.

NAMING RIGHTS: CenturyLink announced it would extend its naming-rights deal through the 2018-19 season. Qwest, who had a \$60-\$100 million naming-rights deal with the Seattle Seahawks, was purchased by CenturyLink in 2010. Qwest Field was renamed CenturyLink Field in June 2011.

Team: Sporting Kansas City

Principal Owner: Sporting Club (Headed by Neal Patterson, Clifford Illig, Robb Heineman, Greg Maday and Pat Curran)

Value September 2008 (\$/Mil): 22

[Team Website](#)

Stadium: Livestrong Sporting Park

Date Built: 2011

Facility Cost (\$/Mil): 200

Facility Financing: N/A

[Facility Website](#)

UPDATE: Livestrong Sporting Park won four awards at the Stadium Business Awards. Most importantly, the stadium won the prestigious "Venue of the Year" award. The stadium also won the "Community" award—an award given to a stadium that has the most positive impact on the surrounding community during the year.

Livestrong Sporting Park hosted 2012 Olympic qualifying games for the CONCACAF (North America and Caribbean) region and will host a World Cup Qualifying game for the Men's National Team against Guatemala in October 2012.

NAMING RIGHTS: Sporting KC struck a deal with the Lance Armstrong Foundation in 2008. As part of the deal, Sporting KC gave the naming rights to Livestrong and will give a percentage of the stadium's earnings to the charity. Livestrong Sporting Park is the first philanthropic stadium in the world.

Team: Toronto FC

Principal Owner: Maple Leaf Sports & Entertainment Ltd.

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

[Team Website](#)

Stadium: BMO Field

Date Built: 2007

Facility Cost (\$/Mil): 64 Canadian; 62 US

Facility Financing: Maple Leaf Sports & Entertainment contributed \$8 million towards the construction of the stadium and \$10 million towards securing the naming rights of the stadium. The Canadian Federal Government contributed \$27 million, with Ontario's government adding an additional \$8 million. The City of Toronto paid \$9.8 million to have the rights to the stadium. (All figures are in Canadian Dollars)

[Facility Website](#)

UPDATE: BMO Field will host a series of World Cup Qualifying games for Canada throughout 2012.

NAMING RIGHTS: Bank of Montreal agreed to a 10-year naming rights deal worth \$23.7 million (Canadian) that is set to expire in 2016.

Team: Vancouver Whitecaps

Principal Owner: Greg Kerfoot, Steve Luczo, Jeff Mallett and Steve Nash

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

[Team Website](#)

Stadium: Empire Fields, BC Place

Date Built: 1969

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

UPDATE: BC Place Stadium finished a \$563-million renovation before the 2012 season. BC Place is now home to one of the largest cable supported retractable roofs in the world. Other

renovations included widening seats, adding high definition television screens, and windows that turn on a spectacular light show.

NAMING RIGHTS: There are no naming rights for the stadium at the moment. BC Place is expected to get corporate naming rights soon, but no announcement has been made as of June 2012. Telus had won the rights, but the British Columbia government, owner of the stadium, backed out of the deal at the last moment.

NORTH AMERICAN SOCCER LEAGUE (NASL)

Team: Atlanta Silverbacks

Principal Owner: Boris Jerkunica, John Latham and Stephen Pratten

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Re/Max Greater Atlanta Stadium at Atlanta Silverbacks Park

Date Built: 2006

Facility Cost (\$/Mil): 15

Facility Financing: The stadium was self-financed.

[Facility Website](#)

UPDATE: Stage one of the renovations to Re/Max Greater Atlanta Stadium at Atlanta Silverbacks Park began in 2004 and finished in 2006. Stage one consisted of two parts. In part one, the club installed a new drainage system for the field and a new turf. In part two, the club added more seats to bring capacity up to 5,000 and added a new restaurant to the stadium.

Stage two of the renovations is underway at the stadium. When the renovations are finished, the stadium will be part of a newly created recreational center featuring a clubhouse, pool, and fitness center. The idea, according to owner Boris Jerkunica, is to make the soccer field the center of the recreational club on the property.

