

A look at Triple-A stadiums and their neighborhoods

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Introduction

Friends and neighbors:

Since moving into the city of Portland earlier this year, I've been following the discussion of whether to place a Triple-A ballpark in my new home of Lents.

I think anything to bring new development to Lents is good news. But I also question the public investment in this project, especially given the track record of failure other Triple-A stadiums have had in spurring redevelopment — particularly stadiums in areas that could be classified as urban.

This study contains details from 26 other Triple-A host cities and their stadiums. It compares demographic data to Lents, and contains commentary from city officials, neighborhood members and sports writers and columnists about the area around stadiums. It also contains links to Google StreetView, so you can tour neighborhoods around other Triple-A stadiums.

Current Triple-A cities, aside from Portland, that were excluded from this study were cities where teams moved last winter (Richmond to Gwinnett, Ga., and Tucson to Reno) and one city that got a new stadium this year (Columbus, Ohio).

A few things stood out at me in preparing this report. One, attendance for these teams generally followed a straight line, even before a new stadium was constructed. That is to say, if attendance numbers had followed their pre-new-stadium trends, they generally would be unchanged had a new stadium been built. Second, for many teams, attendance has dropped notably since construction of new stadiums.

But most importantly, only 5 cities have substantial evidence of new urban development in the area of Triple-A stadiums. All of these cities have stadiums in their downtown areas. Cities with stadiums in urban areas (defined in this study as non-suburban areas primarily bordered by residential properties) similar to Lents have not seen substantial, or in some cases any, new development since stadiums were constructed.

Portland, of course, is not "other cities." We have both assets and challenges for the Beavers if they relocate to Lents. But I think perspective is important when considering the likelihood of the Beavers successfully fostering new development in Lents.

Data for this study includes U.S. Census statistics, attendance statistics from the Pacific Coast and International leagues, Google StreetView data and interviews via e-mail and telephone with sports columnists, sports reporters, city councilors and neighborhood representatives from Triple-A cities.

Nick Christensen

Urban Stadiums

For the purposes of this study, urban stadiums are defined as ballparks in denser residential areas. These are as close as a mile from the downtown core (Pawtucket) to several miles away (Tacoma), but are generally surrounded by residential or industrial — not commercial — zoning. These are also the closest comparisons to Lents.

There is one bright spot among the nine urban stadiums cited here, and that is in West Sacramento, Calif. The River Cats are one of the biggest draws in minor league baseball, and a decade after moving into Raley Field, officials in their host city say they are starting to see development projects come forward. However, a look around Raley Field on Google StreetView shows vacant lots, railroad tracks and warehouses.

Since 1996, five new urban stadiums have opened at the Triple-A level. However, since 1996, attendance for those teams has only increased by about 470 fans per game.

Taking a look at the net impact of stadiums on team attendance, if you compare attendance two years before stadium construction (there is, understandably, a substantial drop-off in one year before a new stadium opens) and seven years after a new stadium opens (the shortest tenure an urban team has been in their new stadium is 7 years), urban stadiums are drawing fewer than 1,000 more fans per game.

	URBAN	DOWNTOWN	SUBURBAN
Average 1990 attendance:	377,622	397,665	327,540
Average 2000 attendance:	469,696	523,018	398,552
Average 2008 attendance:	450,429	528,536	445,764

Attendance vs. years before/after new stadium

Average -2 years attend:	393,034	283,942	231,534
Average -1 years attend:	307,184	291,906	259,294
(NEW STADIUM OPENS)			
Average +1 years attend:	492,645	526,412	448,575
Average +5 years attend:	486,181	591,198	397,330
Average +7 years attend:	460,818	574,928	418,485
Average +10 years attend:	452,348	552,781	322,066

McCoy Stadium

Pawtucket, Rhode Island
Pawtucket Red Sox

URBAN
Map: tinyurl.com/pawaaa

Year built, cost: 1998 \$11 million
2008 attendance, capacity: 9,096 10,031
Around the neighborhood: Houses on three sides,
industrial/warehouse type development to north. (No Google StreetView
available.)
Proximity to parent club: 36 miles Boston Red Sox

ZIP Code stats (2000)

	Pawtucket	Lents
	<u>02860</u>	<u>97266</u>
Population:	46,381	38,069
People per square mile:	8,560	3,878
Household size:	2.41	2.63
Median income:	\$28,104	\$37,234
Median age:	33.6	33.8
Owner occupancy:	33.2%	56.2%
Renter occupancy:	66.8%	43.8%
College graduates:	14.2%	15.5%

Feedback:

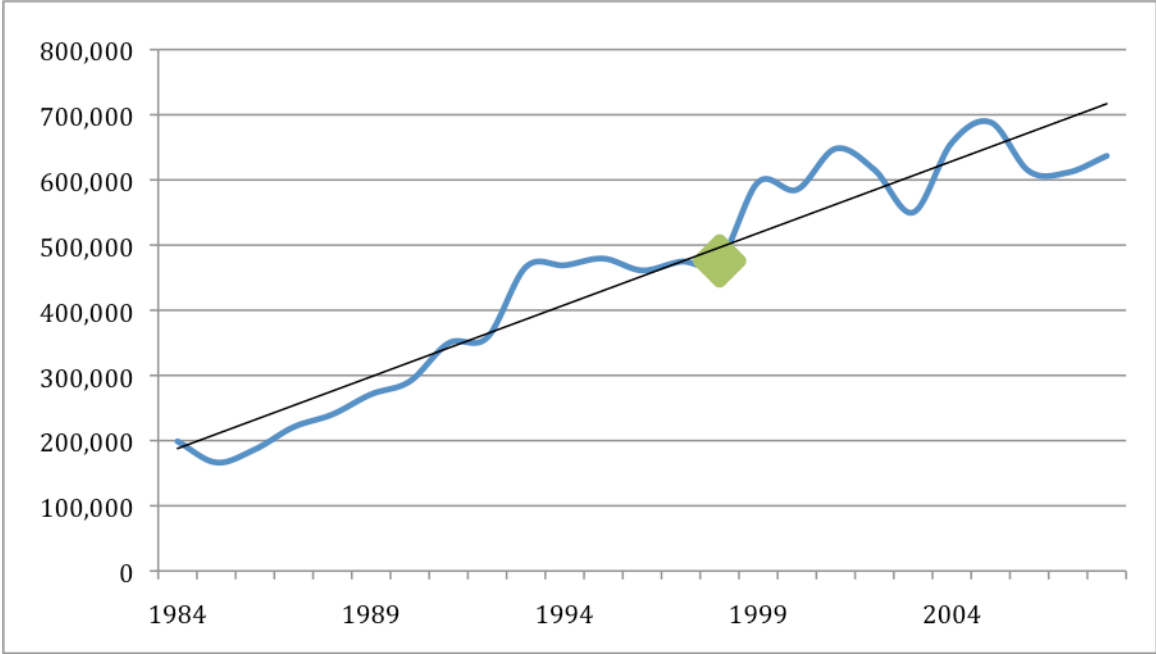
There's really nothing to do around McCoy Stadium. It's located in a neighborhood, which is a combination of homes and businesses. There's only one Irish Pub that is not family friendly. Once games end, this place is a ghost town.

