Sports Facility Reports

NATIONAL BASKETBALL ASSOCIATION

*{Appendix 2, to **Sports Facility Reports**, Volume 12}*
Research completed as of June 27, 2011

Team: Atlanta Hawks

Principal Owner: Atlanta Spirit, LLC
Year Established: 1946 in the National Basketball League, joined the NBA in 1949.
Team Website

Most Recent Purchase Price ($/Mil): $250 (2004) included Atlanta Hawks, Atlanta Thrashers, and operating rights in Philips Arena.
Current Value ($/Mil): $295
Percent Change From Last Year: -4%

Arena: Philips Arena
Date Built: 1999
Facility Cost ($/Mil): $213.5
Percentage of Arena Publicly Financed: 91%
Facility Financing: The facility was financed through $149.5 million in government-backed bonds to be paid back at $12.5 million a year for 30 years. A 3% car rental tax was created to pay for $62 million of the public infrastructure costs and Time Warner contributed $20 million for the remaining infrastructure costs.
Facility Website

UPDATE: Michael Gearon and Bruce Levenson of the Atlanta Spirit ownership group emerged as the lead owners of the Atlanta Hawks in December 2010 after purchasing Boston-based Steve Belkin's 30% share following a long legal battle and ownership split that began in 2005. The Spirit also owns the operating rights to Philips Arena and previously owned the NHL Atlanta Thrashers before selling the franchise to True North Sports Entertainment on May 31, 2011.

True North Sports Entertainment plans to relocate the Thrashers to Winnipeg, Manitoba. The move could affect the Philips Arena naming rights deal which stipulates Philips Electronics can walk away from the 20-year deal if either the Thrashers or the Hawks leave.

In January 2011, the Atlanta Spirit filed a $200 million malpractice lawsuit against the Atlanta-based King & Spalding law firm. The lawsuit alleges a badly written contract to buy out Belkin caused a delay in the sale of the Thrashers, causing the team to lose more than $130 million since 2005 and the franchise value to drop by more than $50 million.

The Spirit has been actively seeking buyers or investors for the Hawks as well. Minority business group Global Wellington Financial Corp. and Oriana Capital Partners put forth a bid on May 20, 2011 to purchase Atlanta Spirit for $500 million. The bid price includes the Hawks, the Thrashers and, according to a USA Today report, ownership rights to Philips Arena. When the Thrashers officially vacate the Spirit group, the bid then would be adjusted downward. The new ownership group would be called W/C Holdings and hopes to acquire the Hawks and the arena before the 2011-12 NBA season.

According to the USA Today report, the new $500 million proposal includes the ownership of the arena, which is owned by the Atlanta Fulton County Recreation Authority, not Atlanta Spirit. So either the bid has been misreported and the offer includes the operating rights, rather than outright ownership, of the arena, or the report is correct and the pending offer includes the purchase of the arena from the Atlanta Fulton County Recreation Authority.

W/C Holdings intends to keep the Hawks in Atlanta.

The Spirit refinanced the $123 million of debt remaining (the original principal was $130 million) on Philips Arena prior to the start of the 2010-11 season. With the new bond sale, the arena no longer serves as collateral for the Spirit's debt obligations on the arena. This means the team is more portable then it was prior to refinancing and its owners can tap into the NBA's credit facility. Prior to the refinancing, the Hawks were the only NBA team not eligible for the league's credit facility.

In May 2011, Radiant Systems, Inc. announced the launch of Quest Diversus™, a new concession point-of-sale (POS) terminal for stadiums and arenas, which debuted at Philips Arena. Diversus is the first hybrid POS in the industry and features a configurable touch screen and membrane keypad, as well as a two-hour backup battery to help avoid service interruptions. Diversus joins the Quest Venue Manager product suite, which currently supports food, beverage and merchandise sales.

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

Team: Boston Celtics

Principal Owner: Boston Basketball Partners, LP; consisting of Wycliffe Grousbeck, H. Irving Grousbeck, and Stephen Pagliuca
Year Established: 1946
[Team Website]

Most Recent Purchase Price ($/Mil): $360 (2002)
Current Value ($/Mil): $452
Percent Change From Last Year: +5%

Arena: TD Garden
Date Built: 1995
Facility Cost ($/Mil): $160
Percentage of Arena Publicly Financed: 0%
Facility Financing: Primarily from bank financing, Delaware North (25%), City bonds and land (10%) and 2% ticket surcharge.
Facility Website

UPDATE: The TD Garden played host to the 2010 NBA season opener featuring the debut of LeBron James, Dwyane Wade and Chris Bosh of the Miami Heat against the Boston Celtics. The October 27, 2010 game, shown on TNT, drew the most viewers for an NBA regular-season game in U.S. cable history with 7.4 million viewers.

NAMING RIGHTS: TD Banknorth Inc. is paying $120 million over 20 years for the naming rights that expire in 2025.

Team: Charlotte Bobcats

Principal Owner: Michael Jordan
Year Established: 2004
Team Website

Most Recent Purchase Price ($/Mil): $275 (2010)
Current Value ($/Mil): $281
Percent Change From Last Year: +1%

Arena: Time Warner Cable Arena
Date Built: 2005
Facility Cost ($/Mil): $265
Percentage of Arena Publicly Financed: 100%
Facility Financing: The facility was paid for with two bond issues, backed by revenue from city tourist taxes. Bank of America, Duke Energy and Wachovia are underwriting $100 million in exchange for approximately $50 million from the sale of real estate downtown, where the venue is located. $16.8 million is coming from exclusive food and beverage rights, and there is a 3% seat tax at events in city arenas generating $15 million.
Facility Website

UPDATE: The Central Intercollegiate Athletic Association voted unanimously in October on a three-year extension that will keep its basketball tournament in Charlotte at the Time Warner Cable Arena through 2014. The Division II league is comprised of 13 schools, mostly historically black colleges and universities, and has typically moved the tournament every six years. The extension will mean the tournament is held in the same venue for nine straight years.

