



# *A Ballpark For*





# DOING IT RIGHT!

- Select the Right Location for Ballpark
  - Adjacent to Downtown
  - Catalyst for Development
  - Existing Infrastructure
- Cap City's Expenditures
  - Team Assumes Construction Cost Overruns
  - Team Assumes Risk for Operations and Maintenance
  - Conservative Financial Approach
- Develop a Community Asset
  - Civic Pride
  - Public Gathering Place



# PROJECT EXPERIENCE

JMI  
SPORTS





# PETCO PARK



1997

2007



**City of San Diego | Dick Murphy | Former Mayor**

*“PETCO Park is a shining example of how a public/private partnership can provide a tremendous win/win outcome. Erik Judson played a key role in the success of the project and was someone that I personally relied upon to keep the project on track.”*



# PETCO PARK IS A HOMERUN

## ➤ Wall Street Journal (2007): A New Ballgame

*“HOME RUN - PETCO Park helped to speed up San Diego's development.”*

## ➤ Stanford Case Study (2008): PETCO Park as a Catalyst

*“What made PETCO Park unique was that substantial urban redevelopment was integrated at an early stage into the overall project.”*

## ➤ CSL Analysis (2010): PETCO Park Economic Impact

*“The development of PETCO Park exceeded all of the City's expectations and projections with regards to job creation, sales tax revenue, private investment, property values, hotel rooms, commercial space, housing units and property taxes.”*



# GOODYEAR BALLPARK



**City of Goodyear | James Cavanaugh | Mayor**

*“JMI Sports was instrumental in bringing the Cleveland Indians to their new spring training home in Goodyear. Erik Judson's insight and personal magnetism were crucial to our success in the venture.”*



# MATTHEW KNIGHT ARENA

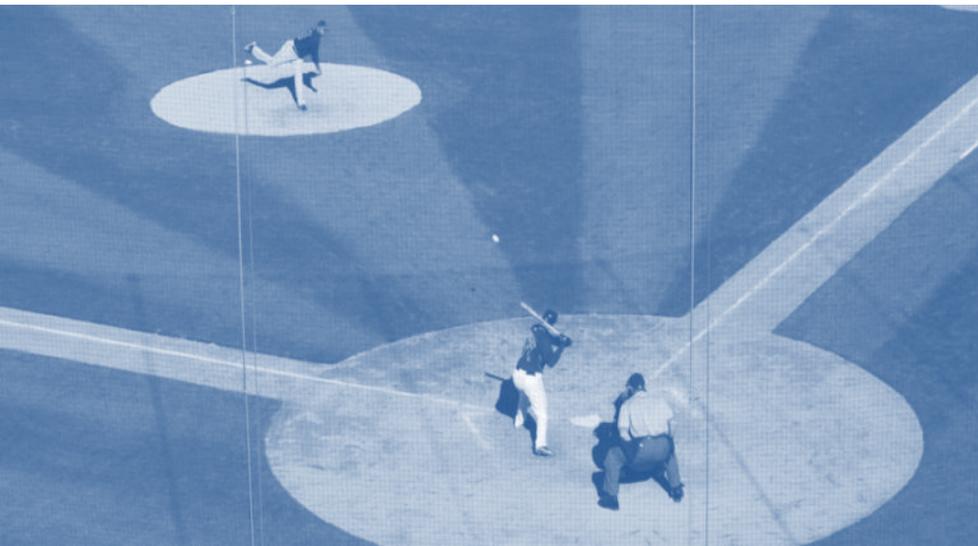


**University of Oregon | Patrick Kilkenny | Athletic Director**

*“We engaged JMI Sports for pre-development consulting services and were so impressed with their leadership, expertise, and professionalism that we entrusted them to manage the development of our new arena. JMI Sports has become essential to the project, supporting us on a broad range of critical areas.”*