- Joe McDonald, columnist, Providence Journal

I grew up in Pawtucket and played many games in McCoy Stadium. The stadium was built during WWII in an older, residential neighborhood that already was established at that time. Beyond the outfield fence is an industrial area where the companies have changed over the years, but the use of the area remains the same. In other words, there was never has been any development around McCoy because the opportunity never was there. Fans drive to the game, park for free, and go elsewhere afterwards if they're looking for late-night food and revelry.

- Jim Donaldson, columnist, Providence Journal

Pawtucket Attendance:



Cashman Field

Las Vegas, Nevada

Las Vegas 515

URBAN

Map: tinyurl.com/lv51pcl

Year built, cost: 1983 \$26 million
2008 attendance, capacity: 5,278 9,334
Around the neighborhood: Convention center (on-site), theater (on-site), parking lots, children's museum, historic site, state office building, Eagles lodge, two apartment complexes, mini mart, neon boneyard, plasma center
Proximity to parent club: 2,253 miles Toronto Blue Jays

ZIP Code stats (2000)

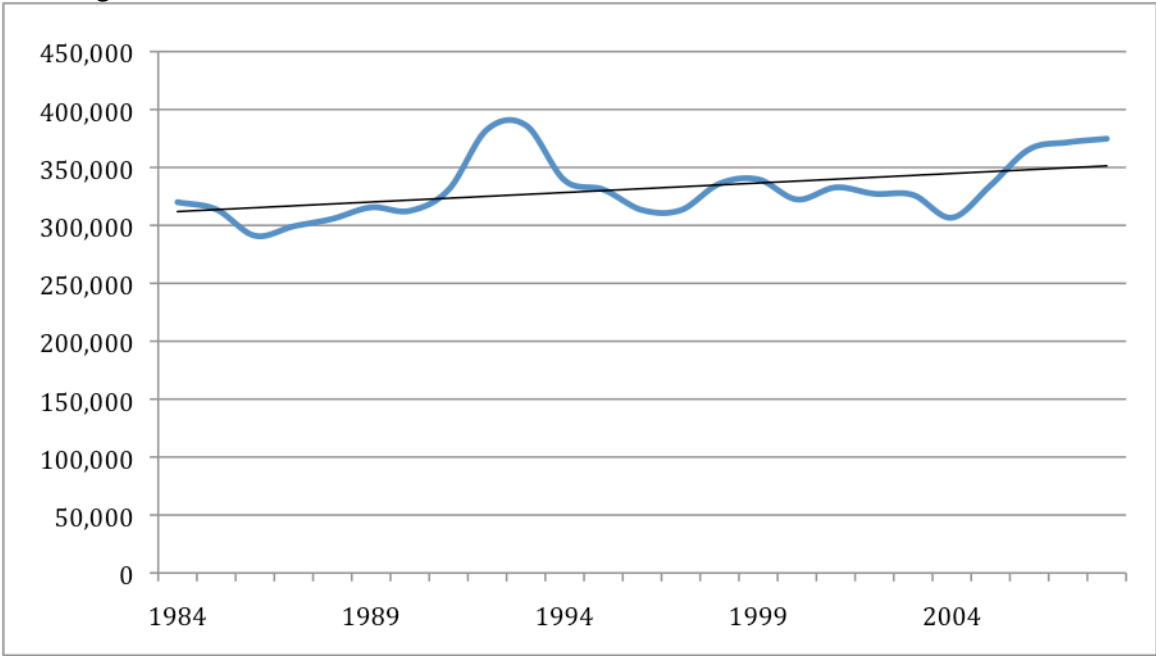
	Las Vegas	Lents
	<u>89101</u>	<u>97266</u>
Population:	52,617	38,069
People per square mile:	9,112	3,878
Household size:	2.80	2.63
Median income:	\$28,106	\$37,234
Median age:	30.3	33.8
Owner occupancy:	22.8%	56.2%
Renter occupancy:	77.2%	43.8%
College graduates:	5.6%	15.5%

Feedback:

At Cashman Field, fans hope the sirens they have been hearing since the sixth inning don't have anything to do with their cars or indicate a hostage situation that would preclude them from leaving the parking lot. It's a pretty tough neighborhood.

-Ron Kantowski, columnist, Las Vegas Sun

Las Vegas Attendance:



Herschel Greer Stadium

Nashville, Tennessee
Nashville Sounds

URBAN
Map: tinyurl.com/nashpcl

Year built, cost: 1978 \$1 million
2008 attendance, capacity: 5,293 10,052
Around the neighborhood: Cannot determine via Streetview. Satellite appears to show historic site, rail yard and warehouses.
Proximity to parent club: 565 miles Milwaukee Brewers

ZIP Code stats (2000)

	Nashville	Lents
	<u>37203</u>	<u>97266</u>
Pop.:	12,781	38,069
People per square mile:	3,005	3,878
Household size:	1.99	2.63
Med. household income:	\$19,437	\$37,234
Median age:	28.6	33.8
Owner occ:	21.2%	56.2%
Renter occ:	78.8%	43.8%
College grad:	21.8%	15.5%