In 2010, NBA legend Michael Jordan became the first former player to be majority owner of an NBA team after purchasing 80% share of the team. Jordan's ownership group committed to an estimated $100 million above the purchase price to fund working capital.

During the off-season prior to the 2010-11 season, the Bobcats added 15 sponsors and now have 90 sponsors. The increase in sponsorship contributed to the increase in the Bobcats' value, although there is talk among sports bankers that Jordan is looking for investors, as the Bobcats lost an estimated $20 million before interest, taxes, depreciation and amortization during the 2009-10 season and likely lost about the same amount during the 2010-11 season.

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

Team: Chicago Bulls

Principal Owner: Jerry Reinsdorf and Rocky Wirtz
Year Established: 1966
Team Website

Most Recent Purchase Price ($/Mil): $16 (1985)
Current Value ($/Mil): $511
Percent Change From Last Year: 0%

Arena: United Center
Date Built: 1994
Facility Cost ($/Mil): $175
Percentage of Arena Publicly Financed: 7%
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: The United Center played host to 13,000 fans who turned out for the taping of two special shows leading up to the finale of the Oprah Winfrey Show in May 2011. Winfrey, a Chicago resident, hosted her talk show for 25 years.

The show, billed as "Surprise Oprah! A Farewell Spectacular" displaced the Chicago Bulls who were slated to host the Miami Heat in Game 1 of the NBA Eastern Conference Finals. The game was originally scheduled for Monday, May 16, 2011, but the game was moved to Sunday, May 15 to allow Winfrey's crews to work all-day Monday to set up for Tuesday's tapings.

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

Team: Cleveland Cavaliers

Principal Owner: Dan Gilbert and David Katzman
Year Established: 1970
Team Website

Most Recent Purchase Price ($/Mil): $375 (2005)
Current Value ($/Mil): $355
Percent Change From Last Year: -26%

Arena: The Quicken Loans Arena
Date Built: 1994
Facility Cost ($/Mil): $152
Percentage of Arena Publicly Financed: 48%
Facility Financing: The arena was built as part of a city sports complex that was funded both publicly and privately. Public funding came from state capital improvement funds and countywide sin taxes on alcohol ($3/gallon on liquor, $0.16/gallon on beer) and cigarettes ($0.045/pack) for 15 years.
Facility Website

UPDATE: The Cleveland Cavaliers' value decreased more than any other team in the NBA since last season. The franchise lost 26% value, one percent more than the ailing Detroit Pistons whose value lost 25%. The one-year drop is also the biggest by any team since Forbes began valuing NBA franchises in 1998.

However, the Cavaliers reduction in payroll coupled with the benefit of paying no luxury tax is expected to drastically increase the franchise's profits. The Cavaliers should see operating profits of more than $40 million this season as compared to last season's $2.6 million.

Cleveland Cavaliers owner Dan Gilbert launched a costly legal investigation targeting the Miami Heat after its signing of LeBron James. The Cavaliers are investigating whether the Heat violated league tampering rules by contacting James or his agents prior to July 1 when league rules permit teams to contact players at the start of free agency.

A deal to sell a minority share of the Cleveland Cavaliers to a Chinese investment group never materialized. The group, headed by Chinese businessman Kenny Huang, pulled out of the deal which would have given the group a 15 percent share in the team.

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

Team: Dallas Mavericks

Principal Owner: Mark Cuban
Year Established: 1980
Team Website

Most Recent Purchase Price ($/Mil): $280 for 54% of team and 50% of American Airlines Center (2000). In January of 2002, Belo Corp. sold its 12.38% share to Cuban for $27 million.
Current Value ($/Mil): $438
Percent Change From Last Year: -2%

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 Mavericks owner, Mark Cuban, and then 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 Dallas Mavericks defeated the Miami Heat 105-95 in Game 6 of the 2011 NBA Finals to win the first NBA title in franchise history. According to Front Row Marketing calculations, American Airlines could reap more than $70 million worth of media exposure from the series played at the AmericanAirlines Arena in Miami and the American Airlines Center in Dallas.

The American Airlines Center also hosted several technological advancements during the 2010-11 NBA season. In October 2010, Mirrus announced the expansion of its Mirror Image Digital Network to the American Airlines Center. The 185-unit system features HD brand advertisements. As the consumer engages Mirror Image, the advertisement moves to the top left corner while the remainder of the screen becomes a functional mirror. As the consumer moves away, the advertisement reverts to a full-screen image.

In March 2011, Ticketmaster partnered with the Dallas Mavericks, NHL Dallas Stars, and American Airlines Center to offer fans an on-site, self-serve option for purchasing and picking up tickets for games and the arena's special events. American Airlines Center is the first venue in North Texas to utilize Ticketmaster's new transactional kiosk. The intuitive, touch-screen kiosk serves dual purposes. First, users may make advance purchases at box office prices 24-hours a day. Secondly, fans who have made an advance purchase through Ticketmaster may utilize the exterior kiosk to pick up tickets prior to or on game/show day, eliminating the need to visit a Will Call window at the box office.

The American Airlines Center is now home to the new Audi Club available to Platinum Level ticket holders. In January, Audi launched its partnership with the Mavericks, Stars and American

Airlines Center. The Audi Club features a unique blend of seating, dining, entertainment and meeting space in the south end of the arena.

Officials at the American Airlines Center are evaluating potential maintenance and capital needs for the arena's annual upkeep. Projects include replacement of the ice deck, basketball court, parking lot sweepers and escalators.

Mark Cuban, the majority owner of the Dallas Mavericks, found himself embroiled in various legal issues over the course of the past year. In October 2010, a federal Appeals Court reopened an insider-trading case against Cuban, deciding there is enough evidence of potential wrongdoing to warrant the Securities and Exchange Commission's lawsuit to go forward. The SEC charged Cuban in November 2008 with using insider information to avoid a $750,00 loss by selling his 6.3% stake in Mamma.com in June 2004. In an unprecedented response, Cuban offered to pay more attorneys to assist the SEC in its review of the case against him to expedite the process.

