

San Jose Sports Facility Task Force

Preliminary Market Analysis And Facility Review

June 7, 2004

San Jose Sports Facility Task Force 1

Contents of this report were taken from industry publications and various other sources of public information. No attempt has been made to verify or alter this information. Information presented may vary from actual and these differences may be material.

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Major League Soccer

**Major League Soccer
Demographic Analysis**

Demographic Introduction

- An important component in assessing the potential success of sports franchises and facilities is the demographic and socioeconomic profile of the market area. Specific demographic characteristics discussed herein include:
 - Population
 - Household Income
 - Age Distribution
 - Corporate Base
- The San Jose/Bay Area is unique due to the presence of the San Francisco Bay, which affects the ability of residents to easily access certain areas of the market. This can have an impact on the attendance patterns of local sports fans and the population bases from which area teams draw attendees.
- The Bay Area is comprised of three distinct metropolitan areas.
- Demographic analyses are performed using MSA/CMSA statistics, as well as analyses of 25 and 50-mile radii surrounding each market.

MLS Fan Demographics

| | MLS Fans | NFL Fans | MLB Fans | NBA Fans | NHL Fans | U.S. |
|-------------------------|----------|----------|----------|----------|----------|-------|
| Gender | | | | | | |
| Male | 52.8% | 56.8% | 53.5% | 53.2% | 59.2% | 48.9% |
| Female | 47.2% | 43.2% | 46.5% | 46.8% | 40.8% | 51.1% |
| Ethnicity | | | | | | |
| Caucasian | 65.3% | 71.4% | 74.0% | 63.2% | 77.4% | 71.5% |
| Hispanic | 17.6% | 11.3% | 11.3% | 13.7% | 10.0% | 11.7% |
| African-American | 10.8% | 12.8% | 10.4% | 17.9% | 8.2% | 12.1% |
| Other | 4.7% | 3.6% | 3.5% | 4.0% | 3.6% | 3.8% |
| Asian | 1.6% | 0.8% | 0.8% | 1.3% | 0.8% | 0.9% |
| Household Income | | | | | | |
| Under \$20,000 | 16.9% | 16.4% | 17.6% | 18.4% | 14.0% | 22.6% |
| \$20,000 to \$29,999 | 14.4% | 16.0% | 15.6% | 16.2% | 14.7% | 12.6% |
| \$30,000 to \$49,999 | 28.5% | 28.6% | 27.6% | 28.0% | 28.8% | 22.2% |
| \$50,000 to \$99,999 | 29.5% | 29.2% | 29.7% | 27.7% | 31.6% | 30.3% |
| \$100,000 to \$149,000 | 7.1% | 6.3% | 6.3% | 6.2% | 7.4% | 7.3% |
| Over \$150,000 | 3.6% | 3.4% | 3.2% | 3.6% | 3.6% | 5.0% |

Source: ESPN; Claritas, Inc.

- MLS has the highest female fan base compared to the other professional sports leagues and the second highest minority fan base, trailing only the NBA.
- MLS draws a higher percentage of Hispanics than any of the other four major sports leagues, representing nearly 18 percent of the MLS fan base.
- Compared to the other four major sports leagues, MLS fans have the second highest percentage of households with incomes in excess of \$50,000, trailing only the NHL.

Soccer Participation

U.S. Soccer Participation by State

| Rank | State | Number of Participants |
|------|----------------|------------------------|
| 1 | California | 2,154,000 |
| 2 | New York | 1,345,000 |
| 3 | Texas | 1,277,000 |
| 4 | Ohio | 1,116,000 |
| 5 | Pennsylvania | 1,070,000 |
| 6 | Michigan | 781,000 |
| 7 | New Jersey | 643,000 |
| 8 | Florida | 613,000 |
| 9 | Minnesota | 561,000 |
| 10 | North Carolina | 467,000 |

Source: Soccer Industry Council of America

- California ranks 1st in the United States in Soccer Participation.
- California has 60% more soccer participants than the 2nd state (New York).