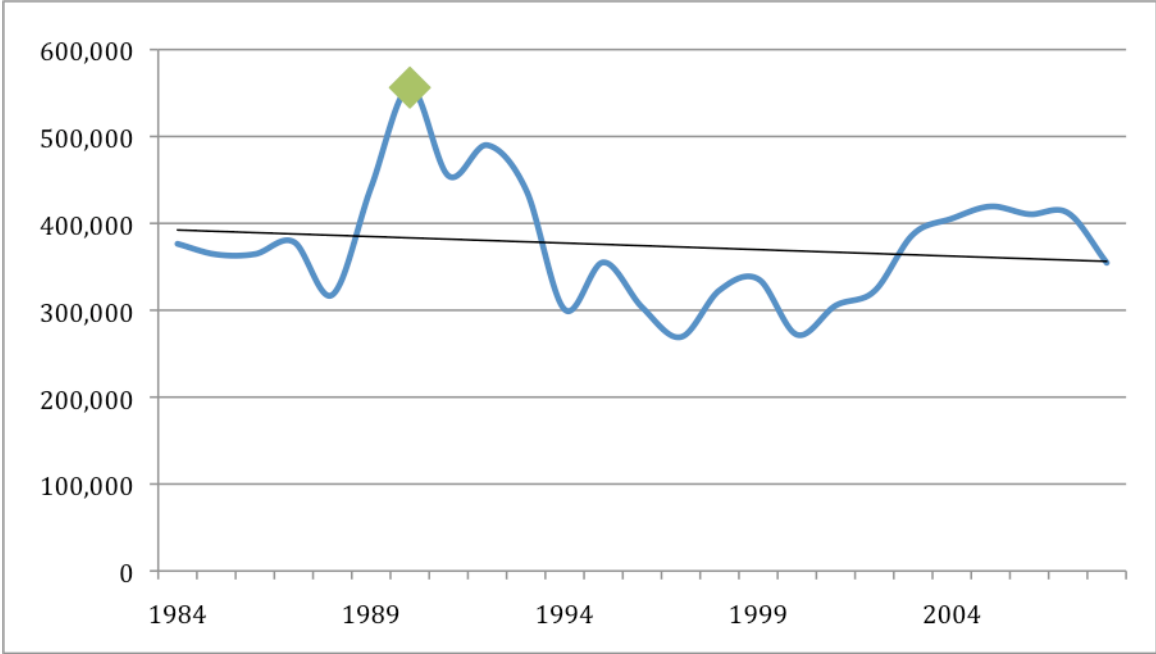
Feedback:

Greer Stadium was built on the cheap in 1978 and has not met minimum standards for Triple-A in some time. The new owners (first season) have really done a great job with a \$2 million facelift but it still is what it is.

I can tell you about the Memphis downtown park, which is a major league park in a minor league city and it is close to a lot of restaurants/bars/clubs, within easy walking distance of Beale Street, Peabody Hotel, etc. Attendance has remained strong and the location encourages fans to come early and stay late.

-Joe Biddle, columnist, The Tennessean

Nashville attendance:



Johnny Rosenblatt Stadium

Omaha, Nebraska

URBAN

Omaha Royals

Map: tinyurl.com/omapcl

Year built, cost: 1948, substantial renovation in 2002
\$7 million

2008 attendance, capacity: 5,375 25,500

Around the neighborhood: Cannot determine via Google Streetview.

Satellite appears to show zoo and single-family homes.

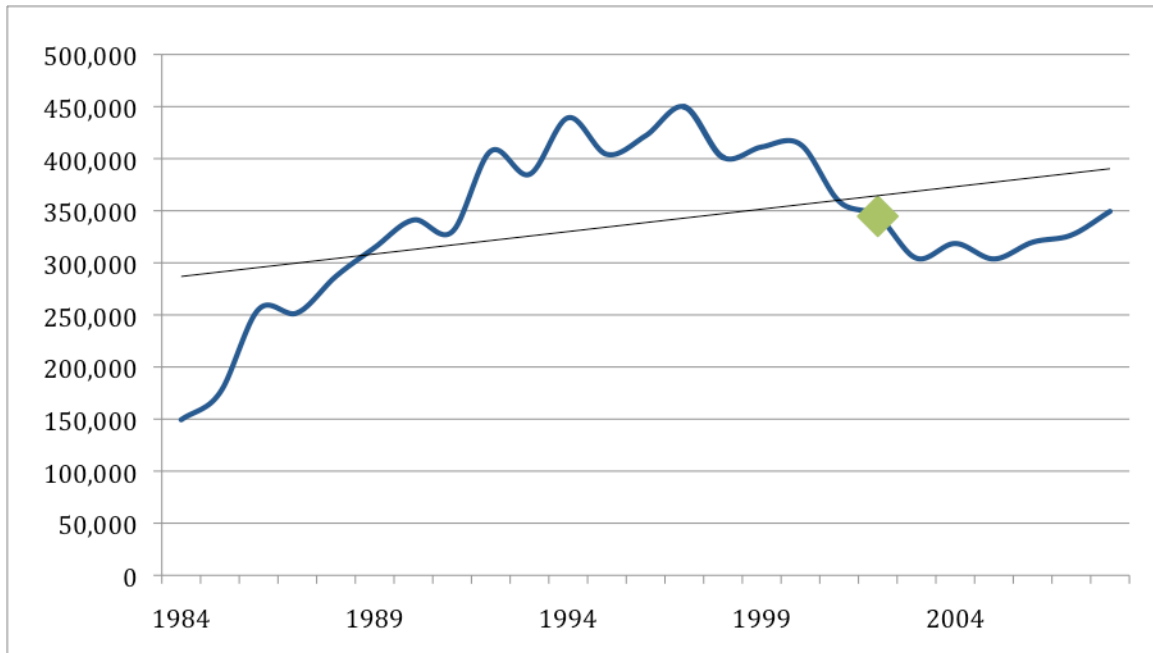
Proximity to parent club: 180 miles Kansas City Royals

ZIP Code stats (2000)

	Omaha	Lents
	<u>68107</u>	<u>97266</u>
Population:	26,753	38,069
People per square mile:	4,024	3,878
Household size:	2.81	2.63
Med. household income:	\$31,067	\$37,234
Median age:	30.4	33.8
Owner occupancy:	66.3%	56.2%
Renter occupancy:	33.7%	43.8%
College graduates:	7.9%	15.5%

Feedback: None received.