NAMING RIGHTS: Re/Max of Greater Atlanta signed on as the named sponsor for an unknown fee and duration.

Team: Carolina RailHawks

Principal Owner: Majority- Traffic Sports USA; Minority- Dr. H. Paul Singh

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: WakeMed Soccer Park

Date Built: 2002

Facility Cost (\$/Mil): 14.5 (6.3 for the renovation in 2012)

Facility Financing: Money to build the soccer park came from \$14.5 million in county-wide hotel room and prepared food and beverage taxes. The Town of Cary assumed responsibility for operations and maintenance in 2004 from the Capital Area Soccer League.

[Facility Website](#)

UPDATE: WakeMed Soccer Park began a \$6.3 million renovation in early 2012 to add an additional 3,000 seats. The renovations are expected to be completed in the fall of 2012.

NAMING RIGHTS: WakeMed signed a new naming rights deal in 2012 that will run until 2015 for a total of \$315,000.

Team: FC Edmonton

Principal Owner: Fath Group (Headed by Tom and Dave Fath)

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Clarke Stadium

Date Built: 1938 (Rebuilt in 2000)

Facility Cost (\$/Mil): .007 (Can)

Facility Financing: N/A

[Facility Website](#)

UPDATE: FC Edmonton moved from Foote Field to Clarke Stadium in 2012. Clarke Stadium was originally built in 1938, but was torn down and rebuilt in 2000. Although the original stadium held 20,000 seats, the stadium now has room for only 1,200 people. Also, the new Clarke Stadium features an artificial grass playing surface. For the 2012 season, FC Edmonton will be adding 600 temporary seats until renovations are complete, which will add additional seating.

NAMING RIGHTS: There are no corporate sponsorship deals for naming rights of Clarke Stadium. Clarke Stadium is named after Joseph Andrew Clarke, former mayor of Edmonton.

Team: Tampa Bay Rowdies

Principal Owner: Citrus Sports Group (Headed by Andrew Nestor, Hinds Howard, David Laxer, and Jeffrey MacDonald)

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Al Lang Stadium

Date Built: 1977

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

UPDATE: In December of 2011, the then-FC Tampa Bay won a naming rights battle with Classic Ink, Inc. and acquired an exclusive trademark for the name "Tampa Bay Rowdies." As such, the team renamed itself under the Tampa Bay Rowdies moniker.

NAMING RIGHTS: N/A

Team: Fort Lauderdale Strikers

Principal Owner: Traffic Sports

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Lockhart Stadium

Date Built: 1959

Facility Cost (\$/Mil): 5 (renovation in 1998)

Facility Financing: N/A

[Facility Website](#)

UPDATE: Starting in 2010, the City of Fort Lauderdale began preparations for the building of a water park adjacent to the stadium and Executive Airport. The hope is that the area will turn into a resort and attract thousands of visitors per year. In addition to the water park, it is speculated that 300 hotel rooms will be added to the area. If the water park proposal is confirmed, the stadium is also expected to be renovated, changing the field to meet NCAA standards. Fort Lauderdale Stadium, near Lockhart Stadium, will close to make room for the water park.

As of 2012, no finalized deal had been made between the Federal Aviation Administration (FAA), owners of the land that the stadium is on, and the developers of the water park. In February 2012, it was announced that the Strikers would continue to use Lockhart Stadium for the 2012 season.

NAMING RIGHTS: N/A

Team: Minnesota Stars FC

Principal Owner: North American Soccer League

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: NSC Stadium

Date Built: 1990

Facility Cost (\$/Mil): 20.3

Facility Financing: State funds were used to build the facility, but no operating subsidy is provided. The original state investment was \$14.7 million, and to date the State has invested just over \$20 million in the NSC campus. In 2000, the NSC Foundation financed the majority of an ambitious construction phase through private investment.

[Facility Website](#)

UPDATE: Formerly NSC Minnesota Stars, Minnesota Stars FC changed its name on January 9, 2012. In addition to renaming the team, a new logo contest was held. After a 6-month contest, Kevin Joseph was selected as the winner for his design—a yellow star featuring the Minnesota state motto in French.