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Consolidated Market Statistical Area Definition

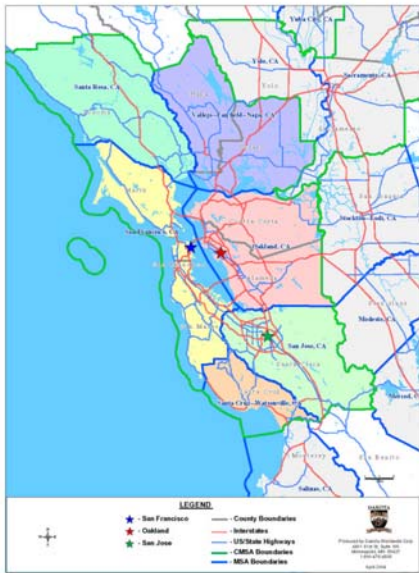
The San Francisco-Oakland-San Jose Consolidated Market Statistical Area (CMSA) is comprised of the following Metropolitan Statistical Areas (MSA's) and counties:

Bay Area CMSA Summary

| MSA | Counties | MSA Population | % of Total |
|--------------------------------|---------------------------------|------------------|-------------|
| Oakland | Alameda, Contra Costa | 2,498,300 | 34% |
| San Francisco | Marin, San Francisco, San Mateo | 1,777,500 | 24% |
| San Jose | Santa Clara | 1,741,700 | 24% |
| Vallejo-Fairfield-Napa | Napa, Solano | 542,400 | 7% |
| Santa Rosa | Sonoma | 480,300 | 7% |
| Santa Cruz-Watsonville | Santa Cruz | 263,100 | 4% |
| Total Population (CMSA) | | 7,303,300 | 100% |

Source: Sales & Marketing Management

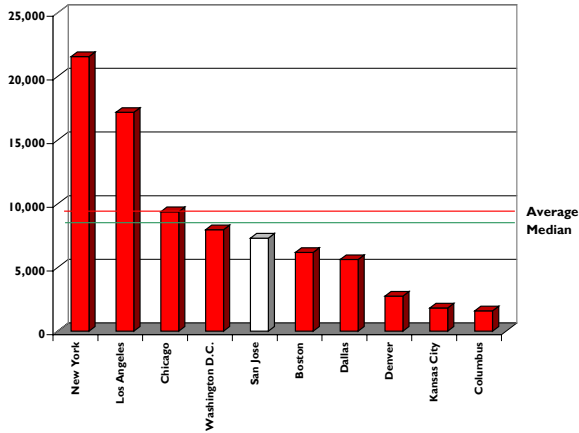
Analysis of CMSA and MSA statistics provides a general overview of overall area demographics.



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CMSA Comparison

The following chart compares the population of the San Francisco-Oakland-San Jose CMSA with the CMSA or MSA of each MLS franchise.

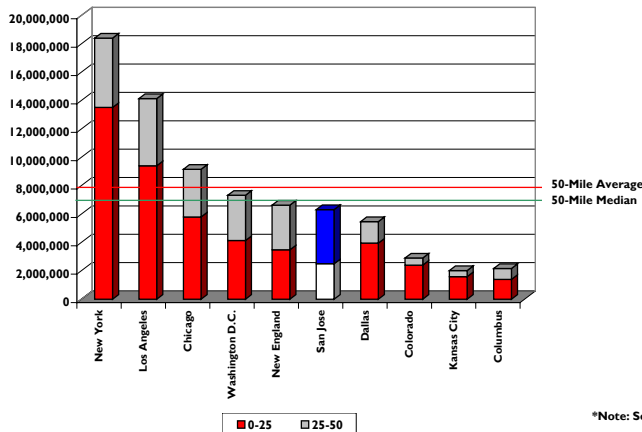


- The San Jose-San Francisco-Oakland CMSA ranks 5th of the 10 MLS markets.

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Ring Population Comparison

MSA's and counties may not accurately reflect a franchise's primary market area. Rings surrounding a market may provide a more accurate picture of potential fan base. The following chart compares the populations of each MLS team within 25 and 50 miles of its home stadium.



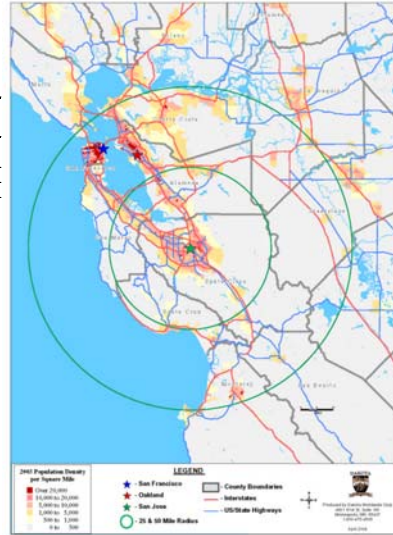
*Note: Sorted by 50-mile population.