Omaha Attendance:



Frontier Field

Rochester, New York
Rochester Red Wings

URBAN
Map: tinyurl.com/rocaaa

Year built, cost:	1997	\$35 million
2008 attendance, capacity:	6,913	13,500
Around the neighborhood:	Parking lots, Kodak world headquarters.	
Proximity to parent club:	1,008 miles	Minnesota Twins

ZIP Code stats (2000)

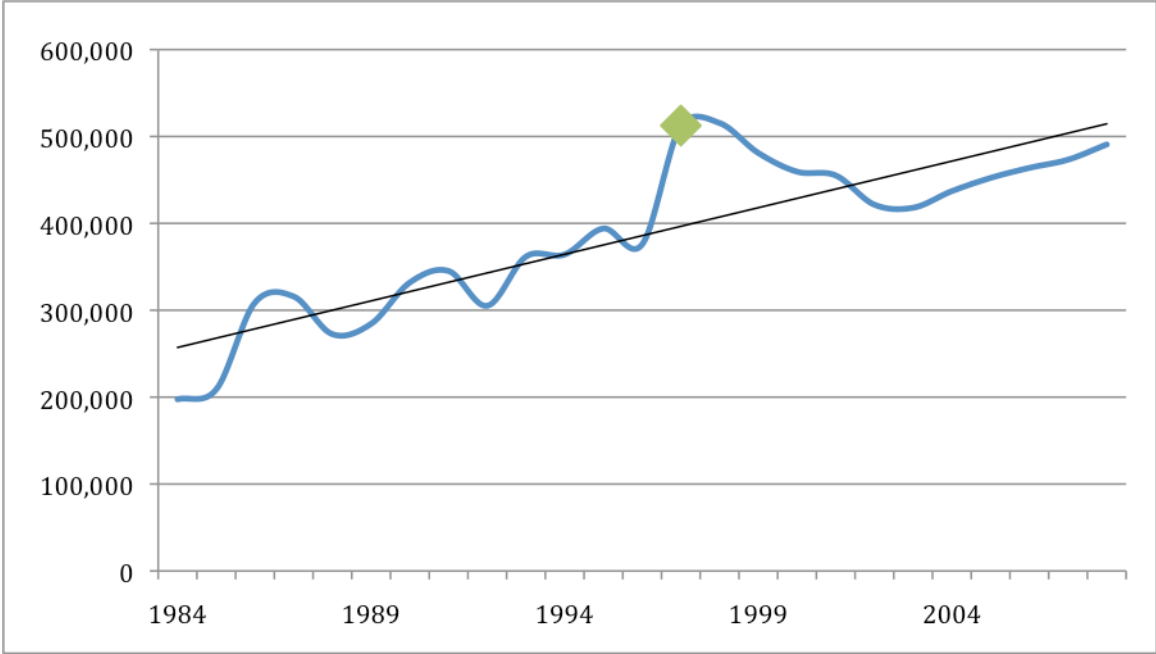
	Rochester	Lents
	<u>14608</u>	<u>97266</u>
Population:	12,362	38,069
People per square mile:	7,415	3,878
Household size:	2.35	2.63
Med. household income:	\$18,358	\$37,234
Median age:	29.1	33.8
Owner occupancy:	24.1%	56.2%
Renter occupancy:	75.9%	43.8%
College graduates:	11.0%	15.5%

Feedback:

I'm not sure where people go pregame or postgame, but I know that 2 restaurants have closed (in the same spot) just a block from Frontier Field. Another restaurant down the street, Jillians, also closed. It's a franchise which had bowling, pool, music...a huge place. I think Rochester natives still have the Safe Suburbia vs. Dangerous City feelings. Although people do love Frontier Field.

-Jim Mandelaro, columnist, Rochester Democrat-Herald

Rochester **Attendace:**



Raley Field

West Sacramento, California
Sacramento RiverCats

URBAN
Map: tinyurl.com/sacpcl

Year built, cost:	2000	\$42 million
2008 attendance, capacity:	9,724	14,111
Around the neighborhood:	Vacant lots, warehouses, railroad tracks	
Proximity to parent club:	85 miles	Oakland Athletics

ZIP Code stats (2000)

	West Sacramento	Lents
	<u>95691</u>	<u>97266</u>
Population:	19,040	38,069
People per square mile:	435	3,878
Household size:	2.57	2.63
Med. household income:	\$35,811	\$37,234
Median age:	35.9	33.8
Owner occupancy:	59.5%	56.2%
Renter occupancy:	40.5%	43.8%
College graduates:	12.0%	15.5%

Feedback:

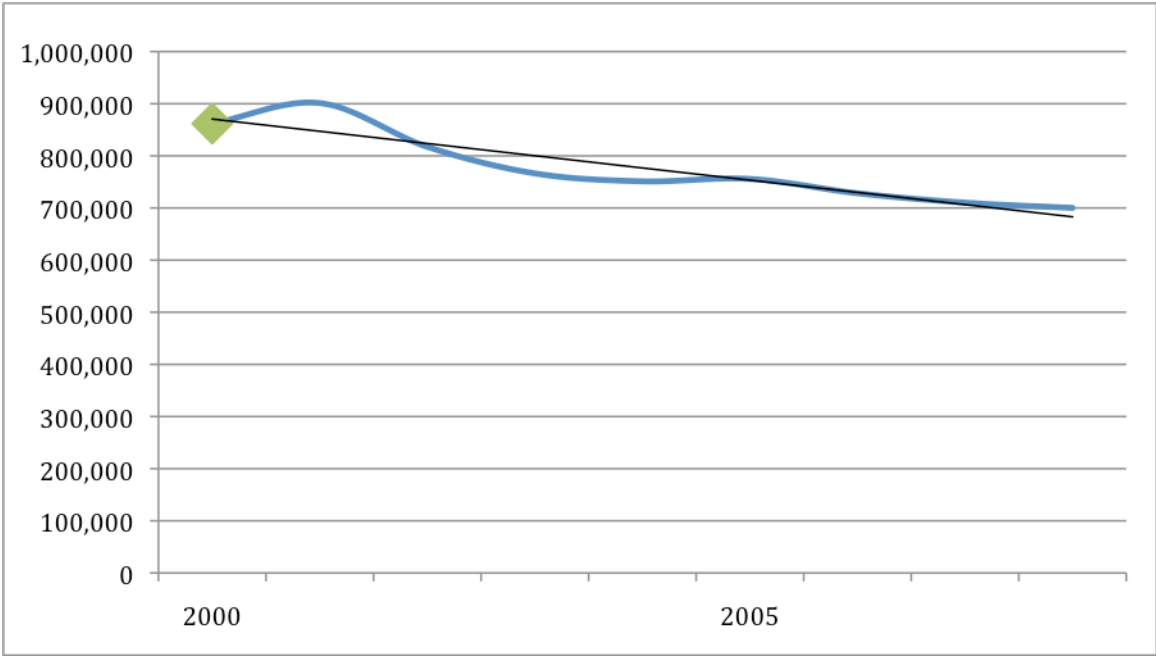
There hasn't been much development around Raley Field, although that's starting to change, particularly with residential. It's in a fairly industrial area near the railroad tracks and just on the other side of the Sacramento River from downtown Sacramento. There are high hopes for riverfront development in the next several years.

