



# *A Ballpark For*





# INTRODUCTION

## ➤ Erik Judson

- Former EVP, San Diego Padres
- Principal, JMI Sports LLC
  - PETCO Experience Too Valuable to Leave on Shelf
  - Specialize in Development of Major Sports Facilities



**Goodyear Spring Training Ballpark  
Cleveland Indians & Cincinnati Reds**



**Matthew Knight Arena  
University of Oregon**



**2-Team NFL Stadium Study  
Oakland-Alameda County**



# AAA IN SAN DIEGO COUNTY

## ➤ Jeff Moorad

- Vice Chairman & CEO, San Diego Padres
- Former CEO, Arizona Diamondbacks
- Vision for AAA Baseball In-Market

## ➤ Padres Must Approve MiLB in San Diego

## ➤ AAA Team Available – Rare Opportunity





# AAA IN SAN DIEGO COUNTY

- Strengthen Relationships with North County
- General Economies & Synergy with Padres
- Expanded Marketing Opportunities
- Baseball Operations Efficiency
- Affordable Family Entertainment





# WHY ESCONDIDO?

- Prominent North County Community
- Great Downtown Environment
- Consistent with City Council Vision for Redevelopment of Area
- Existing Roads & Infrastructure
- Good Public Transportation
- Experience with Chargers