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Ring Population Comparison

| Variable | San Jose | | MLS High | MLS Average | MLS Median | MLS Low |
|---------------------------|-----------|------|------------|-------------|------------|-----------|
| | Total | Rank | | | | |
| Current Population | | | | | | |
| 25-mile | 2,489,300 | 7 | 13,511,500 | 4,810,200 | 3,709,700 | 1,389,400 |
| 50-mile | 6,313,400 | 6 | 18,399,300 | 7,448,100 | 6,466,800 | 2,018,200 |

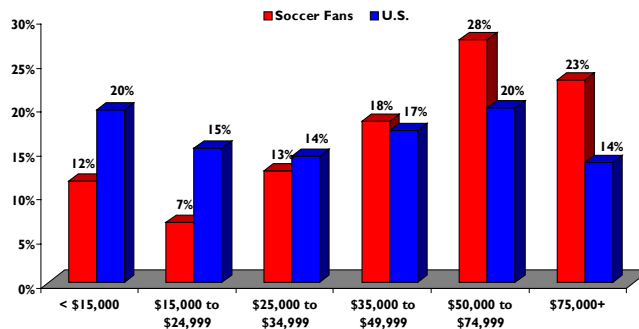
Source: Dakota Worldwide, Claritas.
Rankings are of 10 MLS teams.



- The San Jose market ranks 7th in terms of population within 25 miles and 6th in terms of 50-mile population as compared to other U.S. MLS franchises.

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U.S. Soccer Participation by Household Income



Source: Sports Business Research Network

- Nearly 51 percent of U.S. soccer households have annual income of at least \$50,000, compared to the approximately 34 percent of all U.S. households.
- The larger income of soccer participants indicates that the core group of spectators at a new soccer stadium may have more discretionary income to spend on tickets, concessions, merchandise, and parking as well as in the San Jose community in hotels, restaurants, and retail establishments.

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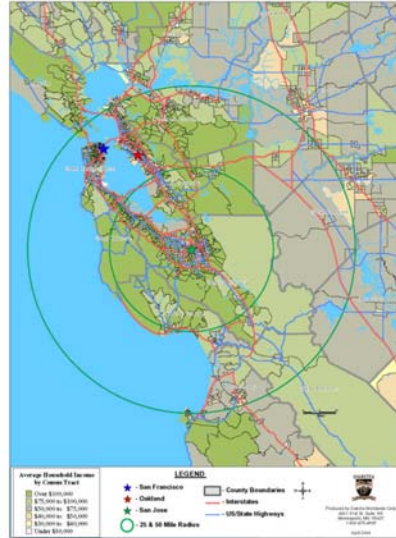
Household Affluence

Household Income

| Variable | San Jose | | MLS High | MLS Average | MLS Median | MLS Low |
|--------------------------------------------|----------|------|----------|-------------|------------|----------|
| | Total | Rank | | | | |
| % of HH's with Income > \$50,000 | | | | | | |
| 25-Mile | 73.0% | 1 | 73.0% | 55.5% | 53.6% | 45.6% |
| 50-Mile | 65.3% | 1 | 65.3% | 55.3% | 54.4% | 48.2% |
| Median HH Income | | | | | | |
| 25-Mile | \$85,300 | 1 | \$85,300 | \$57,800 | \$54,800 | \$45,600 |
| 50-Mile | 71,700 | 1 | 71,700 | 57,100 | 56,100 | 48,400 |

Source: Claritas, Inc.
Rankings are of 10 MLS franchises.

- San Jose is the most affluent of the MLS markets in terms of the household income characteristics analyzed.



Age Distribution

- While professional sporting events attract a wide variety of age groups, the 18 to 49 age group often represents the primary market for professional sports attendees.

Age Distribution

| Variable | San Jose | | MLS High | MLS Average | MLS Median | MLS Low |
|------------------------------|----------|------|----------|-------------|------------|---------|
| | Total | Rank | | | | |
| % of Population 18-49 | | | | | | |
| 25-Mile | 51.6% | 1 | 51.6% | 48.8% | 48.6% | 46.3% |
| 50-Mile | 50.4% | 1 | 50.4% | 48.0% | 47.7% | 46.5% |

Source: Claritas.
Rankings are of the 10 MLS franchises.

- San Jose demonstrates the highest percentage of market population within the key age range of 18 to 49.