-John Schumacher, beat writer, Sacramento Bee

The area around the Ballpark has huge cost challenges which make development very difficult and expensive. The Ballpark has now become a catalyst for new things that are coming in the near future.

-Oscar Villegas, West Sacramento City Councilman

Sacramento **Attendance:**



Spring Mobile Ballpark

Salt Lake City, Utah
Salt Lake City Bees

URBAN
Map: tinyurl.com/slcpci

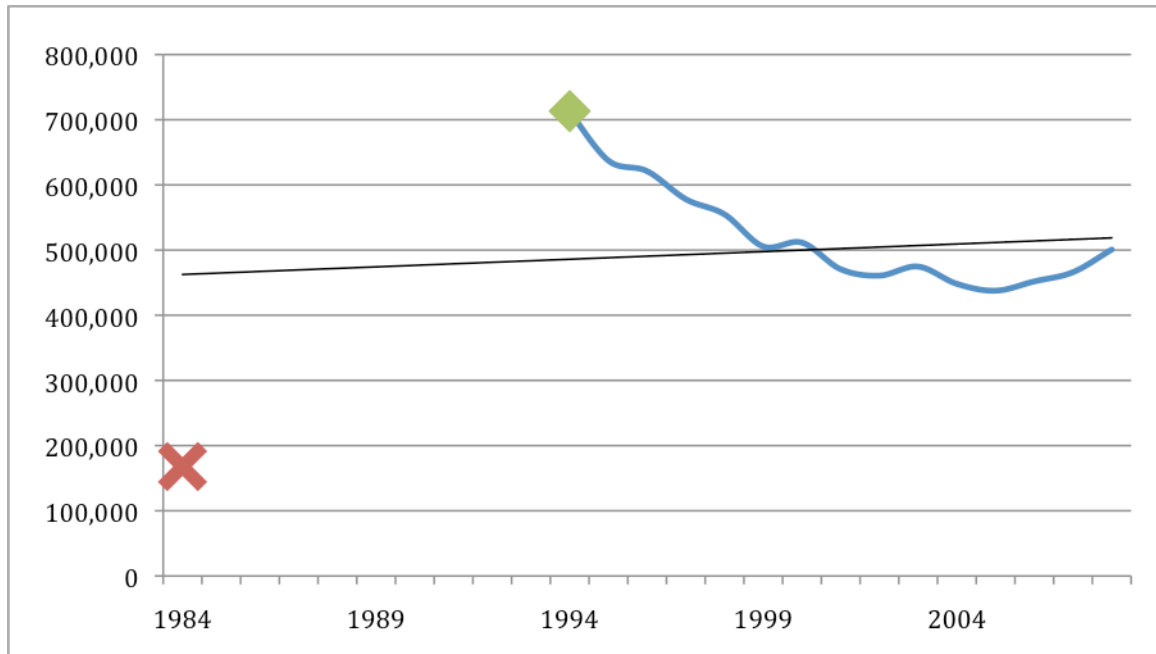
Year built, cost: 1994
2008 attendance, capacity: 7,053 15,500
Around the neighborhood: Car wash, two gas stations / convenience stores, parking lot, single family homes, security company offices, two used car lots, seat cover vendor, 2-story office building,
Proximity to parent club: 683 miles Los Angeles Angels

ZIP Code stats (2000)

	Salt Lake City	Lents
	<u>84115</u>	<u>97266</u>
Population:	24,380	38,069
People per square mile:	3,844	3,878
Household size:	2.45	2.63
Med. household income:	\$28,839	\$37,234
Median age:	29.9	33.8
Owner occupancy:	40.5%	56.2%
Renter occupancy:	59.5%	43.8%
College graduates:	15.0%	15.5%

Feedback: None received.

Salt Lake Attendance:



Note – 1984 (X) was last year of prior Pacific Coast League franchise in Salt Lake, which moved to Calgary.

Alliance Bank Stadium

Syracuse, New York
Syracuse Chiefs

URBAN
Map: tinyurl.com/syraaa

Year built, cost	1997	\$16 million
2008 attendance, capacity:	5,765	11,117
Around the neighborhood:	Parking lots, warehouse	
Proximity to parent club:	373 miles	Washington Nationals

ZIP Code stats (2000)

	Syracuse	Lents
	<u>13208</u>	<u>97266</u>
Population:	21,440	38,069
People per square mile:	5,543	3,878
Household size:	2.33	2.63
Med. household income:	\$26,313	\$37,234
Median age:	35.1	33.8
Owner occupancy:	47.5%	56.2%
Renter occupancy:	52.5%	43.8%
College graduates:	12.1%	15.5%

Feedback:

In my opinion the placement of the stadium was a colossal mistake. It should have been placed downtown and no doubt would have measurably improved the economic climate of Downtown Syracuse although the area that lost out as a spot to put the Stadium went on (Armory Sq) to become a vibrant area of Restaurants and Shops. The biggest loser besides the citizens of Syracuse, is the ballclub which over the years in a beautiful stadium has had mediocre attendance and is almost a forgotten attraction in the city.