In October 2010, an arbitrator ruled for Cuban in one of two suits filed against Cuban by Ross Perot Jr., a minority owner of the Mavericks, which alleged mismanagement of the partnerships that control the American Airlines Center. Cuban's attorneys filed court papers in February 2011 asking a Dallas judge to confirm the arbitration award which ruled against Perot on all claims and awarded Cuban his attorney's fees. The papers were unopposed by Perot's lawyers and allow a district judge to end the suit. A separate case, involving Perot's allegations of mismanagement of the Mavericks is still pending.

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

Team: Denver Nuggets

Principal Owner: Stan Kroenke
Year Established: 1967
Team Website

Most Recent Purchase Price ($/Mil): $450 million in 2000 for the Denver Nuggets, the Pepsi Center and 93% of the NHL's Colorado Avalanche. The Nuggets alone were $202 million.
Current Value ($/Mil): $316
Percent Change From Last Year: -2%

Arena: Pepsi Center
Date Built: 1999
Facility Cost ($/Mil): $164.5
Percentage of Arena Publicly Financed: 3%

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

UPDATE: No update.

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

Team: Detroit Pistons

Principal Owner: Tom Gores, Platinum Equity
Year Established: Ft. Wayne Pistons in 1948, moved to Detroit in 1957.
Team Website

Most Recent Purchase Price ($/Mil): $420 for the Detroit Pistons, the Palace of Auburn Hills, DTE Energy Music Theatre and the operating rights to the Meadow Brook Music Festival (2011)
Current Value ($/Mil): $360
Percent Change From Last Year: -25%

Arena: The Palace of Auburn Hills
Date Built: 1988
Facility Cost ($/Mil): $70
Percentage of Arena Publicly Financed: 0%
Facility Financing: Privately financed by a bank loan and equity contribution by team ownership.
Facility Website

UPDATE: In April 2011, Tom Gores and his investment firm, Platinum Equity, purchased Palace Sports and Entertainment and the Detroit Pistons Basketball Company, along with their assets, including the Detroit Pistons and The Palace of Auburn Hills, for $420 million.

Billionaire Mike Ilitch was set to purchase the Pistons for more than $400 million but pulled out of the deal over concerns about the revenue figures he was being presented. Ilitch's name came up as a potential buyer again in March, this time with speculations he would purchase the franchise for $360 million, $60 million less than Gores' deal. However, Gores gained NBA approval at the end of May to finalize the deal.

For the 2010-11 NBA season, The Palace introduced the MegaPhone interactive game, a game where spectators call in and answer trivia questions to win prizes. Also new to the stadium this year was The Comcast Pistons Care Basketball Zone, an interactive fundraiser benefitting the Pistons-Palace Foundation, on The Palace concourse at the Northeast Entrance.

The Palace also upgraded its 94-foot tall I-75 landmark marquee. The upgrade included full-color video displays replacing its original amber light signage. The West Parking Lot was upgraded with two-inch cut-down and resurfacing, including repairs to cracks and around manholes, and a new roof was installed to replace The Palace's outdated roof.

PNC Bank renewed its presenting sponsorship of the Pistons for the 2011-12 regular season and playoffs, marking the fourth season of this partnership and PNC Bank being the team's official banking partner. The financial terms of the agreement were undisclosed.

NAMING RIGHTS: The Palace of Auburn Hills has no current naming rights agreement.

Team: Golden State Warriors

Principal Owner: Joseph Lacob and Peter Guber
Year Established: 1946 as Philadelphia Warriors, moved to San Francisco in 1962, moved to Oakland and changed the name to Golden State Warriors in 1971.
Team Website

Most Recent Purchase Price ($/Mil): $450 (2010)
Current Value ($/Mil): $363
Percent Change From Last Year: +15%

Arena: Oracle Arena
Date Built: 1966
Facility Cost ($/Mil): $25.5 ($121 million renovation in 1997)
Percentage of Arena Publicly Financed: 100%
Facility Financing: In 1997, the Arena was renovated. The city and the county issued $140 million to pay for the renovations. 80% was refinanced by private loans guaranteed by the Warriors and the remaining 20% was paid by the city and county.
Facility Website

UPDATE: In November 2010, Joseph Lacob and Peter Guber, CEO of Mandalay Entertainment, purchased the Golden State Warriors for $450 million, a record price for a franchise that did not include an arena. The previous high selling price for an NBA franchise was $401 million set in 2004 when the Phoenix Suns were sold.

Three days after taking over the Warriors, Lacob and Guber sent more than $10 million to the Oakland-Alameda County Coliseum Authority to settle a debt created by former owner Chris Cohan. The payment ended part of a dispute the team had with the authority over lease payments and who should pay for a new scoreboard at Oracle Arena.

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

Team: Houston Rockets

Principal Owner: Les Alexander
Year Established: 1967 as San Diego Rockets, moved to Houston in 1971.
Team Website

Most Recent Purchase Price ($/Mil): $85 (1993)
Current Value ($/Mil): $443
Percent Change From Last Year: -6%

Arena: Toyota Center
Date Built: 2003
Facility Cost ($/Mil): $235
Percentage of Arena Publicly Financed: 100%
Facility Financing: The city spent $20 million on the land for the arena. The sports authority sold $182 million in bonds to build the arena and secured $125 million of that with money from hotel and car rental taxes. The garage project is paid for by a private business. The Rockets are responsible for cost overruns and have pledged to spend $20 million on enhancements.
Facility Website

UPDATE: In June 2010, the Houston Rockets and Toyota Center earned LEED Silver Certification for Existing Buildings: Operations & Maintenance from the U.S. Green Building Council (USGBC). Toyota Center is the first professional sports facility in Texas to receive a LEED Certification. The Toyota Center, Portland's Rose Garden, Miami's AmericanAirlines Arena, Orlando's Amway Center, and Atlanta's Philips Arena are the only NBA venues to receive any sort of certification. The Silver Certification ranks second only to the Gold Certification achieved by Portland earlier in 2010.