# AAA BASEBALL IN ESCONDIDO





# MOORAD GROUP

## ➤ Jeff Moorad

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

## ➤ Padres Approved MiLB in San Diego

## ➤ Moorad Group is Purchasing AAA Team

## ➤ Team Temporarily Playing in Tucson





# AAA IN SAN DIEGO COUNTY

- Gain Organizational & Cost Efficiencies
- Create Baseball Operations Advantage
- Increase Impact on Greater Community
- Offer More Affordable Family Entertainment
- Strengthen Relationships with North County





# WHY ESCONDIDO?

- Hub of North County San Diego
- Great Downtown Environment
- Existing Roads & Infrastructure
- Excellent Public Transportation
- City Council has Vision for Redevelopment
- Experience with San Diego Chargers





# LESSONS LEARNED





# RENO, NEVADA



- PROBLEM: Relied on projected new tax revenues to service debt
- SOLUTION: Commit existing funds with no new taxes
- PROBLEM: No cap on costs
- SOLUTION: Shift construction cost overruns to private sector
- PROBLEM: Bad timing – Opened in 2009 during recessionary times
- SOLUTION: Build during down cycle – costs lower and stimulus needed



# LAKE ELSINORE, CALIFORNIA



- PROBLEM: Ballpark site selected by developer to create a new town
- SOLUTION: Select a site that will enhance existing downtown
- PROBLEM: City accepted exposure for operational costs
- SOLUTION: Shift operational responsibility to private sector