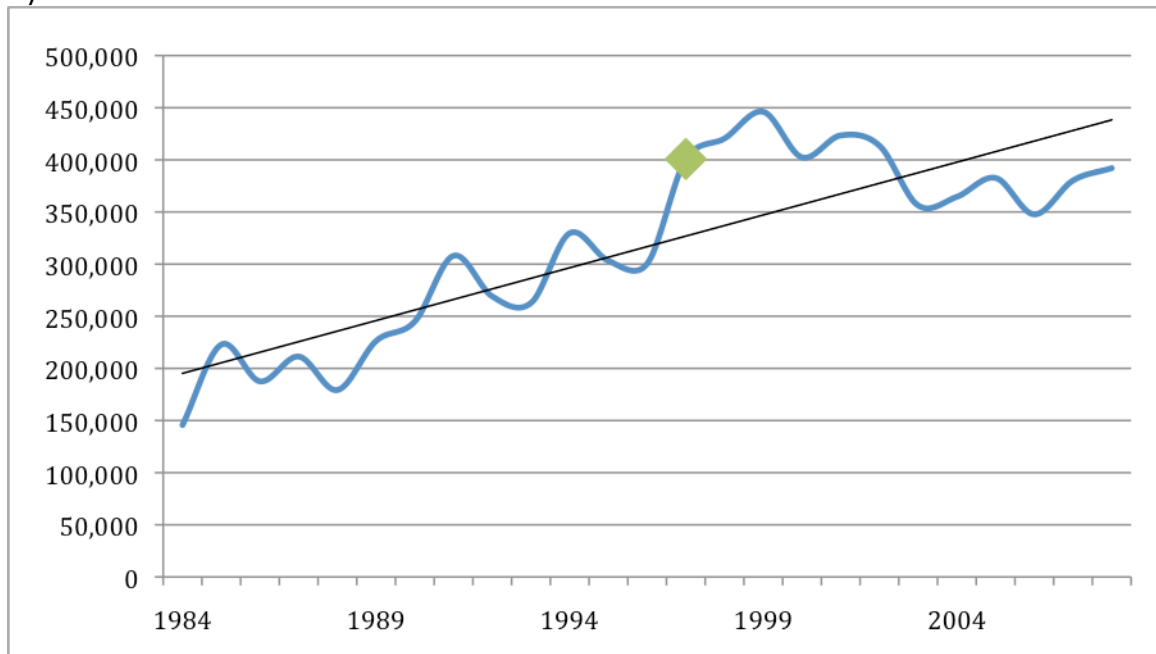
Some of the problems aren't necessarily the fault of the location but it certainly contributes to the situation. Very few businesses benefit from where it is, in fact most of the businesses operate independently of the team. Visitors to the stadium for the most part drive in and drive out of the area. If you considering putting your stadium in a depressed area and I can't emphasize this enough you'd better get assurances that the city will support it operationally with a whole strategy involving all city departments (police, codes, economic development, transportation, mayors office) otherwise it is all for naught.

This decision still rankles me after all these years. I was in the City Parks department at the time the decision was made. It was driven totally by politics, very bad politics instead of what would be good for the whole community.

- Pat Hogan, Syracuse City Council

Location:

Syracuse Attendance:



Cheney Stadium

Tacoma, Washington
Tacoma Rainiers

URBAN
Map: tinyurl.com/tacpcl

Year built: 1960
2008 attendance, capacity: 4,751 9,600
Around the neighborhood: Parking lots, a high school, a freeway.
Proximity to parent club: 36 miles Seattle Mariners

ZIP Code stats (2000)

	Tacoma	Lents
	<u>98405</u>	<u>97266</u>
Population:	22,355	38,069
People per square mile:	5,470	3,878
Household size:	2.43	2.63
Med. household income:	\$30,585	\$37,234
Median age:	33.5	33.8
Owner occupancy:	45.0%	56.2%
Renter occupancy:	55.5%	43.8%
College graduates:	15.5%	15.5%

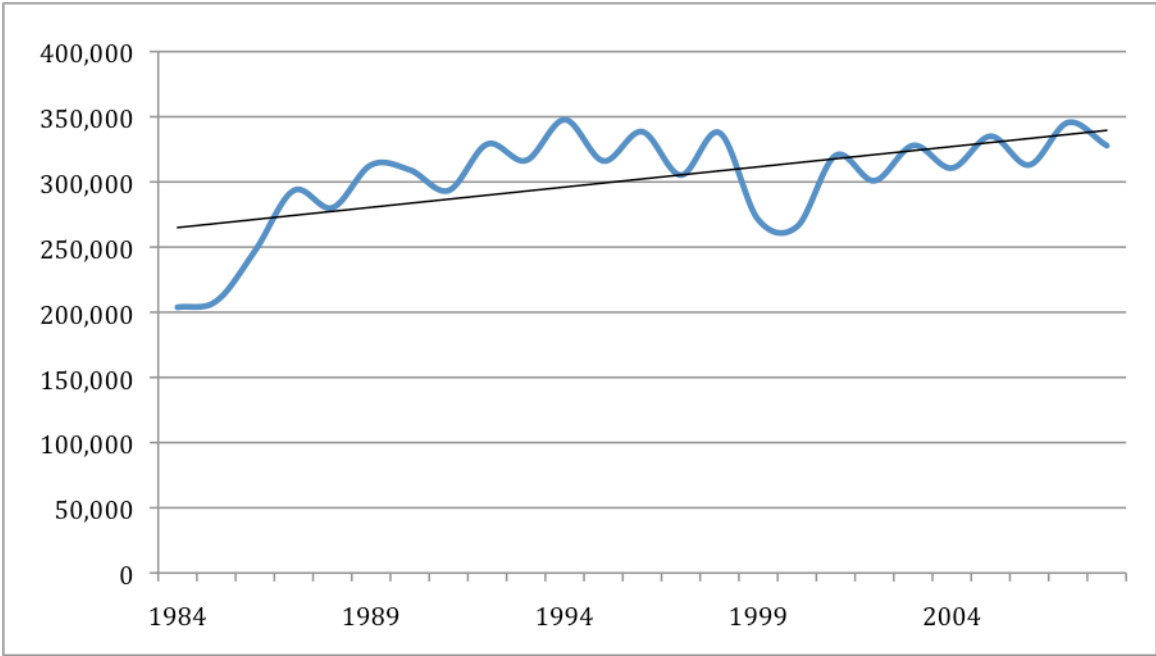
Feedback:

There's no place where fans can congregate pregame and postgame. The closest business is a huge Fred Meyer across the street from the parking lot beyond left field, but you've got to drive about a half mile the other direction to find a couple of dive bars. Because of the absence of establishments, some tailgating is done in the parking lot – not much of a tradition, though.

A couple of years ago, before the economy dumped, a county executive proposed a renovation of the entire Cheney Stadium "footprint," which entailed building a new stadium flanked by condos, shops and restaurants. That hasn't gotten anywhere, either.

-John McGrath, columnist, The News Tribune

Tacoma Attendance:



Suburban Stadiums

Suburban sites have an obvious appeal because of available land. While not as common as downtown stadiums, there is a consistent trend of suburban stadium construction (suburban Triple-A parks were built in 1988, 1989, 1993, 1997, 1998, 2000, 2008 with one substantially rebuilt in 2003) through the last several decades.

These parks are classified as suburban because of their proximity to vacant land, new residential development, office parks, and other typically low-density use.

They also are generally not planned as a lynchpin for new development. For example, in Round Rock, Dell Diamond was built as a centerpiece for an amateur sports complex, used to attract teams from the region to Round Rock (and stay in hotel rooms, which then pays back the hotel tax used to fund stadium construction).