# EXISTING INFRASTRUCTURE



**ESCONDIDO, CA**



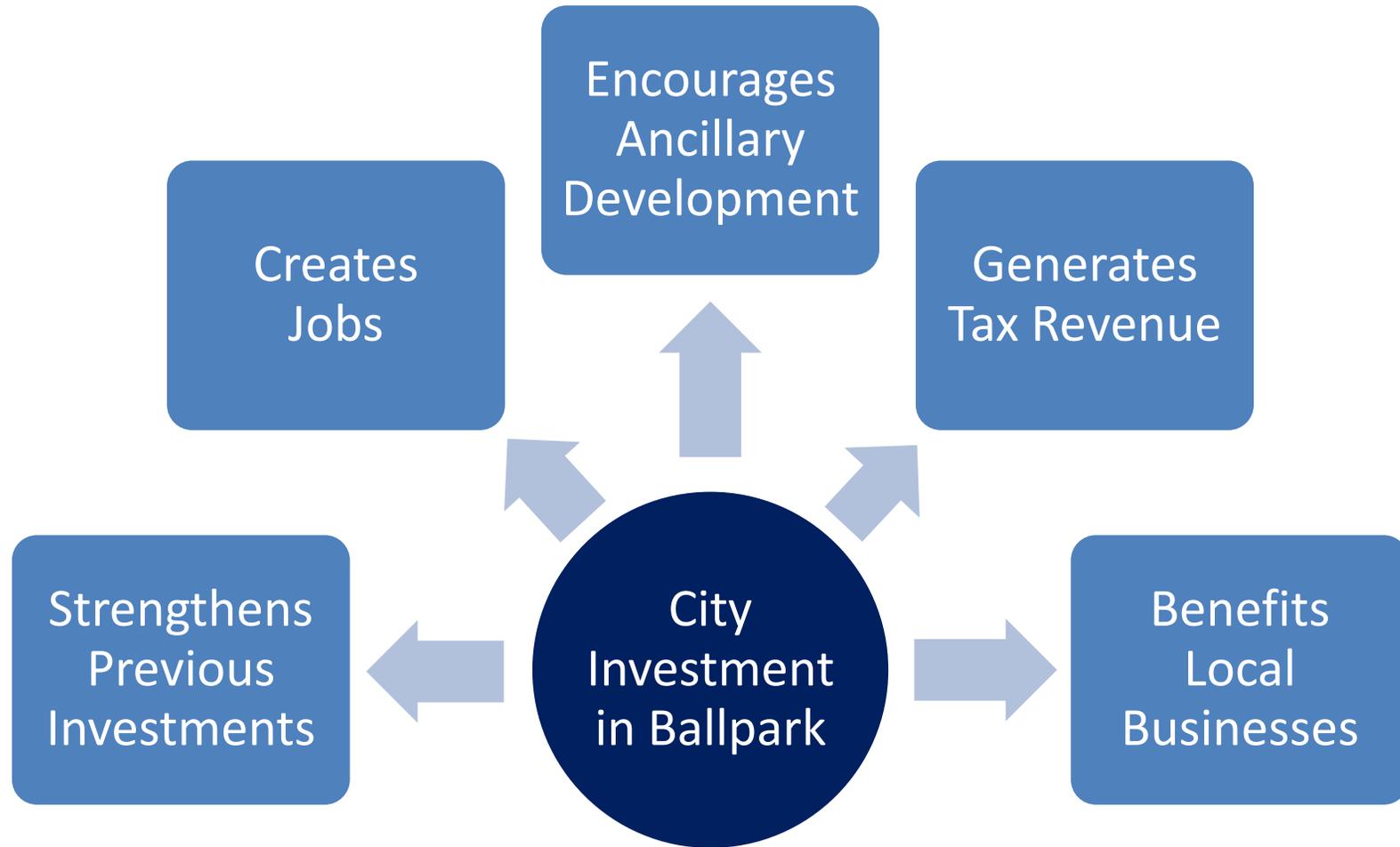
# BALLPARK LOCATION



**ESCONDIDO, CA**



# BALLPARK AS A CATALYST



***500,000 FANS OVER 70 GAMES!***



# BALLPARK AS A CATALYST





# MINOR LEAGUE BALLPARKS