NAMING RIGHTS: In July 2003, the Rockets signed a 20-year, $100 million deal with Gulf States Toyota Inc., which will expire in 2023. While the naming rights deal is for 20 years, it can be extended to 30 years to match the deal that the Rockets currently have to stay in the arena.

Team: Indiana Pacers

Principal Owner: Melvin and Herbert Simon
Year Established: Joined the NBA from the American Basketball Association in 1976
Team Website

Most Recent Purchase Price ($/Mil): $13 (1983)
Current Value ($/Mil): $269
Percent Change From Last Year: -4%

Arena: Conseco Fieldhouse
Date Built: 1999
Facility Cost ($/Mil): $183
Percentage of Arena Publicly Financed: 43%

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

UPDATE: The city of Indianapolis will contribute $10 million over the next three years to help the Pacers finance the operations of Conseco Fieldhouse. The city will also pay at least $3.5 million for building improvements. In return, the Pacers must remain in the city through the 2012-13 NBA season or repay the entire $30 million. The Pacers would also be on the hook for a portion of the $30 million if they left before 2019.

Conseco Fieldhouse will retain its name even though the insurance company changed its name to CNO Financial Group in March 2010. The company noted the cost for new fieldhouse signs and the importance of continuity in making its decision.

NAMING RIGHTS: CNO Financial Group, formerly known as Conseco, an insurance and financial services company, is paying $40 million over 20 years for the naming rights that expire in 2019.

Team: Los Angeles Clippers

Principal Owner: Donald. T. Sterling
Year Established: 1970 as Buffalo Braves, moved to San Diego as the Clippers in 1978, moved to Los Angeles in 1984.
Team Website

Most Recent Purchase Price ($/Mil): $13 (1981)
Current Value ($/Mil): $305
Percent Change From Last Year: +3%

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 November 2010, tragedy struck the STAPLES Center when a two-year old boy fell 28 feet from a skybox. The boy, who later died from his injuries, fell from the third deck of luxury seats minutes after a Lakers game. LAPD officials said the boy’s parents were reviewing pictures on a digital camera when he wandered away and somehow fell over the glass safety barrier. His death was ruled accidental and the Department of Building and Safety said the building is in compliance with city code. In May 2011, the child's family filed a lawsuit against Anshutz Entertainment Group and L.A. Arena Co., which operates the center. The suit claims the companies have not warned fans about the "dangerous" design of the luxury boxes and alleges wrongful death and negligence. The suit seeks unspecified damages and an injunction that would require taller barriers to be installed in front of the boxes. The suit claims "in order to obtain the highest price possible for use of the luxury boxes, the STAPLES Center designed and maintains the luxury boxes in a dangerous condition. The safety barriers currently range in height from 26-42 inches, depending on the location.

The STAPLES Center's LIVE 4D, an eight-sided, center-hung Panasonic scoreboard and video system debuted in September 2010. The system, built exclusively for the STAPLES Center, is believed to be the largest indoor center-hung High Definition scoreboard video screen installation in the world. The unit features four additional screens on the underside of the LED Board to allow special viewing for fans with courtside seats. The boards are also video-capable, allowing them to be integrated so programming appears seamlessly across all eight screens, displaying panoramic action.

In December 2010, the STAPLES Center became the first U.S. sports and entertainment arena to be awarded ISO 14001 Certification for the third-party review of its Environmental Management System.

Delta Air Lines announced a multiyear agreement in February 2011 to become an official founding partner and official airline of the STAPLES Center, an official partner of The GRAMMY Museum at L.A. Live and the official airline of the NHL L.A. Kings. The agreement includes extensive signage rights and through affiliation with the Kings will gain sponsorship rights inside and outside the arena throughout the season. Financial details of the five-year agreement were not disclosed.

The STAPLES Center implemented its In Stadium Solutions text system in May 2011. The text system allows guests to communicate instantly, discreetly and directly with security if assistance is needed dealing with an unruly fan, a cleanup in their section or any other concerns they wish to report. The texting information is currently displayed throughout the STAPLES Center on digital signage and the venue will work on installing permanent signage over the summer.

NAMING RIGHTS: STAPLES, an office supply company, was paying $100 million over 20 years for a naming rights deal that was set to expire in 2019. In November of 2009, the company came to an agreement with the owner of the arena, AEG, which provided it with perpetual naming rights. This is the first lifetime naming rights agreement for a stadium in a major metropolitan area.

Team: Los Angeles Lakers

Principal Owner: Dr. Jerry Buss and Philip Anschutz
Year Established: 1947 member of the National Basketball League, joined the NBA in 1948.
Team Website

Most Recent Purchase Price ($/Mil): $20 (1979) and $268 (1998)
Current Value ($/Mil): $643
Percent Change From Last Year: +6%

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

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Team: Memphis Grizzlies

Principal Owner: Michael Heisley, Sr.
Year Established: 1995 in Vancouver, moved to Memphis in 2001
Team Website

Most Recent Purchase Price ($/Mil): $160 (2000)
Current Value ($/Mil): $266
Percent Change From Last Year: +4%

Arena: FedEx Forum
Date Built: 2004
Facility Cost ($/Mil): $250
Percentage of Arena Publicly Financed: 83%
Facility Financing: Funding for the arena came from $206.9 million in revenue bonds sold by the Shelby County Sports Authority, a $1.15 per ticket fee, and a state sales tax rebate on the sale of merchandise and concessions at the arena. The balance came from the team.
Facility Website

UPDATE: No update.