# SUCCESSFUL BALLPARKS





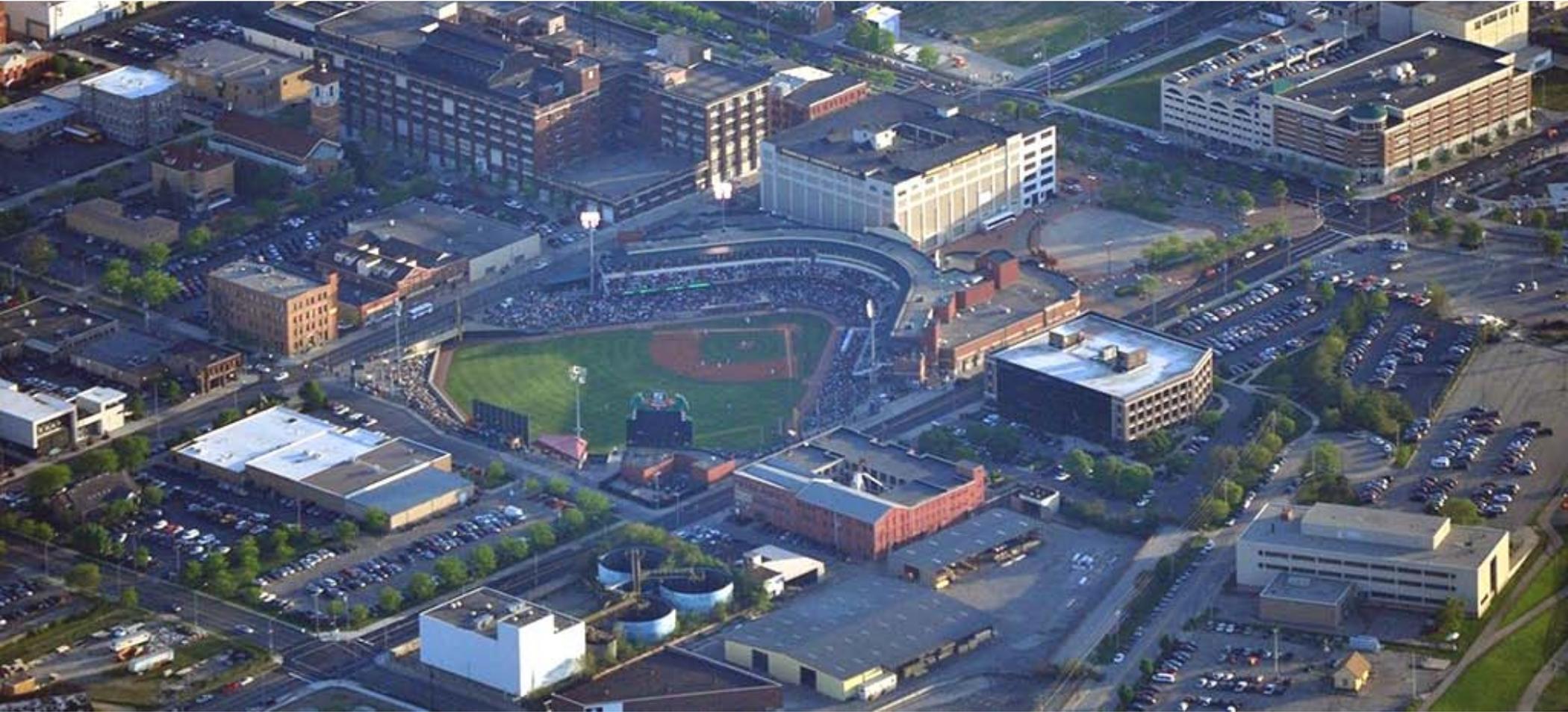
# AKRON, OHIO



➤ “Akron was becoming close to a ghost town. Now every summer we have a half-a-million people downtown. We’ve had traffic jams on weeknights and people waiting in lines at restaurants.” – Mayor of Akron



# DAYTON, OHIO



- \$100 M invested in downtown Dayton since ballpark opening
- 20-30% increase in restaurant and bar business on game nights
- 250 full & part time jobs created = \$2.3 million in annual payroll



# TOLEDO, OHIO



- Ballpark has done what it was supposed to do as far as redevelopment
- Drove sale of several adjacent buildings that were vacant for 20 years
- Upscale taverns & restaurants opened in formerly abandoned buildings



# MEMPHIS, TENNESSEE



- Resident population grew from 7,500 to 10,000 in ballpark district
- 400 residential units have been built adjacent to ballpark
- In development zone, actual figures have been 200% of projections



# OKLAHOMA CITY, OKLAHOMA



- Number of businesses in Brickton increased 193% from 2000 to 2006
- District visitors increased from 4 million in 1998 to 10 million in 2005
- Area property values increased an average of 230% from 1999 to 2004



# FORT WAYNE, INDIANA



➤ “Not only are the people getting down to see the game, but all those people are also seeing all the gems that we have here to offer in downtown Fort Wayne.” – Fort Wayne Convention & Visitors Bureau