Gender and Ethnicity

Gender and Ethnicity

| Variable | San Jose | | MLS High | MLS Average | MLS Median | MLS Low |
|---------------------------|----------|------|----------|-------------|------------|---------|
| | Total | Rank | | | | |
| % Male | | | | | | |
| 25-Mile | 50.3% | 1 | 50.3% | 49.0% | 48.8% | 47.8% |
| 50-Mile | 50.0% | 1 | 50.0% | 49.1% | 49.0% | 48.0% |
| % Female | | | | | | |
| 25-Mile | 49.7% | 10 | 52.2% | 51.0% | 51.2% | 49.7% |
| 50-Mile | 50.0% | 10 | 52.0% | 50.9% | 51.0% | 50.0% |
| % Caucasian | | | | | | |
| 25-Mile | 46.7% | 8 | 77.7% | 57.0% | 52.1% | 28.3% |
| 50-Mile | 46.7% | 9 | 83.2% | 62.0% | 57.7% | 35.4% |
| % Hispanic | | | | | | |
| 25-Mile | 22.6% | 4 | 46.3% | 18.2% | 19.6% | 2.2% |
| 50-Mile | 22.8% | 2 | 42.2% | 16.5% | 17.8% | 1.7% |
| % African American | | | | | | |
| 25-Mile | 3.3% | 10 | 30.2% | 14.3% | 14.5% | 3.3% |
| 50-Mile | 7.0% | 8 | 27.7% | 12.4% | 11.5% | 4.3% |
| % Asian | | | | | | |
| 25-Mile | 26.2% | 1 | 26.2% | 7.9% | 5.2% | 1.9% |
| 50-Mile | 20.9% | 1 | 20.9% | 6.6% | 4.3% | 1.7% |
| % Other | | | | | | |
| 25-Mile | 4.5% | 1 | 4.5% | 2.8% | 2.7% | 1.8% |
| 50-Mile | 4.6% | 1 | 4.6% | 2.7% | 2.5% | 1.7% |

Source: Claritas, Inc.
Rankings are of 10 MLS franchises.

- San Jose has a relatively high proportion of male population.
- San Jose is in the top four among MLS markets in terms of percentage of Hispanic population within both radii analyzed.
- San Jose also has a relatively high Asian population.

Corporate Base

Corporate Base

| Variable | San Jose | | MLS High | MLS Average | MLS Median | MLS Low |
|-----------------------------------------------|----------|------|----------|-------------|------------|---------|
| | Total | Rank | | | | |
| Total CMSA Corporate Inventory ⁽¹⁾ | 11,900 | 4 | 25,300 | 11,500 | 9,900 | 3,220 |

(1) Corporate headquarters with at least 25 employees and \$5 million annual sales and corporate branches with at least 25 employees.

Source: Dun & Bradstreet.

- The Bay Area CMSA's total corporate inventory ranks 4th among the 10 MLS markets. Further, San Jose's Silicon Valley location provides it with several major corporations located in close proximity.
- Focusing specifically on the San Jose MSA, San Jose's ratio of corporate inventory to total population is the highest of any MLS market.

Demographic Analysis Summary

- While San Jose's 25-mile population ranks 7th among the ten MLS markets, while its 50-mile population ranks 6th. It should be noted that among the markets ranking ahead of San Jose in terms of population include major metropolitan areas such as New York, Los Angeles and Chicago.
- The San Jose-San Francisco-Oakland CMSA ranks fifth out of the 10 MLS markets.
- San Jose's population is more affluent than that of all other MLS markets in terms of household income characteristics analyzed.
- San Jose demonstrates the highest percentage of population within the key age range of 18 to 49.
- The San Jose region has a strong ethnic base. MLS fan demographics tend to exhibit relatively strong ethnic interest.
- The Bay Area's CMSA corporate base ranks 4th among MLS markets. San Jose's, Silicon Valley location provides it with several major corporations located in close proximity.
- The San Jose MSA's corporate inventory as a proportion of total population is highest among MLS markets.

Major League Soccer Overview

Current MLS Ownership

Anschutz Entertainment Group

- Chicago Fire
- DC United
- Los Angeles Galaxy
- New York/New Jersey MetroStars
- San Jose Earthquakes

Robert Kraft

- New England Revolution

Hunt Sports Group

- Columbus Crew
- Dallas Burn
- Kansas City Wizards

Kroenke Sports Enterprises

- Colorado Rapids

Facility Development

Soccer-Specific Facilities:

- Crew Stadium
 - Columbus Crew
 - Opened in 1999
- Home Depot Center
 - LA Galaxy
 - Opened in 2003
- Frisco Center
 - Dallas Burn
 - Opening in 2005
- Bridgeview, Illinois
 - Chicago Fire
 - Opening in 2006
- Harrison, New Jersey
 - NY/NJ MetroStars
 - Opening in 2006

NFL Facilities:

- Arrowhead Stadium
 - Kansas City Galaxy
 - Opened in 1972
- Invesco Field
 - Colorado Rapids
 - Opened in 2001
- Gillette Stadium
 - New England Revolution
 - Opened in 2002
- RFK Stadium
 - DC United
 - Opened in 1961

College Facilities:

- Spartan Stadium
 - San Jose Earthquakes
 - Opened in 1933

MLS Financial Structure

| | <u>Investor- Operator</u> | <u>MLS</u> |
|------------------------|-------------------------------|------------|
| Revenues: | | |
| Gate Receipts | 70% | 30% |
| Concessions | 100% | 0% |
| Parking | 100% | 0% |
| Local Sponsorships | 100% | 0% |
| National Sponsorships | 0% | 100% |
| Other Stadium Revenues | 100% | 0% |
| National Media | 0% | 100% |
| Local T.V. & Radio | 100% | 0% |
| Expenses: | | |
| Player Salaries | 0% | 100% |
| Front-Office Expenses | 100% | 0% |
| Team Travel | 100% | 0% |
| Broadcast Expense | 100% | 0% |
| Rent | 100% | 0% |
| Game-Day Expenses | 100% | 0% |

- The MLS is a single-entity limited liability company. The league owns the member clubs, while investors purchase operating rights for an individual team.
- Some revenues and expenses are shared between the MLS franchise and the host stadium. The revenue presented herein is net of revenue and expense sharing between the stadium owner and the MLS team.

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Major League Soccer Attendance Analysis

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MLS Attendance by Franchise

MLS 5-Year Attendance Summary

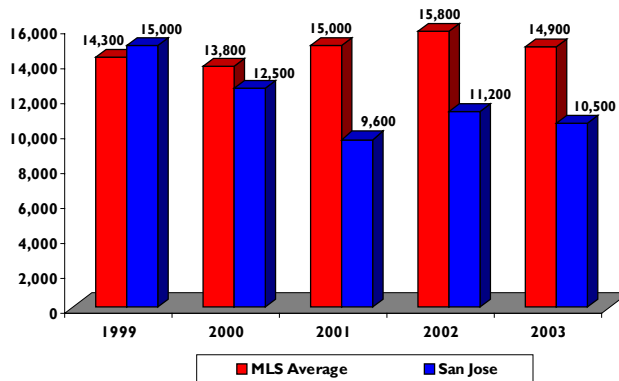
| Team | Average Per-Game Attendance | | | | | 5-yr ave |
|------------------------|-----------------------------|---------------|---------------|---------------|---------------|---------------|
| | 1999 | 2000 | 2001 | 2002 | 2003 | |
| Los Angeles Galaxy | 17,600 | 20,400 | 17,400 | 19,000 | 22,000 | 19,300 |
| D.C. United | 17,400 | 18,600 | 21,500 | 16,500 | 15,600 | 17,800 |
| NY/NJ MetroStars | 14,700 | 17,600 | 20,800 | 18,200 | 15,800 | 17,300 |
| Columbus Crew | 17,700 | 15,500 | 17,500 | 17,400 | 16,300 | 16,900 |
| Colorado Rapids | 14,000 | 12,600 | 16,500 | 20,700 | 16,800 | 16,000 |
| New England Revolution | 16,700 | 15,500 | 15,700 | 16,900 | 14,600 | 15,900 |
| Chicago Fire | 16,000 | 13,400 | 16,400 | 12,900 | 14,000 | 14,500 |
| San Jose Quakes | 15,000 | 12,500 | 9,600 | 11,200 | 10,500 | 11,900 |
| Dallas Burn | 12,200 | 13,100 | 12,600 | 13,100 | 7,900 | 11,800 |
| Kansas City Wizards | 8,200 | 9,100 | 11,000 | 12,300 | 15,600 | 11,100 |
| Tampa Bay Mutiny | 13,100 | 9,500 | 10,500 | n/a | n/a | 11,000 |
| Miami Fusion | 8,700 | 7,500 | 11,200 | n/a | n/a | 9,000 |
| MLS Average | 14,300 | 13,800 | 15,000 | 15,800 | 14,900 | 14,700 |

Source: Sports Business Journal

- San Jose ranked 9th out of the 10 MLS franchises in attendance for 2003 and had the lowest attendance in 2001 and 2002.
- In terms of 5-year attendance, San Jose ranks 8th among MLS franchises.

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Historical Attendance Comparison



Source: Sports Business Journal

- Earthquakes attendance has decreased approximately 30 percent since 1999, while the MLS as a whole has seen an increase of approximately four percent.