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

Team: Miami Heat

Principal Owner: Micky Arison
Year Established: 1988
Team Website

Most Recent Purchase Price ($/Mil): $65 for 88% (1995)
Current Value ($/Mil): $425
Percent Change From Last Year: +17%

Arena: American Airlines Arena
Date Built: 1999
Facility Cost ($/Mil): $194
Percentage of Arena Publicly Financed: 59%
Facility Financing: The team built the arena, with Dade County providing $8.5 million a year in bed-tax revenue to help pay the debt from the construction costs.
Facility Website

UPDATE: According to Front Row Marketing calculations, American Airlines could reap more than $70 million worth of media exposure from the 2011 NBA Finals series played at the AmericanAirlines Arena in Miami and the American Airlines Center in Dallas. The Dallas Mavericks won the series, defeating the Heat 105-95 in Game 6.

In October 2010, the Heat announced a multi-year partnership with mobile carrier T-Mobile USA, providing extensive in-game features, exposure on English and Spanish radio, in-arena signage, retail promotions and social media integration.

Kumho Tire USA and the Miami Heat partnered to open the Kumho Fan Zone on the 300 level of the AmericanAirlines Center in January 2011. The section features a gaming wall with four 60-inch HD-TVs, Sony Playstation and game software.

In April 2011, the Heat signed with mobile developer XCO SportsLink for a series of mobile applications set to debut for the 2011-12 NBA season. The free applications for iPhone, Android and BlackBerry platforms will include video highlights, statistics, news, social media integration, alerts and push notifications, and in-game content for fans at all home games.

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

Team: Milwaukee Bucks

Principal Owner: Senator Herb Kohl
Year Established: 1968
Team Website

Most Recent Purchase Price ($/Mil): $19 (1985)
Current Value ($/Mil): $258
Percent Change From Last Year: +2%

Arena: Bradley Center
Date Built: 1988
Facility Cost ($/Mil): $90
Percentage of Arena Publicly Financed: 0%
Facility Financing: Money for the arena was donated by the Pettit family as a gift to the people of Wisconsin and in memory of Jane Bradley Pettit's father Harry Lynde Bradley. The team does not pay rent and gets a percentage of suite revenue and concessions.
Facility Website

UPDATE: The Bradley Center debuted a new $3.2 million scoreboard in September 2010. The new board is 29 feet tall and 32 feet wide, three times the display size of the former scoreboard. It has 12 video panels, including three wrap-around marquees which are the only ones of their kind in the NBA. The scoreboard will be paid for in part with building operations funds and a portion of the $5 million the Bradley Center received from the state of Wisconsin to help fund maintenance and capital improvements.

In 2010, the Bradley Center recorded a 12 percent increase in revenue from its latest fiscal year. The venue reported a net loss of $2.02 million in 2010, which included $2.8 million in depreciation expenses, as compared to a net loss of $4.09 million, including $2.9 million in depreciation expenses, in the previous fiscal year.

In March 2011, Wisconsin Gov. Scott Walker recommended against the state providing $10 million to fund further upgrades to the venue. Bradley Center officials have said the building needs $23 million in capital improvements.

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

Team: Minnesota Timberwolves

Principal Owner: Glen Taylor
Year Established:1989
Team Website

Most Recent Purchase Price ($/Mil): $88.5 (1995), and an additional $6 million for 10% in 1996.
Current Value ($/Mil): $264
Percent Change From Last Year: -1%

Arena: Target Center
Date Built: 1990
Facility Cost ($/Mil): $104
Percentage of Arena Publicly Financed: 100%
Facility Financing: Financed through a tax-exempt bond issue.
Facility Website

UPDATE: In September 2010, Life Time Fitness secured the first naming rights partnership in team history for the Timberwolves practice facility. The practice facility, located within Life Time Fitness Target Center, was re-named the Life Time Fitness Training Center. The naming rights deal is part of a larger multi-year corporate partnership agreement between the two entities. Life Time Fitness also secured naming rights to the Wolves' practice jerseys. The Life Time Fitness logo/name will be branded on the training center entrance, basketball court, media backdrops, basket stanchions, chair backs, walls and weight room. Terms of the deal were not disclosed.

In March 2011, Minneapolis Mayor R.T. Rybak, Wolves owner Glen Taylor and Minneapolis City Council President Barbara Johnson announced a proposal seeking $155 million to renovate the Target Center. The city owns the building, which is operated by AEG. The renovation would open the building more to the street and nearby facilities such as Target Field, as well as expand concourses and renovate locker rooms. A new restaurant, bar, food court, club seats and VIP entrance would also be added. Minnesota Gov. Mark Dayton announced a $1 billion bonding plan that includes $8 million to match city money used for basic upkeep of the Target Center. The city already has $50 million in tax increment financing funds over the next 10 years aimed at keeping the facility functional.

In May 2011, the mayor and city council president unveiled a proposal to partially fund the renovations by raising the city's sales tax and expanding other taxes. Under the plan, the city would provide $100 million towards the renovations while the team would finance $50 million of the upgrades. The plan would also restructure existing Target Center debt, shifting the burden of repayment off property tax rolls, providing $50 million in property relief over 10 years. The Metropolitan Council would issue the bonds and the debt would be repaid with revenues from the series of taxes. Other revenue sources are an admission tax on stadium events and increased parking fees. A new Minnesota Stadium Authority would replace the Metropolitan Sports Commission as owner and operator of the Target Center.

Target Corp.'s naming rights agreement for the arena expires at the end of August. The team is seeking a 14-year deal to match the years remaining on its lease at the venue. Life Time Fitness is among the companies vying for the deal.

NAMING RIGHTS: Target was paying $18.8 million over 15 years for the naming rights that expired in 2005. The company has been paying approximately $2 million per year since that time.