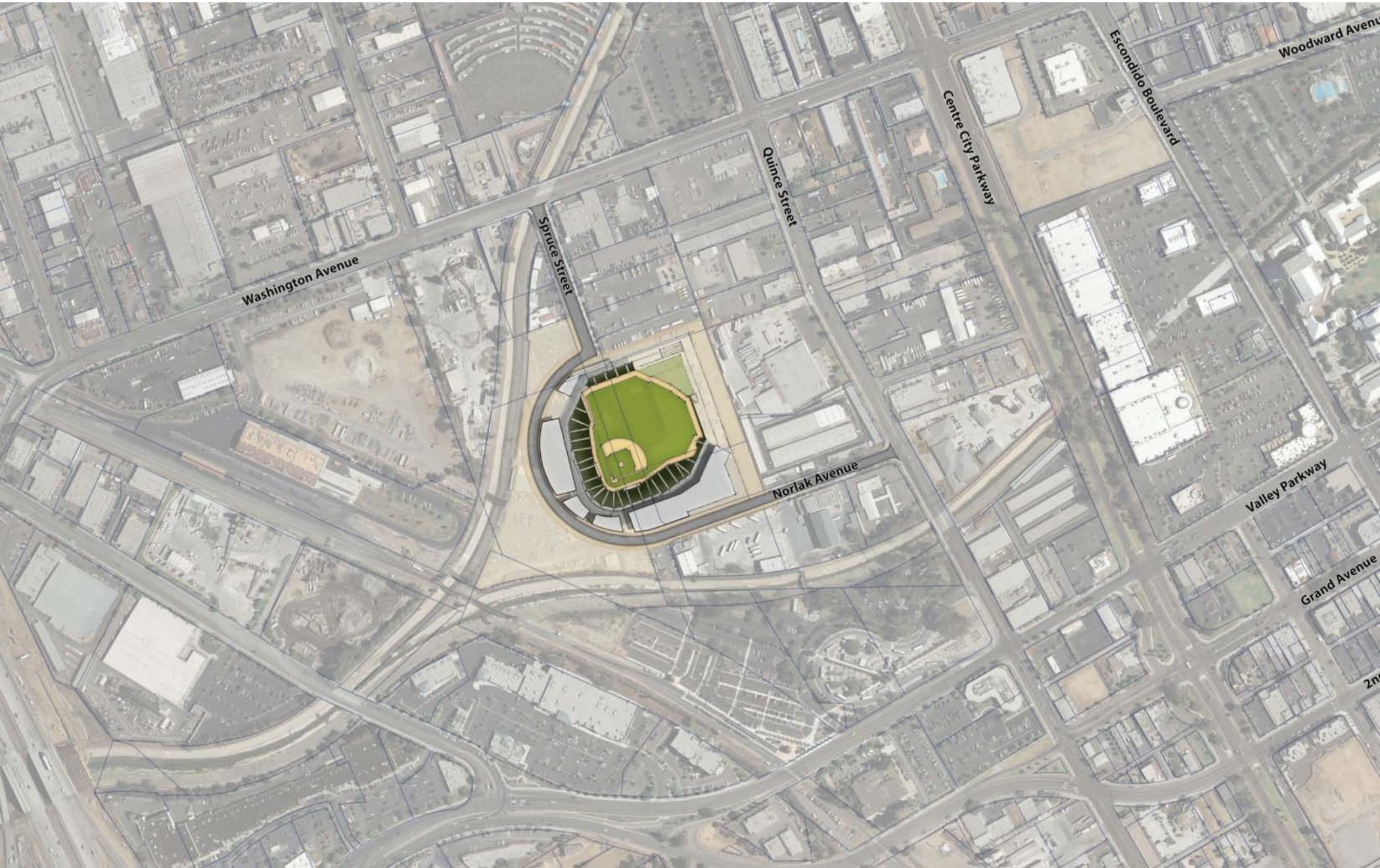
# ESCONDIDO BALLPARK







# PREFERRED BALLPARK SITE



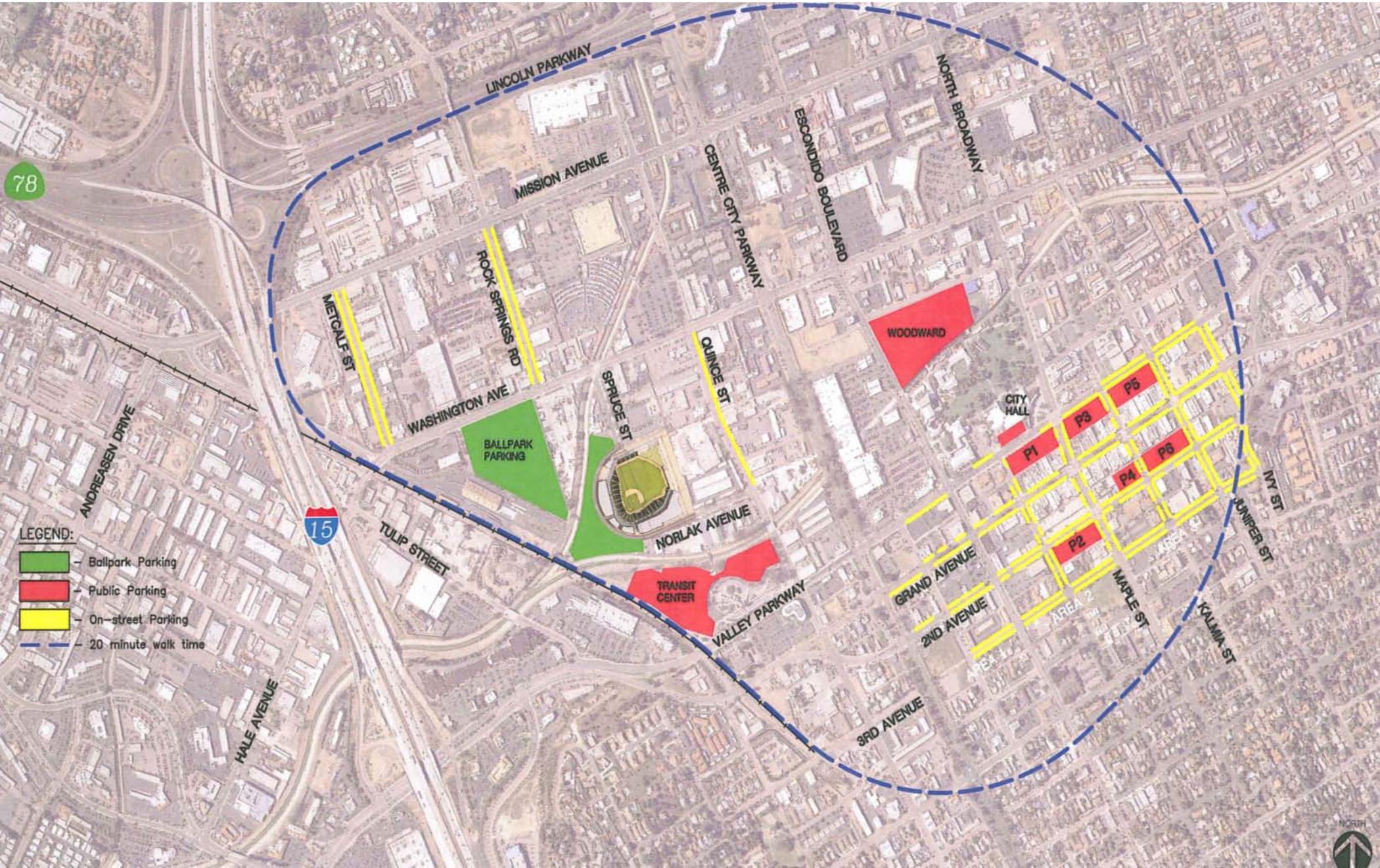


# DOWNTOWN CONNECTIONS

- Establish Intimate Connections to Downtown
- Create New Pedestrian Pathways
- Utilize Existing Downtown Parking
- Implement Grand Avenue/Ballpark Shuttle
- Plan Ballpark for Enhanced Escondido Creek



# BALLPARK PARKING





# BALLPARK/GRAND AVE SHUTTLE





# ALTERNATE BALLPARK SITE





# ALTERNATE BALLPARK SITE





# ALTERNATE SITE CHALLENGES

- Land Acquisition
- Replacement of 900 Civic Parking Spaces
- Need to Cover Escondido Creek
- Cost Beyond \$50 Million Cap
- Distance from Transit
- No New Development Opportunities