**MEMPHIS, TN**



**FORT WAYNE, IN**



**INDIANAPOLIS, IN**



**RENO, NV**



# MINOR LEAGUE BALLPARKS



**TOLEDO, OH**



**OAKLHOMA CITY, OK**



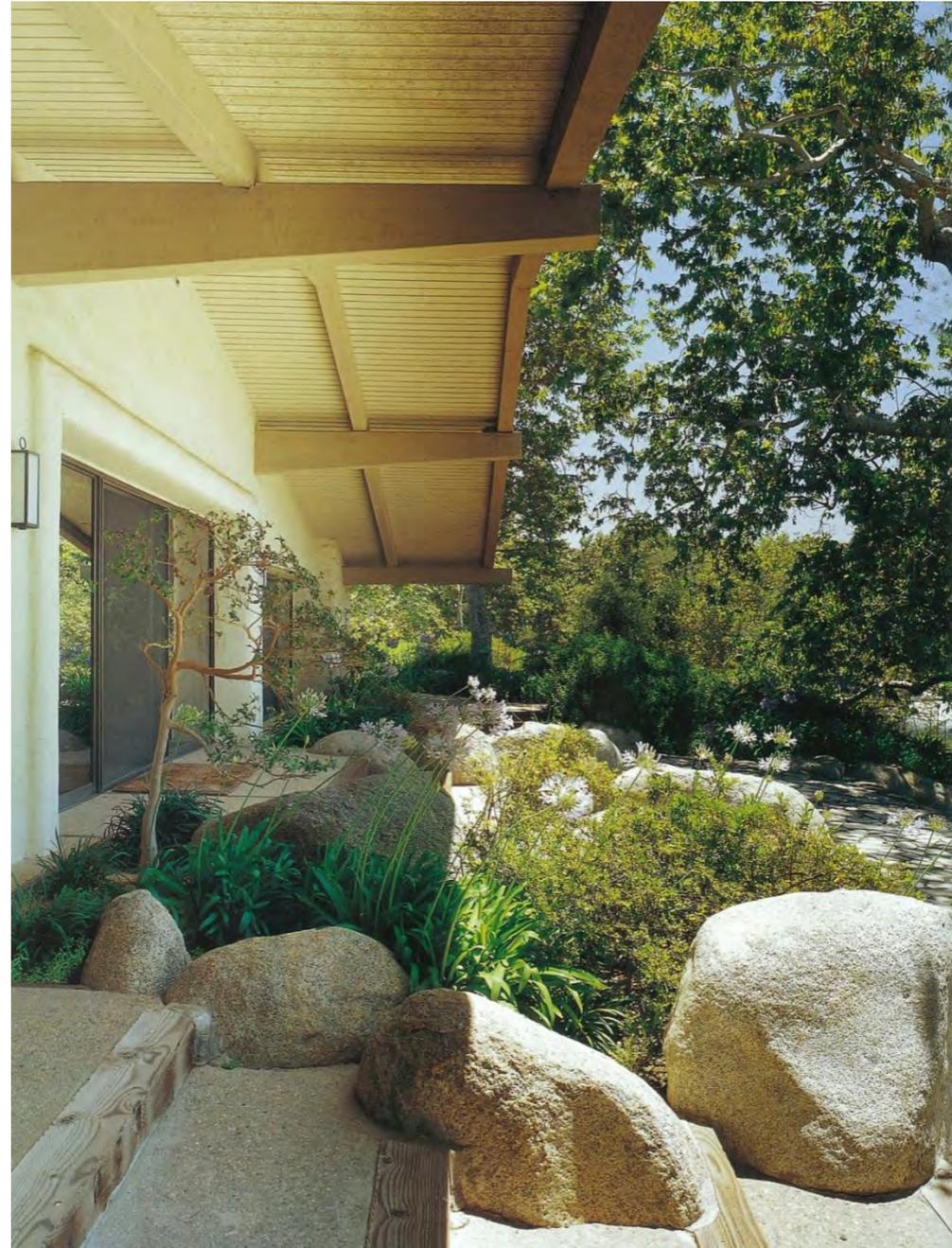
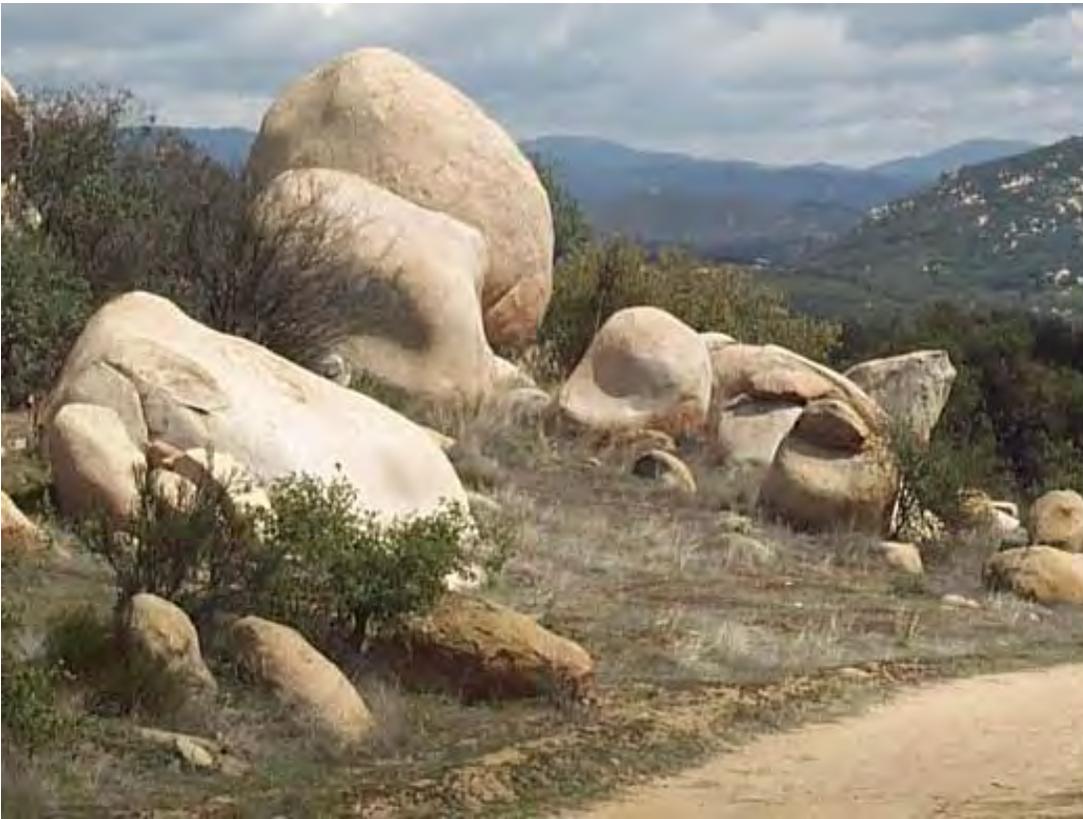
**FRISCO, TX**