Percentage-wise, more suburban parks have seen new development in the vicinity than any other class of stadium. But whether that new development is stadium-related (office park in Albuquerque, Walgreen's and strip mall in Colorado Springs, movie theater in Moosic) is questionable.

Isotopes Park

Albuquerque, New Mexico
Albuquerque Isotopes

SUBURBAN
Map: tinyurl.com/abqpcl

Year built, cost: 2003 \$25 million
2008 attendance capacity: 8,360 12,215
Around the neighborhood: University of New Mexico basketball arena and football stadium, office complex, vacant lots, residential neighborhood.
Proximity to parent club: 790 miles Los Angeles Dodgers

ZIP Code stats (2000)

	Albuquerque	Lents
	<u>87106</u>	<u>97266</u>
Population:	25,578	38,069
People per square mile:	2,205	3,878
Household size:	2.07	2.63
Med. household income:	\$27,036	\$37,234
Median age:	29.7	33.8
Owner occupancy:	41.2%	56.2%
Renter occupancy:	58.8%	43.8%
College graduates:	49.0%	15.5%

Feedback:

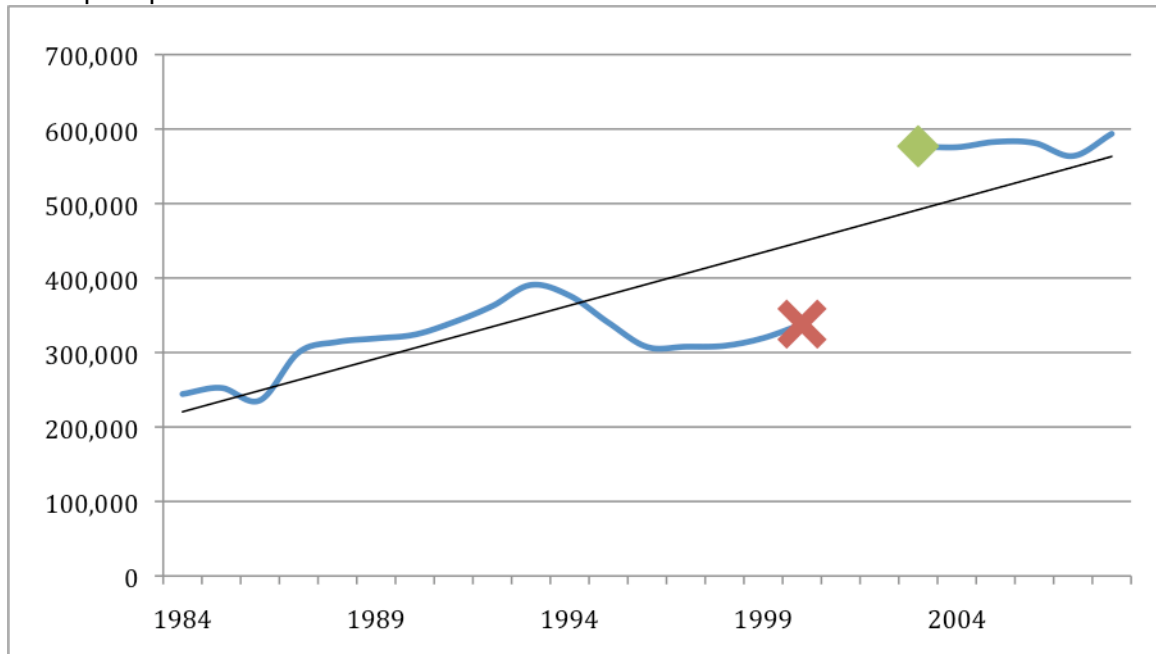
I ran for City council for a brief time – all I heard were continuous complaints about the Isotopes park... the noise from the PA, the fact that they leave the lights on all night, the parking, the drunks. I tried several times to get the noise turned down – there was a petition drive – nothing came of it. The lights glare into my bedroom.. the fireworks are lovely but it is not worth the season-long nuisance. If I were you – I'd fight it!

-Feroza Jussawalla, President, Victory Hills Neighborhood Association

Albuquerque has a beautiful new ballpark, true. But it's also on the same spot as the old Sports Stadium. The last time I was there, there wasn't so much as a Starbucks within walking distance.

- Ron Kantowski, native Albuquerquean and sports columnist for the Las Vegas Sun

Albuquerque Attendance:



Note – 2000 (X) was last year of prior Pacific Coast League franchise in Albuquerque, which moved to Portland.

Security Service Field

Colorado Springs, Colorado
Colorado Springs Sky Sox

SUBURBAN
Map: tinyurl.com/colopcl

Year built, cost:	1988	\$3.7 million
2008 attendance, capacity:	4,392	8,500
Around the neighborhood:	Strip malls, Walgreen's, golf course, houses	
Proximity to parent club:	73 miles	Colorado Rockies

ZIP Code stats (2000)

	Colorado Springs <u>80922</u>	Lents <u>97266</u>
Population:	12,997	38,069
People per square mile:	1,279	3,878
Household size:	3.15	2.63
Median income:	\$60,878	\$37,234
Median age:	30.0	33.8
Owner occupancy:	91.8%	56.2%
Renter occupancy:	8.2%	43.8%
College graduates:	37.5%	15.5%