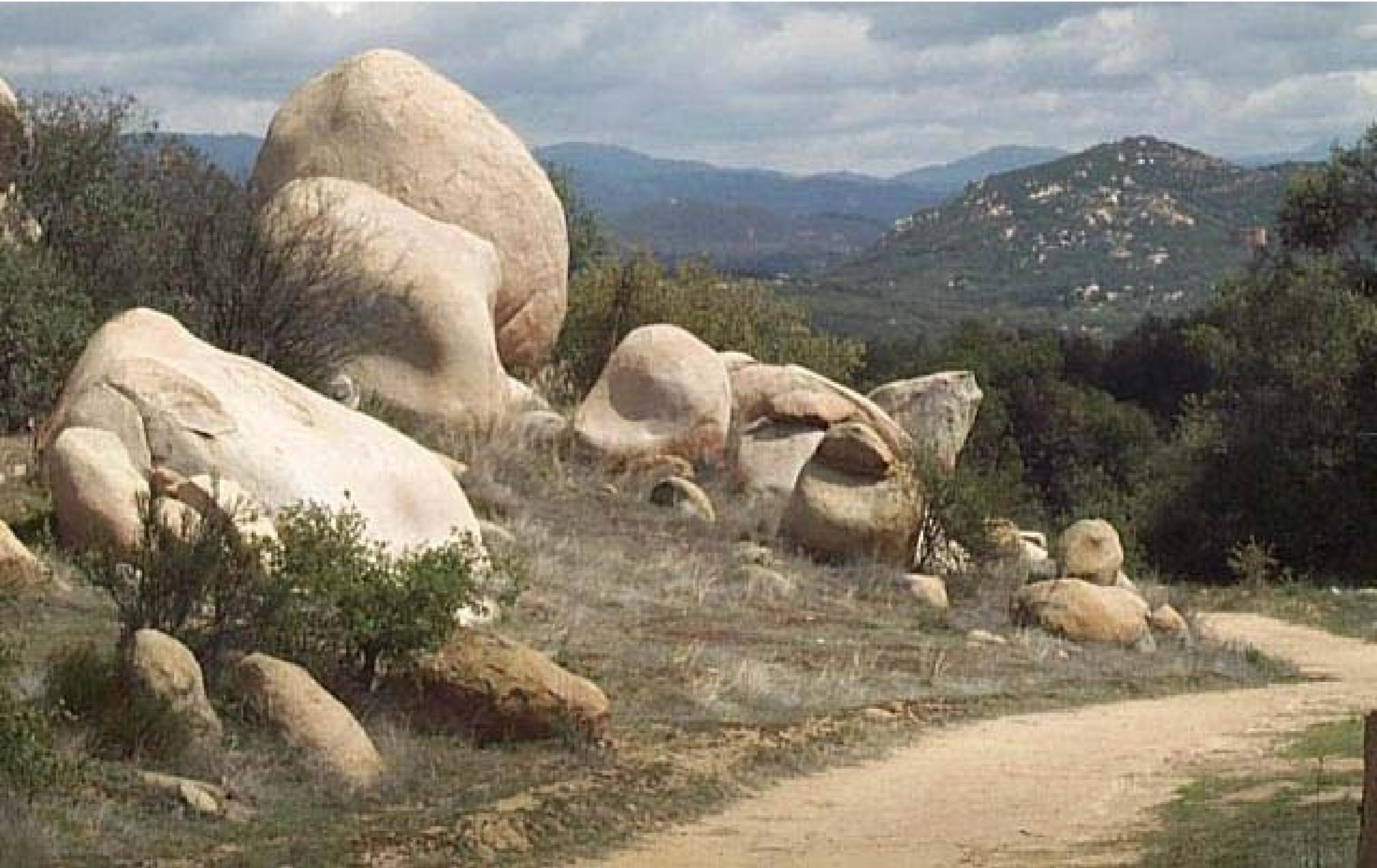


# BALLPARK DESIGN





# DESIGN INSPIRATIONS





# DESIGN INSPIRATIONS





# DESIGN INSPIRATIONS





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# DESIGN INSPIRATIONS



**ESCONDIDO CREEKWALK VISION**



# PRELIMINARY RENDERING



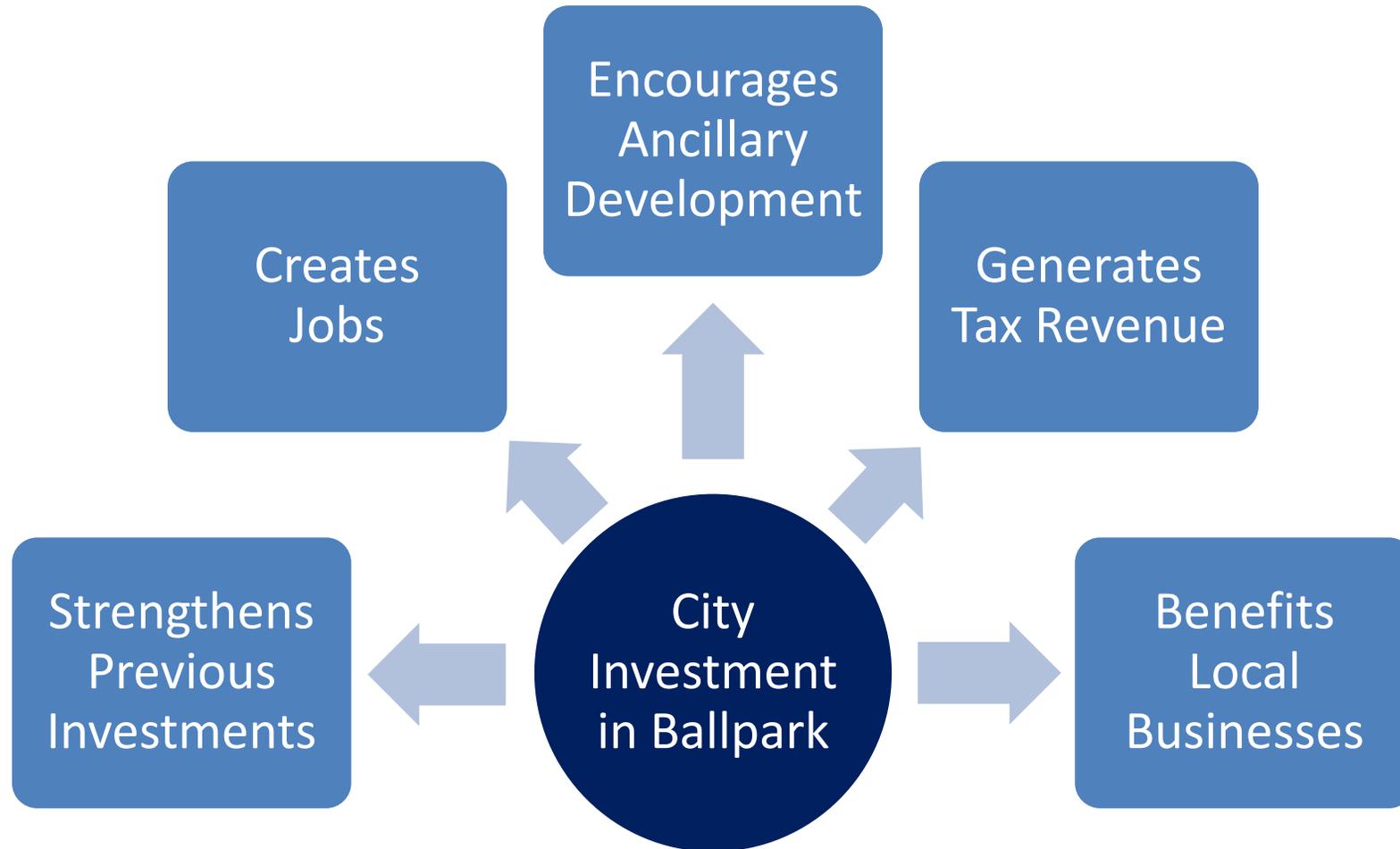


# BALLPARK BENEFITS





# ECONOMIC CATALYST



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



# SOCIAL BENEFITS

- Provides Affordable Family Entertainment
- Establishes Community Gathering Place
- Exhibits Sustainable Development
- Supports a Vibrant Downtown
- Takes Advantage of Crossroads Location to Reaffirm Escondido's Position as the Hub of North County



# DOING IT RIGHT IN ESCONDIDO

- Moorad Group has Cost Overrun Risk for Ballpark
- City Pays No Operating Costs for Ballpark
- Extensive Existing Infrastructure Maximizes Benefit and Minimizes Cost
- Team Signs 30 Year Agreement to Stay in Escondido
- City Uses Conservative Financial Approach by Committing Existing Redevelopment Funds
- Ballpark Location to be Catalyst for New Development



# NEXT STEPS

- Open Office Hours – Your Ideas are Welcome
  - Escondido Joe’s on Grand Avenue
  - Friday 12/10 @ 4:00pm – 5:30pm
  - Saturday 12/11 @ 10:00am – 11:30am
- City Council Meeting on December 15





*A Ballpark For*