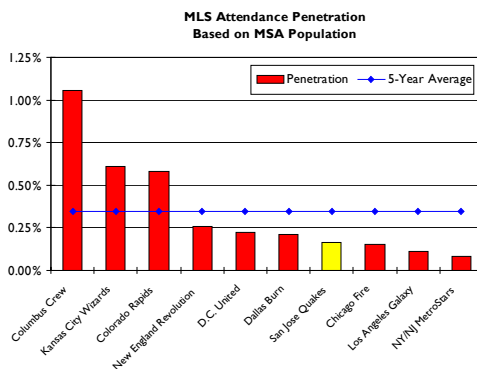
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Penetration Introduction

- A penetration analysis compares a team's attendance with the population of its market.
- Two penetration ratios were calculated, based on:
 - Total market population, and
 - Population per major professional sports franchise in the market
 - Includes MLS, MLB, NFL, NBA and NHL franchises
- MLS markets have a very diverse range of populations. Because the penetration ratios of the smallest MLS markets tend to skew the averages, it may be more useful to focus on the penetration ratios achieved by the league's larger and mid-sized markets.
- Attendance penetration tends to be inversely proportional to market size. Larger markets tend to exhibit lower penetration ratios, while smaller markets generally exhibit higher penetration ratios.

Penetration Analysis – Total Population

- The following chart summarizes the rate at which each MLS team has penetrated its market based on five-year average per-game attendance and MSA or CMSA population.

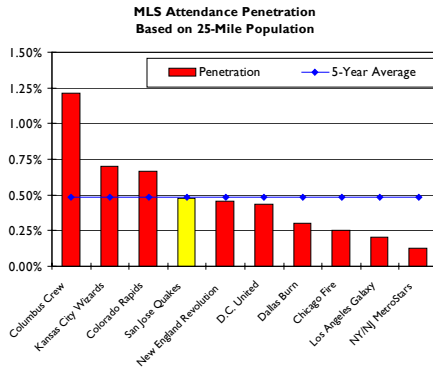


- The Earthquakes have penetrated the Bay Area CMSA at a rate of 0.16% of total population per game. This ratio ranks seventh among MLS franchises.

- Assuming that penetration is inversely proportional to total population, San Jose would be expected to rank 6th in terms of penetration, based on its rank of 5th in terms of overall population. The D.C. United have penetrated their market at a higher rate than the Earthquakes despite the larger population of the Washington market.

Penetration Analysis – Total Population

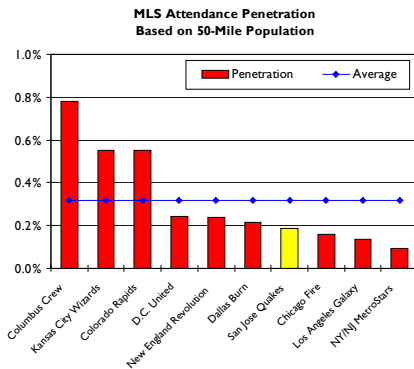
- The following chart summarizes the rate at which each MLS team has penetrated its market based on five-year average per-game attendance and 25-mile population.



- The Earthquakes have achieved a penetration ratio of 0.48% of 25-mile population per game, ranking fourth among MLS franchises.
- The Earthquakes' 4th place ranking in terms of 25-mile penetration is on par with their 7th place ranking in terms of total 25-mile population, assuming that penetration is inversely proportional to population.

Penetration Analysis – Total Population

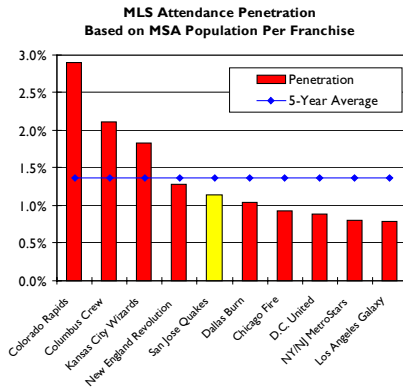
- The following chart summarizes the rate at which each MLS team has penetrated its market based on five-year average per-game attendance and 50-mile population.



- The Earthquakes' 50-mile penetration ratio of 0.19% ranks seventh among MLS teams.
- Based on 50-mile population rankings, the San Jose market could be expected to rank 5th in terms of penetration.
- The New England Revolution and D.C. United have achieved higher penetrations than the Earthquakes despite their larger 50-mile populations.

Penetration Analysis – Population Per Franchise

- The following chart summarizes the rate at which each MLS team has penetrated its market based on five-year average per-game attendance and MSA or CMSA population per franchise.