NAMING RIGHTS: N/A

Team: Ottawa Fury

Principal Owner: Ottawa Sports and Entertainment Group

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Frank Clair Stadium

Date Built: 1908

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

UPDATE: The Ottawa NASL team was announced on June 20, 2011. The team is expected to join the NASL upon completion of the renovations to Frank Clair stadium in 2014. Frank Clair Stadium is located in Lansdowne Park, an area that is undergoing significant renovation. The stadium is going to be renovated in an open and accessible fashion so that the stadium feels apart of the surrounding park, not just next to the park. Rob Claiborne is the architect behind the planned stadium renovation.

NAMING RIGHTS: Frank Clair Stadium was named for famed Ottawa Rough Riders coach Frank Clair in 1993. Previous to this naming, the stadium was simply known as Lansdowne Park.

Team: Puerto Rico Islanders

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

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Juan Ramón Loubriel Stadium

Date Built: 1974

Facility Cost (\$/Mil): N/A

Facility Financing: The stadium was publicly financed by the municipality of Bayamon.

[Facility Website](#)

UPDATE: At the end of the 2011 season, the municipality began remodeling the Juan Ramón Loubriel Stadium. The renovations will take place in a two-step process. Step one involves adding a new drainage system and grass field. Step two will be to add 8,000 new seats and adding adjacent buildings. At the end, the project is supposed to cost around \$7 million.

NAMING RIGHTS: N/A

Team: San Antonio Scorpions FC

Principal Owner: Gordon Hartman

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: North East Independent School District's Heroes Stadium

Date Built: 2009

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

Facility Website: N/A

UPDATE: The Scorpions plan to construct an 18,500-seat playing facility, with 32 VIP suites, on privately owned land near STAR Soccer by the 2013 season. For information on the new stadium, check out: <http://sanantioscorpions.com/club/team-news/201-scorpions-unveil-stadium-plans-name-new-players-and-sponsors>. In the interim, the team will play 2012 NASL home games in North East Independent School District's 11,000-seat Heroes Stadium, and any Scorpions profits will benefit nearby Morgan's Wonderland.

NAMING RIGHTS: N/A

UNITED SOCCER LEAGUES (USL PRO)

Team: Antigua Barracuda FC

Principal Owner: Gordon Derrick

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Stanford Cricket Ground (Sticky Wicket Stadium)

Date Built: 2004

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

NAMING RIGHTS: Named for businessmen Allen Stanford, who in 2012 was convicted of orchestrating a Ponzi scheme. The nickname for the stadium, Sticky Wicket, stems from the adjoining restaurant complex of the same name.

Team: Charleston Battery

Principal Owner: Charleston Battery, LLC (headed by Anthony Bakker)

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Blackbaud Stadium

Date Built: 1999

Facility Cost (\$/Mil): 5.7

Facility Financing: Privately funded.

[Facility Website](#)

UPDATE: In 2011, Charleston was named the 7th best minor league city in America.

NAMING RIGHTS: Although the financial details were undisclosed, Blackbaud agreed to a two-year deal for 2010 and 2011. While the stadium still bears the Blackbaud name in 2012, no details on an updated naming rights agreement have been publicly disclosed.

Team: Charlotte Eagles

Principal Owner: Pat Stewart, Missionary Athletes International

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Charlotte Christian Stadium

Date Built: N/A

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

UPDATE: The proposed Matthews Sportsplex is a possible home venue in the near future for the Eagles. Groundbreaking for the Sportsplex occurred May 17, 2012. For information visit: <http://www.matthewsnc.com/Departments/EconomicDevelopment/SportsplexProject.aspx>

NAMING RIGHTS: N/A

Team: Dayton Dutch Lions

Principal Owner: Dutch Lions Capital Group (Headed by Erik Tammer and Mike Mossel)

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: West Carrollton All Sports Stadium

Date Built: 2012

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

Facility Website: N/A

UPDATE: For the 2012 season, the Dutch Lions moved from Bellbrook High School to West Carrollton All Sports Stadium. As part of the deal, the Dutch Lions agreed to install four top-of-the-line fields. The main stadium will have artificial turf as its playing surface.