**COLUMBUS, OH**



# BALLPARK DESIGN INSPIRATIONS





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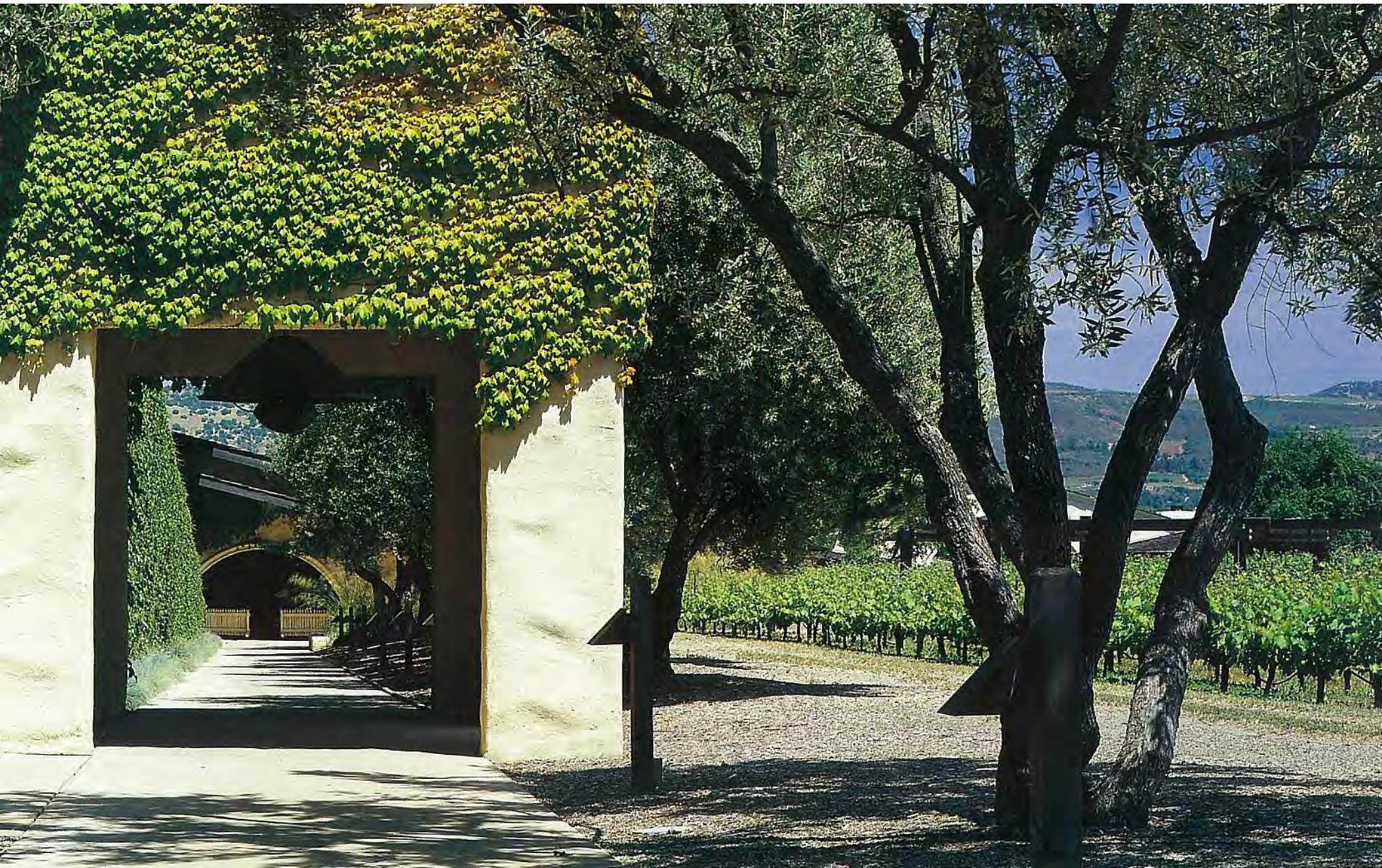