- The Earthquakes have penetrated the Bay Area CMSA at a rate of 1.14% of population per franchise per game. This ratio ranks fifth among MLS franchises.
- The San Jose CMSA has the 7th largest population per franchise among MLS markets, indicating that it could be expected to rank 4th in terms of population per franchise.
- The New England Revolution have a higher penetration ratio than the Earthquakes despite having a higher population per franchise.

Penetration Summary

Attendance Penetration Summary
Based on 5-Year Average Attendance

| | |
|-----------------------------------------------------|---------------|
| Average MLS Penetration Ratio | |
| Metropolitan Area | 0.34% |
| 50-Mile Ring | 0.32% |
| San Jose Population | |
| Metropolitan Area | 7,303,000 |
| 50-Mile Ring | 6,313,000 |
| Estimated San Jose Attendance | |
| Metropolitan Area | 25,200 |
| 50-Mile Ring | 19,900 |
| Actual Earthquakes 5-Year Average Attendance | 11,900 |

- The chart presents the attendance levels that would result in San Jose if the Earthquakes penetrated the market at a rate equal to the league average.
- Based on the results of the penetration analysis, it appears that the opportunity exists for the Earthquakes to grow their attendance if they can achieve penetration levels equal to the league average.

Reverse Penetration

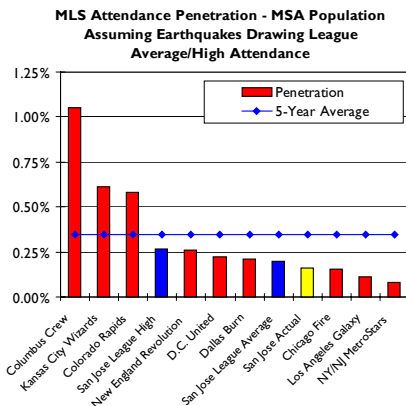
San Jose Penetration Required to Reach 5-Year League Average Attendance

| | |
|--------------------------------------------------------|-----------|
| MLS 5-Year Average Attendance | 14,700 |
| MLS 5-Year High Attendance | 19,300 |
| San Jose Population | |
| Metropolitan Area | 7,303,000 |
| 50-Mile Ring | 6,313,000 |
| San Jose Penetration Resulting in MLS Ave. Att. | |
| Metropolitan Area | 0.20% |
| 50-Mile Ring | 0.23% |
| San Jose Penetration Resulting in MLS High Att. | |
| Metropolitan Area | 0.26% |
| 50-Mile Ring | 0.31% |
| Actual Earthquakes 5-Year Penetration | |
| Metropolitan Area | 0.16% |
| 50-Mile Ring | 0.19% |

- As an additional analysis, the chart to the left presents the penetration ratios the Earthquakes would need to achieve to reach the MLS 5-year average and high attendance level.
- The Earthquakes would need to penetrate the Bay Area CMSA at a rate of 0.20% to achieve the league average attendance or 0.26% to reach the 5-year league high.
- The Earthquakes would need to achieve penetrations of 0.23% or 0.31% to reach the 5-year league average and high attendance levels, respectively.

Reverse Penetration – Metropolitan Area

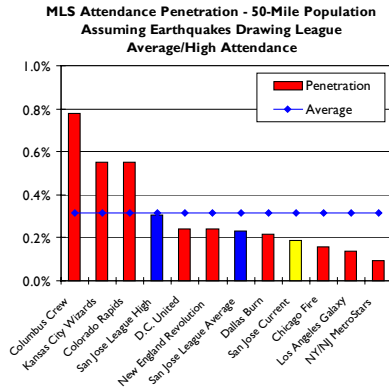
- The following chart compares the Bay Area penetration ratios the Earthquakes would have to achieve to reach the league average or high attendance levels with the penetration ratios of existing MLS franchises, based on CMSA or MSA population.



- The Bay Area penetrations resulting in league average attendance would be slightly higher than the current penetration ratio achieved by the Earthquakes, but would be within the range of penetrations of similar sized markets.
- In order to achieve the league high penetration, the Earthquakes would need to penetrate the Bay Area market at a rate similar to the ratio currently achieved in the Boston area.

Reverse Penetration – 50-Mile Ring

- The following chart compares the 50-mile penetration ratios the Earthquakes would have to achieve to reach the league average or high attendance levels with the penetration ratios of existing MLS franchises.