Team: New Jersey Nets

Principal Owner: Mikhail Prokhorov
Year Established: Joined the NBA from the American Basketball Association in 1976 as the New York Nets. In 1977 the team changed to the New Jersey Nets.
Team Website

Most Recent Purchase Price ($/Mil): $260 (2010)
Current Value ($/Mil): $312
Percent Change From Last Year: +16%

Arena: Prudential Center
Date Built: 2007
Facility Cost ($/Mil): $375
Percentage of Arena Publicly Financed: N/A
Facility Financing: Multiple private sources. The New Jersey Devils contributed $100 million.
Facility Website

UPDATE: In May, 2010 Russian billionaire Mikhail Prokhorov invested $293 million in equity for an 80% interest in the Nets, a 45% stake in Brooklyn Arena, LLC, the operating company that will run the team's new building, and up to 20% of Atlantic Yards Development LLC, which will develop real estate near the new Barclays Center arena. The Nets plan to move into their state-of-the art facility in 2012 and are expected to see sponsorship, premium seating and concession revenues of $75 million a year, $60 million more than what the team received at the IZOD Center last season. Debt service on the new building, which was financed with $511 in PILOT bonds, will be between $27 million and $30 million a year.

In November 2010, Amtrak signed a three-year deal to have the name of its high-speed train, the Acela, on an upscale restaurant at the Prudential Center. The agreement is believed to be worth mid-six figures over three years. The 350-seat restaurant is located on the first suite level at the arena.

The NBA held the June 23, 2011 NBA draft at the Prudential Center while Madison Square Garden undergoes renovations. The draft has been held in New York City since 2001.

NAMING RIGHTS: Prudential struck a naming-rights deal with the New Jersey Devils for $105.3 million over the next 20 years, which will expire in 2027.

Team: New Orleans Hornets

Principal Owner: NBA
Year Established: 1988 as the Charlotte Hornets, moved to New Orleans in 2002.
Team Website

Most Recent Purchase Price ($/Mil): $310 (2010)
Current Value ($/Mil): $280
Percent Change From Last Year: +5%

Arena: New Orleans Arena
Date Built: 1999
Facility Cost ($/Mil): $110
Percentage of Arena Publicly Financed: 100%
Facility Financing: Publicly funded with revenue bonds.
Facility Website

UPDATE: Mired with $100 million of debt, losing money and borrowing funds from the NBA to meet payroll the Hornets were purchased by the NBA in December 2010. The purchase was for an enterprise value of $310 million and was assisted by a $70 million loan from former majority owner George Shinn. The loan will be repaid at 3% interest over three years. The team's lease with New Orleans Arena is set to expire after the 2013-14 season.

The league lined up New Orleans-born sports attorney Jac Sperling, Vice Chairman of the NHL's Minnesota Wild, to be the NBA's administrator of the team and oversee its sale to a more permanent owner. Current Hornets President Hugh Weber will continue overseeing day-to-day operations of what will be the first NBA team to be owned by the league.

The Hornets have a clause in their lease at the New Orleans Arena that would allow them to leave after this season if the average attendance spanning a two-year period dips below 14,735. In January, the Hornets reached that average attendance bar, keeping the team in the city for at least another year.

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

Team: New York Knicks

Principal Owner: Team and Arena are owned by Cablevision Systems Corp. (CSC) (60%) and Fox Entertainment Group (40%).
Year Established: 1946 as part of the Basketball Association of America, joined the NBA when the leagues merged in 1949.
Team Website

Most Recent Purchase Price ($/Mil): $1 billion: Cablevision acquired 60% of the Knicks, the New York Rangers, Madison Square Garden, and MSG Cable Network in 1997 for $850. The Knicks alone cost $300.
Current Value ($/Mil): $655
Percent Change From Last Year: +12%

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

UPDATE: Madison Square renovations are underway; the arena projected cost of the renovation to exceed $800 million. The renovations will include new seats, lighting, sound, and LED video systems in HDTV, wider public concourses and other enhancements. The renovations are scheduled to be completed by October 2013. The renovations are so substantial that they required Madison Square Garden to be shut down three separate times during the summer of 2010 for a total of 20 weeks. This opportunity cost added to the cost of the renovations as dozens of events had to be moved to another location and Cablevision lost out on those revenues.

In September 2010, JPMorgan Chase inked a deal as the first-ever Marquee Partner of Madison Square Garden (MSG). The deal includes MSG's iconic venues (Madison Square Garden, Theater at Madison Square Garden, Radio City Music Hall, Beacon Theatre, Chicago Theatre), entertainment brands and events, professional sports teams (NBA New York Knicks, NHL New York Rangers, WNBA New York Liberty), regional television networks and digital platforms. The lucrative deal is worth at least $30 million a year for 10 years. The agreement gives the bank rights to most of the inventory the Knicks and arena have to offer except for the payment card category which is owned by American Express.

The new 7th Avenue entrance will become Chase Square and two new Chase Bridges will be suspended above the floor offering a unique view of the action. The arena will also feature The 1879 Club presented by J.P. Morgan and 7th and 8th Avenue marquees will feature permanent JPMorgan Chase branding.

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

Team: Oklahoma City Thunder

Principal Owner: Clay Bennett and the Professional Basketball Club, LLC
Year Established: 1967. Originally founded as the Seattle SuperSonics, the Thunder relocated to Oklahoma City in 2008 after a dispute between team owner Clay Bennett and Seattle lawmakers.
Team Website

Most Recent Purchase Price ($/Mil): $350 (2006). Purchase also included the WNBA's Seattle Storm.
Current Value ($/Mil): $329
Percent Change From Last Year: +6%

Arena: Chesapeake Energy Arena
Date Built: 2002
Facility Cost ($/Mil): $89
Percentage of Arena Publicly Financed: 100%
Facility Financing: As the premier project of MAPS, Oklahoma City's visionary capital improvement program to finance new and upgraded sports, entertainment, cultural and convention facilities, the Chesapeake Energy Arena was publicly financed by a temporary one-cent sales tax.
Facility Website

UPDATE: Bids for the final phase of the Oklahoma City Arena renovations came in more than $2 million below expectation. The renovations were originally priced at about $121 million, funded by a one-penny sales tax passed by voters in 2008 and include a new scoreboard, new restaurants and remodeled suites. The final phase will focus on the addition of space to the southwest side of the building. Some video components and signage will also be put inside. The projects are projected to be completed by May 2012. The only remaining element to be put up for bid is an expansion of team management office space.