NAMING RIGHTS: N/A

Team: Harrisburg City Islanders

Principal Owner: Eric Pettis, Chris Barker, Bryan Gobin, Chuck Fox, Jay Chadwick

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Skyline Sports Complex

Date Built: 1987 (renovation in 2008)

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

NAMING RIGHTS: N/A

Team: Los Angeles Blues

Principal Owner: Maryam Mansouri

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: California State University's (Fullerton) Titan Stadium

Date Built: 1992

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

NAMING RIGHTS: California State University (Fullerton) owns the stadium and named it after their mascot, the Titan.

Team: Orlando City

Principal Owner: Phil Rawlins, Brendan Flood, Gary Mellor, John Bonner, Wayne Estopinal, Scott Bates, Tony Sutton, Hassan Miyanji, and Legacy Soccer Partners

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: The Florida Citrus Bowl

Date Built: 1936

Facility Cost (\$/Mil): .115 (38 million renovation)

Facility Financing: N/A

[Facility Website](#)

UPDATE: On June 25, 2012, it was announced that the City of Orlando would issue at least \$140 million in bonds to help finance a renovation project. Construction is expected to begin in 2014. The renovations are scheduled to include a new lower bowl complete with 8,000 club

seats, new concessions and restrooms, updated concourse, new locker rooms and media rooms, banquet space, and new suites.

NAMING RIGHTS: N/A

Team: Pittsburgh Riverhounds

Principal Owner: David Wilke, Jay Hill, David Binder

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Chartiers Valley High School Field

Date Built: N/A

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

UPDATE: The Riverhounds announced that they are building a new stadium in Station Square. The 3,500-seat stadium is expected to be finished in the summer of 2012. The Pittsburgh Passion, a women's football team, will join the Riverhounds in the new stadium. The estimated cost of the stadium is \$7 million; private funding will pay for the costs. The company Highmark is set to receive naming rights. For more information, visit: <http://www.riverhounds.com/home/589776.html>.

NAMING RIGHTS: N/A

Team: Richmond Kickers

Principal Owner: Bob Ukrop (President of the Richmond Kickers Board of Directors)

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Richmond City Stadium

Date Built: 1929

Facility Cost (\$/Mil): .08

Facility Financing: N/A

[Facility Website](#)

UPDATE: The City of Richmond is looking to renovate the area around the stadium by building a sports complex. The hope is ultimately to attract the NFL's Washington Redskins training camp to the new stadium. 2012 marks the twentieth consecutive season of operation for the Richmond Kickers. For the occasion, the Kickers unveiled a new logo and a third jersey as an alternate to their traditional two. The new jersey is a throwback to the Kickers early years and is colored green and blue.

NAMING RIGHTS: N/A

Team: Rochester Rhinos

Principal Owner: Rob Clark; Adirondack Sports Club LLC

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Sahlen's Stadium

Date Built: 2006

Facility Cost (\$/Mil): 35

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

[Facility Website](#)

UPDATE: Sahlen's Stadium is attempting to become the first non-subsidized stadium in Rochester. Clark's company leases Sahlen's Stadium for one dollar per year for fifteen years, which started in 2008. There is an option to renew the lease at the end of the term. If Sahlen's were to remove subsidization, it will need to draw big-name musical acts to cover the costs. For the 2012 year, the stadium has bid on four major tours, including those of Justin Bieber and Paul McCartney.

NAMING RIGHTS: Sahlen's Packing Co. Inc., a Buffalo-based maker of hot dogs and other meat products, reached an agreement for the naming rights for the downtown stadium. The contract includes an initial five-year agreement with Rochester Rhinos holding company Adirondack Sports Club, LLC, and a five-year renewal beginning in 2016.

Team: Wilmington Hammerheads

Principal Owner: Bill Rudisill, Dr. Clyde Harris, Cindy Harris, Dr. Mario Basegoda, and Dr. Sara Borcharding

Current Value (\$/Mil): N/A

[Team Website](#)

Stadium: Legion Stadium

Date Built: 1930's

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

NAMING RIGHTS: N/A