BACKGROUND How did Triple-A Baseball get here?
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Portland Beavers rumored for sale, Foster/Hunt indicate interest to MiLB

PCL and MiLB communicate there is little support for relocating to El Paso

Portland owner, PCL President tour El Paso, visit Cohen, Fort Bliss; Populous architects hired to review Cohen

Several San Diego communities compete for team, Padres ownership settles on Downtown Escondido

2010

2011

BACKGROUND  How did Triple-A Baseball get here?

Portland Beavers renamed Tucson Padres and begin season with plans to play temporarily for two years in Tucson

Foster/Hunt meet with Padres owner in San Diego to express interest in buying the team

Newly-elected California Governor passes state budget abolishing redevelopment authorities across state

Populous/Urban Design evaluate El Paso downtown options; Gov. Brown’s authority to abolish redevelopment authorities upheld in court

2011

2012
BACKGROUND  How did Triple-A Baseball get here?
Various sites around Downtown El Paso analyzed, only option not requiring major infrastructure work, delays or eminent domain is city hall site
City Council votes 6-2 in favor of term sheet and building new ballpark on city hall site, MountainStar addresses critical concerns of PCL Executive Committee in Dallas

2012
- Tucson Padres owner indicates interest in selling team, MountainStar Sports Group forms and begins negotiating with City of El Paso via consultants and proper transparent channels

2013
- Approval of El Paso and MountainStar signed by PCL

How did we sell El Paso?

#2  #1  #2  #4  #1
- JOB GROWTH
- 2010 ECONOMIC PERFORMANCE
- 2011 ECONOMIC PERFORMANCE
- WAGE GROWTH
- HI TECH OUTPUT GROWTH

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TRIPLE-A BASEBALL IN EL PASO

What does Triple-A Baseball in El Paso represent?

- Economic Development
- Downtown Revitalization

Benefits

- Improves community pride to have a professional hometown sports team
- Weekly regional and national media mentions of El Paso as a result of league coverage
- Supports existing efforts by the Borderplex Alliance and others to attract new business, and employees to the region, and to keep existing companies
- Team positioned as a community asset in partnership with non-profits, schools, and related segments of the community
- Affordable family entertainment
TRIPLE-A BASEBALL IN EL PASO

One part of the whole

- Every great city starts with a great downtown
- Begin building a better quality of life to be competitive in attracting and retaining the best and brightest
- El Paso’s signature downtown projects total over $260 million
- Ciudad Juarez: $493 million allocated for infrastructure, historic districts, new industrial projects
- Almost $1 billion in public investment for our region

TRIPLE-A BASEBALL IN EL PASO

Objectives

- Ballpark is a catalyst for redevelopment and revitalization
  Normally, these actions occur around the same time ballparks open
- Land values increase in surrounding area
- Overall construction activity increases
TRIPLE-A BASEBALL IN EL PASO

Objectives

- The 3 R’s (residential, retail, restaurants) construction activity increases around ballpark

- Overall activity and patronage at restaurants, bars, and retail establishments increases around ballpark

- The new ballpark will help in renewing the beauty of downtown

- Downtown weekend and weekday activity increases, especially at night

CASE STUDY EXAMPLES Oklahoma – Metropolitan Area Projects

- Funded by 5-year one-cent sales tax approved in 1993

- Over $309 million was collected by sales tax for MAPS 1

- Sales tax extended for additional arena improvements

- MAPS 2 dedicated solely to building new schools
## CASE STUDY EXAMPLES: Oklahoma – Metropolitan Area Projects

### Public Projects – MAPS 1

- Chesapeake Energy Arena $87.7 million
- Chickasaw Bricktown Ballpark $34.2 million
- Bricktown Canal (shops/restaurants/entertainment/etc.) $32.1 million
- Cox Business Services Convention Center – renovation $63.1 million
- Civic Center Music Hall $52.4 million
- Oklahoma City Fairgrounds $14.0 million
- Oklahoma River (landscape/trails/recreational facilities) $51.8 million
- Library and learning center $21.5 million
- Trolley system $5.3 million

It all started with Triple-A Baseball

## CASE STUDY EXAMPLES: Oklahoma – Metropolitan Area Projects

### Public Projects – MAPS 3

- New convention center $280 million
- 70-acre downtown park $130 million
- Trolley system $130 million

It all started with Triple-A Baseball
CASE STUDY EXAMPLES

Oklahoma – Metropolitan Area Projects

MAPS served as catalyst for additional downtown development including:

- Oklahoma Health Center
- Downtown hotels
- Oklahoma City Museum of Art
- Oklahoma City National Memorial and Museum
- Office buildings
- Upscale residential apartment complexes
- Bass Pro Shop

Total of $1.2 billion in public investment from 1995-2014
Total of over $5 billion in private investments
(including MAPS 1 and other initiatives)

CASE STUDY EXAMPLES

Durham
Durham Athletic Park
CASE STUDY EXAMPLES

Durham – Durham Athletic Park

$900 million worth of private investment resulted in
- Mixed use apartment complexes
- Commercial district including bars/restaurants

$40 million Durham Performing Arts Center paid for with room occupancy taxes

Stadium designers incorporated permanent historical references throughout the entire facility to remind visitors of the community surroundings

CASE STUDY EXAMPLES

Kansas City Sprint Center and Kansas City Power & Light District
CASE STUDY EXAMPLES  Kansas City – Sprint Center, Power & Light District

$850 million mixed-use district
- Entertainment
- Retail
- Nightlife
- Residential

388,000 square feet of leasable space

District project funded by TIF Bonds

District complimented by $5 billion of additional downtown development

CASE STUDY EXAMPLES

Tulsa
Oneok Field
Projects totaling $710 million
- Conversions of historic office and warehouse buildings to hotels, residential lofts, museums
- Oneok Field and BOK Center are driving forces in Tulsa’s downtown revitalization

New investment projects resulted in rising property values

The most significant projects are already completed or under construction:

- Mixed-use projects $100M
- Downtown infrastructure $75M
- Hotel construction and restoration $73.2M
- Museum improvements $18M
- Renovations to OSU Medical Center $25M
- Additional construction $47.8M

**Total: $339 million**
El Paso
Triple-A Baseball

EL PASO’S NEW DOWNTOWN BALLPARK

Best of MLB and MiLB: major league ballpark, minor league affordability

A key quality-of-life addition to the community

MountainStar will treat team as a community asset
EL PASO’S NEW DOWNTOWN
BALLPARK

A Community Asset

A first-class, professional facility:
working with the best in the
industry

Ballpark will capture
the culture of El Paso

A signature anchor point for
entertainment, arts, cultural
district