- In order to achieve league average attendance, the Earthquakes would need to penetrate their 50-mile population at a rate similar to the current penetration of the Boston and Dallas markets.
- In order to reach the league high attendance level, the Earthquakes penetration would need to be near the league average, and would be higher than the penetrations of all franchises except those in the three smallest league markets.

Attendance Analysis Summary

- The Earthquakes' 5-year average attendance of 11,900 fans per game ranks 8th among MLS franchises despite the Bay Area's ranking as the 5th largest market in the league in terms of CMSA population.
- The Earthquakes' 2003 average attendance of 10,500 per game ranked 9th among MLS franchises.
- Based on the penetration analysis, the Earthquakes have penetrated the market within 25 miles of San Jose at a strong rate. However, the Earthquakes' penetration of their CMSA and 50-mile populations tend to fall short of their expected ranking based on market size.

Attendance Analysis Summary

- The San Jose market appears to have potential to support higher attendance levels than have been achieved in the past few seasons based on the penetration ratios set forth herein, as they are within the range of penetrations currently achieved by similar-sized markets.
- The San Jose/Bay Area market exhibits strong demographics in areas such as ethnic population, household affluence, age distribution and corporate inventory.
- Based on these factors, it appears that there is opportunity for growth in terms of attendance levels that could be achieved by the Earthquakes.

New MLS Facility Development

Facility Development Introduction

- As noted previously, historical Earthquakes attendance has not consistently remained at the level that could be expected given the region's strong demographics.
- The lack of fan amenities associated with Spartan Stadium may be one factor limiting Earthquakes attendance.
- Several MLS franchises have developed or are planning new facilities to address issues similar to those faced by the Earthquakes at Spartan Stadium.
- The following is a brief summary of several recent and planned MLS stadium developments.

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Home Depot Center Case Study

- Opening June 2003
- Location: Carson, CA (Los Angeles)
- Components: 27,000-seat stadium
- Cost: \$60.0 million - soccer stadium
\$130.0 million - total complex
- Annual events: est. 30
- Annual attendance: approximately 425,000 (estimated)



- Other complex components:

Tennis Stadium

Track and Field Complex

Velodrome

Jogging Trail

Sports Medicine/Therapy Center

Gymnasium

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Crew Stadium Case Study

- **Opened: 1999**
- **Location: Columbus, Ohio**
- **Components:**
 - 22,500-seat stadium
 - 18 loge boxes
 - 1,200 club seats
- **Cost: \$31.0 million**
- **Annual events: 32**
- **Annual attendance: approximately 375,000**
- **Most financially stable team in MLS due to soccer-specific stadium and strong season ticket base in the smallest MLS market.**



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Frisco Soccer & Entertainment Center Case Study

- **Opening: 2005**
- **Location: Frisco, Texas**
- **Components:**
 - 20,000-seat stadium
 - 17 soccer fields
- **Cost: \$65.0 million**
 - \$10 million from team
 - \$20 million from City
 - \$20 million from State
 - \$15 million from Frisco School District
- **Annual events: In addition to hosting Dallas Burn home games, facility representatives indicated that the venue will host major concerts, international soccer matches, and high school football.**
- **Annual attendance: approx. 1,400,000 spectators and participants.**



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Bridgeview, Illinois Case Study

- Opening: 2006
- Location: Bridgeview, Illinois
- Tenant Franchise: Chicago Fire
- Components:
 - 20,000-seat stadium
 - Team Offices
 - Training Center
- Cost: \$70.0 million
- The new site will also be the center point of a re-development that is expected to include restaurants, theaters and other commercial establishments.



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Harrison, New Jersey Case Study

- Opening: As early as 2005
- Location: Harrison, New Jersey
- Tenant Franchise: MetroStars
- Components:
 - 25,000-seat stadium
 - 15,000 sq ft of indoor meeting space
 - Two practice fields
- Cost: \$152.0 million; comprised of a mix of private investment which includes approximately \$30 million from the MetroStars and tax increment financing revenues.
- The new stadium is envisioned to spark a nearly \$900 million Urban Renewal Project in Harrison including residential units, and office and retail space.
- AEG, the MetroStars' parent company, is guaranteeing the operation of the facility and a minimum number of events including concerts, women's professional soccer, collegiate and high school sporting events, conventions and community events and youth sporting events.



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San Jose Facility Summary

- **The Earthquakes are exploring their facility issues.**
- **Considerations of various facility scenarios are being discussed:**
 - **Renovation of Spartan Stadium**
 - **Development of a new facility in or near San Jose**
- **Continued discussions are underway with the City, SJSU and the Earthquakes/ AEG.**