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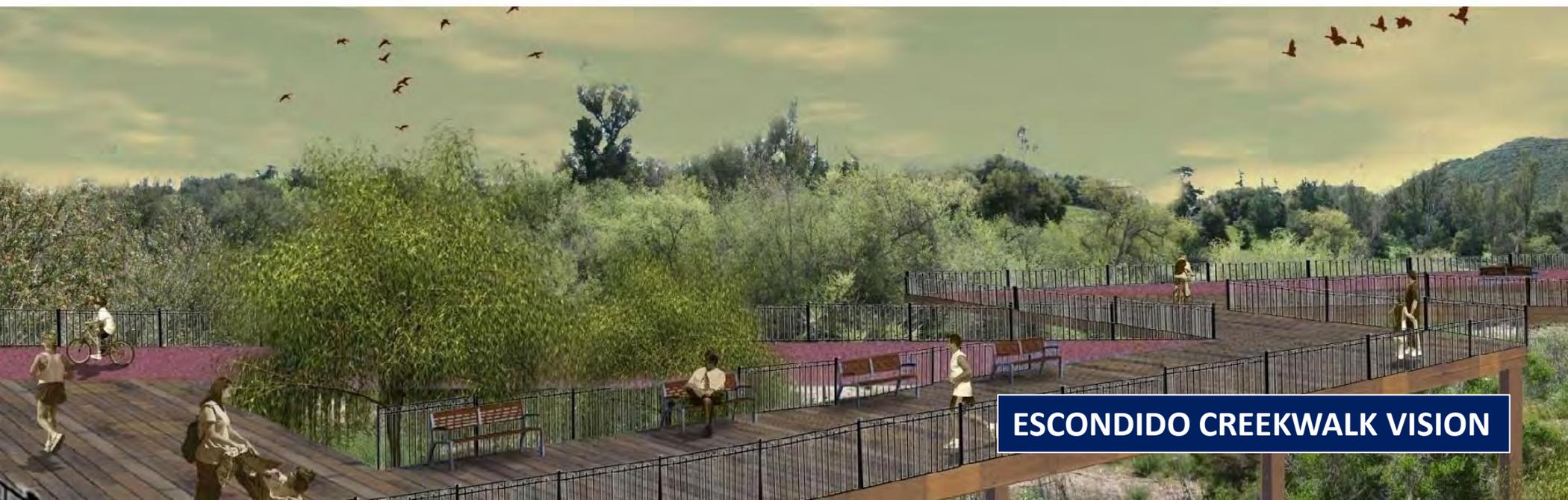


# BALLPARK DESIGN INSPIRATIONS





# BALLPARK DESIGN INSPIRATIONS



**ESCONDIDO CREEKWALK VISION**



# CURRENT STATUS



Evaluating Ballpark Sites



Studying Environmental Impacts



Negotiating Deal



Seeking Community Support  
[www.ballparkforescondido.org](http://www.ballparkforescondido.org)