The new $14 million practice facility, The Integris Health Thunder Development Center, funded by the same sales tax should also be completed in 2011. The original costs of the arena renovation and practice facility combined were planned at $121 million but cut back to $104 million because the tax revenue was less than expected.

NAMING RIGHTS: In August 2010, the Oklahoma City Thunder announced its naming rights agreement with the Oklahoma Ford Dealers had ended and it was in discussions with other potential naming rights partners. For now, the building will be known as the Oklahoma City Arena while negotiations are ongoing. The original naming rights agreement was signed in 2001 and was worth $8.1 million over 15 years. However, the contract allowed an NBA franchise to terminate the existing agreement if a team came to Oklahoma City, which occurred when the Seattle SuperSonics relocated in July 2008. Under a new naming rights deal, the city will continue to receive the $409,000 a year it was getting from the deal with Oklahoma Ford Dealers and any money above that amount will be kept by the team.

Team: Orlando Magic

Principal Owner: Richard DeVos
Year Established: 1989
Team Website

Most Recent Purchase Price ($/Mil): $85 (1991)
Current Value ($/Mil): $385
Percent Change From Last Year: +6%

Arena: Amway Center
Date Built: 2010
Facility Cost ($/Mil): $480
Percentage of Arena Publicly Financed: 87.5%
Facility Financing: Magic owner Richard DeVos contributed $10 million, the Magic contributed $50 million and the rest was financed as part of a $1.05 billion plan to renovate and upgrade downtown Orlando.
Facility Website

UPDATE: The Magic moved into their new $380 million arena, the Amway Center, in September 2010. The building, which is owned and operated by the City of Orlando, has six founding partners (Geico, PepsiCo, AirTran Airways, Harris, Disney and Florida Hospital) that have deals valued at over $1 million annually. The city will receive $1.75 million from naming rights, luxury suites and ad signage the first year the Amway Center is open. Taxpayers chipped in about $500,000 to promote and produce the "grand opening" of the arena in October 2010.
In April 2011, the Amway Center was awarded LEED Gold certification for its sustainable design and construction methods.

NAMING RIGHTS: Amway, the world's largest direct-selling company that was co-founded by Magic owner Richard DeVos in 1959, is paying $40 million over 10 years for the building's naming rights.

Team: Philadelphia 76ers

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

Most Recent Purchase Price ($/Mil): $280 (2011).
Current Value ($/Mil): $330
Percent Change From Last Year: -4%

Arena: Wells Fargo Center
Date Built: 1996
Facility Cost ($/Mil): $206
Percentage of Arena Publicly Financed: 11%
Facility Financing: $140 million was financed through a private bank. Comcast contributed $45 million, and $30 million will come from the naming rights revenue. The state provided $17 million, and the City of Philadelphia is lending $8.5 million for infrastructure improvements. Additionally, $10 million came from state capital redevelopment assistance funding for general site improvements.
Facility Website

UPDATE: In July 2011, the Philadelphia 76ers were sold to New York-based leveraged buyout specialist Joshua Harris for $280 million. The sale marked the end of Comcast-Spectator's 15-year ownership that included a trip to the NBA Finals.

As of July 14, 2011, the NBA had not yet approve the tentative deal, which does not include ownership of their building, the Wells Fargo Center.

The Wells Fargo Center debuted the Bottoms Up beer dispensing system in January 2011. The system fills a specially designed cup from the bottom with a perfect pour in less than five seconds, meaning 40 or more beers can be poured in a typical four-tap station in less than a minute. The system is expected to be a bonus to consumers and the stadium industry alike.

NAMING RIGHTS: Wells Fargo will pay $1.4 million per year for the naming rights of the arena until 2023.

Team: Phoenix Suns

Principal Owner: Robert Sarver
Year Established: 1968
[Team Website]

Most Recent Purchase Price ($/Mil): $401 (2004) Purchase price included the WNBA's Phoenix Mercury and the AFL's Arizona Rattlers.
Current Value ($/Mil): $411
Percent Change From Last Year: +4%

Arena: U.S. Airways Center
Date Built: 1992
Facility Cost ($/Mil): $90
Percentage of Arena Publicly Financed: 39%
Facility Financing: The City of Phoenix contributed $35 million with $28 million going to construct the arena and $7 million for the land. The Phoenix Suns contributed $55 million. The city has a 30-year commitment from the Suns to repay a portion of the contribution at $500,000 per year, with an annual 3% increase. The city will also receive 40% of revenue from luxury boxes and advertising.
[Facility Website]

UPDATE: No update.

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

Team: Portland Trail Blazers

Principal Owner: Paul Allen
Year Established: 1970
[Team Website]

Most Recent Purchase Price ($/Mil): $70 (1988)
Current Value ($/Mil): $356
Percent Change From Last Year: +5%

Arena: Rose Garden
Date Built: 1995
Facility Cost ($/Mil): $262
Percentage of Arena Publicly Financed: 13%
Facility Financing: Public and private funds. The city contributed $34.5 million. The remaining 227.5 million was provided by Paul Allen affiliates.
[Facility Website]

UPDATE: In November 2010, the Portland City Council extended redevelopment negotiations with the Trail Blazers for up to a year. The extension continues an 18-year agreement that gives team owner Paul Allen the exclusive option to develop city-owned land around the Rose Garden and the Memorial Coliseum. The development rights were set to expire in November, but were extended to May 24, 2011 with an option to stretch out negotiations six months beyond that. However, the Blazers were unable to put together a development proposal and the development rights expired.

Allen had been considering developing the real estate around the Rose Garden Arena in a project that would be similar to what Philip Anschutz did with L.A. Live near his Staples Center. Allen wanted to reduce the capacity of the Memorial Coliseum from 12,000 seats to 7,000 by replacing the arena's interior bowl seating and adding a new scoreboard and premium seating. Allen further wants to develop the area around the Rose Garden into an entertainment district the team is calling Jumptown.

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

Team: Sacramento Kings

Principal Owner: The Maloof Family (Gavin Maloof, Joe Maloof, Colleen Maloof, Adirenne Maloof-Nassif, George J. Maloof, Jr., and Phil Maloof)
Year Established: 1945 in the National Basketball League as the Rochester Royals, joined the NBA in 1948, moved to Cincinnati in 1957, moved to Kansas City as the Kings in 1972 and moved to Sacramento in 1985.
Team Website

Most Recent Purchase Price ($/Mil): The Maloof family bought 24% in 1998 and 29% in 1999 for a total of between $240 and $250 million. The purchase price included the WNBA's Sacramento Monarchs and Arco Arena.
Current Value ($/Mil): $293
Percent Change From Last Year: -4%

Arena: Power Balance Pavilion
Date Built: 1988
Facility Cost ($/Mil): $40
Percentage of Arena Publicly Financed: 0%
Facility Financing: Privately financed.
Facility Website

UPDATE: Before the start of the 2010-11 season oil company Arco announced that after 25 years it would no longer be the sponsor of the arena's naming rights. In January 2011, the Kings announced a new five-year naming rights agreement with Power Balance, the maker of sports wristbands popular with NBA players. The arena is now known as the Power Balance Pavilion. The name change could cost nearly $1 million, which involves changing the name on everything from signs and stationery to Twitter accounts. However, in March 2011, Power Balance officials announced they were revisiting terms of their deal with the Kings and were delaying installing the Power Balance name on the arena.

Part of the delay may have been attributed to speculations that the Kings could move from Anaheim to Sacramento. The Maloof family, who has been the team’s majority owners since 1999, had been considering a move to Anaheim’s Honda Center because of financial issues but decided to remain in Sacramento for the 2011-12 season. The NBA seemed to be against the move, especially after Sacramento Mayor Kevin Johnson, a former NBA player, lobbied for a chance to prove the city can put together a plan for a new arena.

NAMING RIGHTS: Power Balance acquired a five-year naming rights deal after ARCO ended its 25-year relationship with the arena. Financial terms of the deal were not disclosed.

Team: San Antonio Spurs

Principal Owner: Peter Holt
Year Established: Joined the American Basketball Association in 1967 as the Dallas Chaparrals. Moved to San Antonio as the Spurs in 1973. Joined the NBA in 1976.
Team Website

Most Recent Purchase Price ($/Mil): $75 (1993)
Current Value ($/Mil): $404
Percent Change From Last Year: +1%

Arena: AT&T Center
Date Built: 2002
Facility Cost ($/Mil): $186
Percentage of Arena Publicly Financed: 84%
Facility Financing: $146.5 million was generated through a county tax increase and an increase in hotel and rental car taxes. The Spurs contributed $28.5 million, which was raised through a $1.00 increase in ticket fees for NBA games and a $1.00 parking surcharge. The bulk of the facility's revenues go to the team.
Facility Website

UPDATE: The Spurs changed their revenue model at the AT&T Center to better handle a struggling economy after selling out only half their home games in 2009-10. The Spurs kept season ticket prices flat and allowed more fans to share season tickets. The team also increased the number of all-you-can-eat promotions and free post-game concerts. Super Boxes, which hold almost 400 fans, were created on each side of the arena’s H-E-B Fan Zone and include food and beverage privileges in the ticket price.

The Spurs were named the top NBA franchise and 5th best professional team out of 122 total teams from the NBA, NFL, NHL and MLB in ESPN Magazine’s “The Ultimate Standings” rankings for 2011.

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

Team: Toronto Raptors

Principal Owner: Maple Leaf Sports and Entertainment, LTD
Year Established: 1995
[Team Website]

Most Recent Purchase Price ($/Mil): $125 (1998)
Current Value ($/Mil): $399
Percent Change From Last Year: +3%

Arena: Air Canada Centre
Date Built: 1999
Facility Cost ($/Mil): $265 Canadian; $239.5 U.S.
Percentage of Arena Publicly Financed: 0%
Facility Financing: Privately Financed.
[Facility Website]

UPDATE: The Raptors have not qualified for the playoffs in three years and have only made five appearances since joining the NBA for the 1995-96 season. Despite the poor play on the court the team continues to make money due to the strengthening Canadian dollar and the success of the Air Canada Centre. The Raptors are one of just 10 teams that generate more than $1 million in gate receipts per game on average.

In May 2011, it was reported that Bell Canada Enterprises or Rogers Communications would likely pay $2.25 billion to purchase Maple Leaf Sports & Entertainment from the Ontario Teachers' Pension Fund. It was reported that Rogers would only be interested in MLS&E if it could buy the entire company and own the broadcast rights.

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

Team: Utah Jazz

Principal Owner: Larry Miller
Year Established: 1974 as New Orleans Jazz, moved to Utah in 1979.
[Team Website]

Most Recent Purchase Price ($/Mil): $24 (1985)
Current Value ($/Mil): $343
Percent Change From Last Year: 0%

Arena: EnergySolutions Arena
Date Built: 1991

Facility Cost ($/Mil): $94
Percentage of Arena Publicly Financed: 22%
Facility Financing: Mostly financed by team owner. The city donated the land and $20 million for parking and support facilities.
[Facility Website]

UPDATE: No update.

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

Team: Washington Wizards

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

Most Recent Purchase Price ($/Mil): $550 (reported) (2010)
Current Value ($/Mil): $322
Percent Change From Last Year: +3%

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 February 2011 the Verizon Center debuted mobile applications for Android, iPhone and iPod Touch. The free mobile app, developed by YinzCam, provides detailed, searchable maps and locations for all concession food items and drinks, guest services, bathrooms, ATM machines, stairs, elevators, entrances and exits. Additional features include a schedule of all upcoming games, concerts and events, and a customer feedback section for fans to submit queries or concerns during an event. A Blackberry version of the mobile app is currently in development. Additional wi-fi access points were installed throughout the arena in an effort to increase the available bandwidth for cellphone users and allow for the use of the mobile app during events.

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