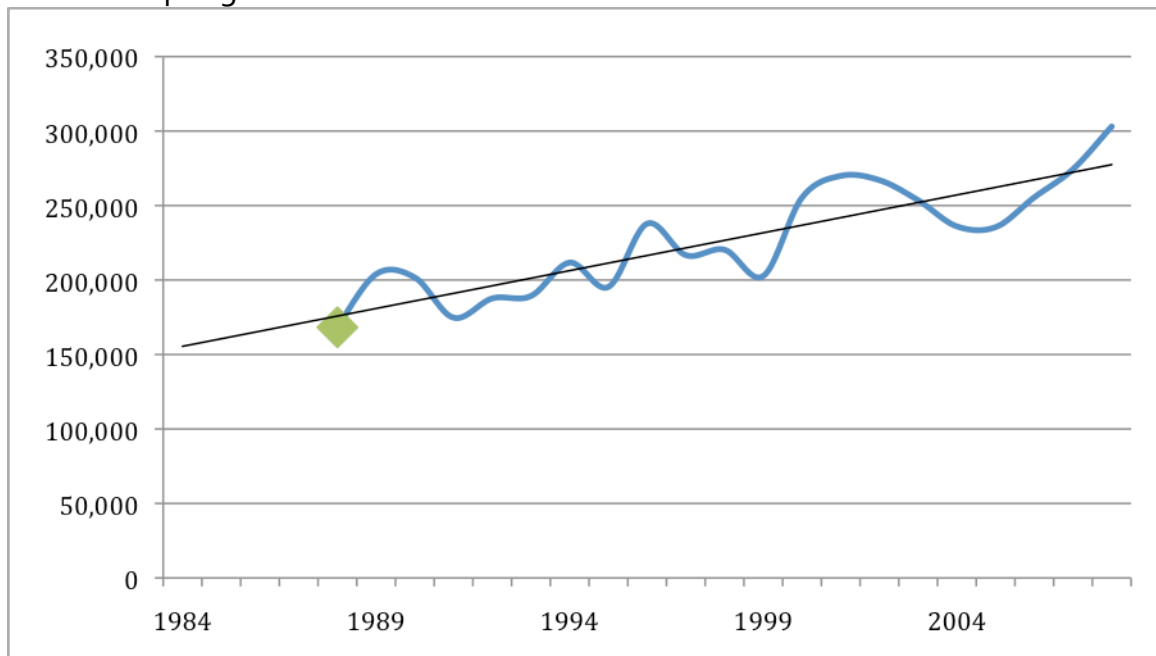
Feedback:

The Sky Sox stadium is baffling. Somehow - and I remain unsure how this was possible - there are no mountain views. It's out in the middle of nowhere, in strip mall land. It has done little to revive anything.

As you can tell, I'm not a big fan.

- David Ramsey, columnist, Colorado Springs Gazette

Colorado Springs Attendance:



Dell Diamond

Round Rock, Texas
Round Rock Express

SUBURBAN
Map: tinyurl.com/rrockpcl

Year built, cost:	2000	\$25 million
2008 attendance, capacity:	9,286	11,688
Around the neighborhood:	Vacant land, amateur sports complex	
Proximity to parent club:	168 miles	Houston Astros

ZIP Code stats (2000)

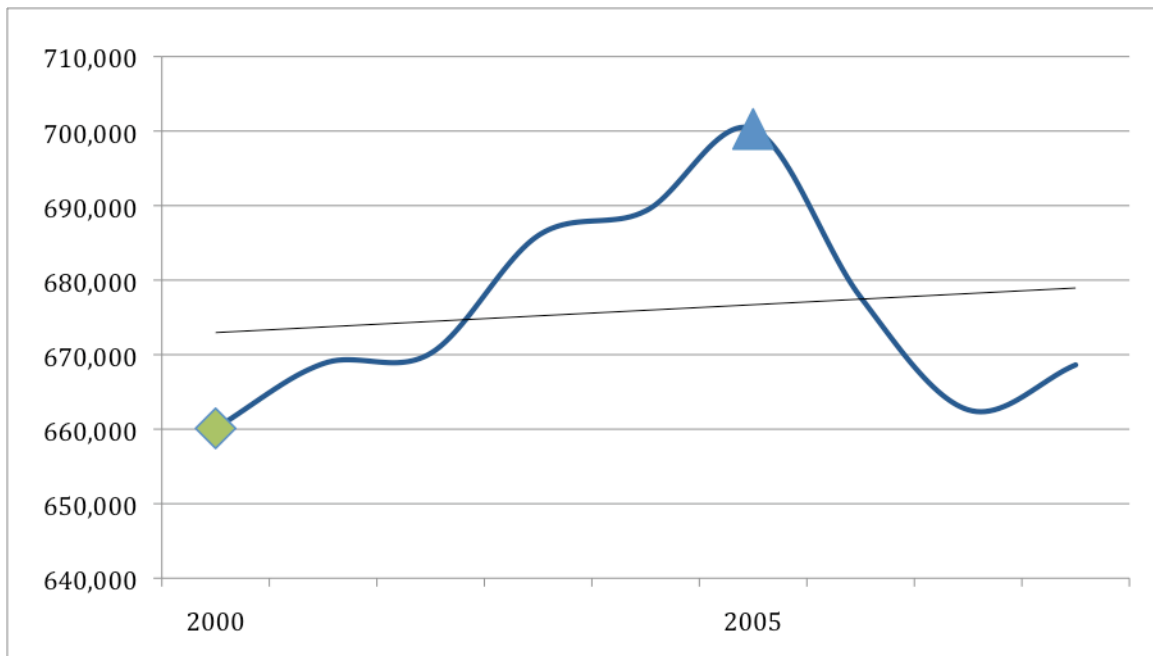
	Round Rock	Lents
	<u>78664</u>	<u>97266</u>
Population:	46,097	38,069
People per square mile:	1,473	3,878
Household size:	2.88	2.63
Median income:	\$59,829	\$37,234
Median age:	29.7	33.8
Owner occupancy:	66.3%	56.2%
Renter occupancy:	33.7%	43.8%
College graduates:	29.4%	15.5%

Feedback:

According to city councilman Scott Rhode, the Diamond was the catalyst for construction of a sports complex around the stadium, used to lure amateur sport events to Round Rock. This encourages tourism to the city. The stadium was built with room tax money.

Rhode said there is some commercial development near the stadium, but that is mostly because the stadium is built on a major regional thoroughfare.

Round Rock Attendance:



Note: Stadium opened in 2000. Triple-A franchise moved to Round Rock in 2005.

Coca-Cola Park

Allentown, Pennsylvania
Lehigh Valley Iron Pigs

SUBURBAN
Map: tinyurl.com/lehighaaa

Year built, cost:	2008	\$50.25 million
2008 attendance, capacity:	8,479	10,000
Around the neighborhood:	Cannot determine via StreetView. Appears to be industrial land.	
Proximity to parent club:	65 miles	Philadelphia Phillies

ZIP Code stats (2000)

	Allentown <u>18109*</u>	Lents <u>97266</u>
Population:	30,951	38,069
People per square mile:	6,011	3,878
Household size:	2.20	2.63
Median income:	\$39,177	\$37,234
Median age:	38.9	33.8
Owner occupancy:	60.4%	56.2%
Renter occupancy:	39.6%	43.8%
College graduates:	24.6%	15.5%

* Statistics unavailable for 18109. Adjacent ZIP 18018 provided.

Feedback: None received.

Knights Stadium

Fort Mill, South Carolina
Charlotte Knights

SUBURBAN
Map: tinyurl.com/charaaa

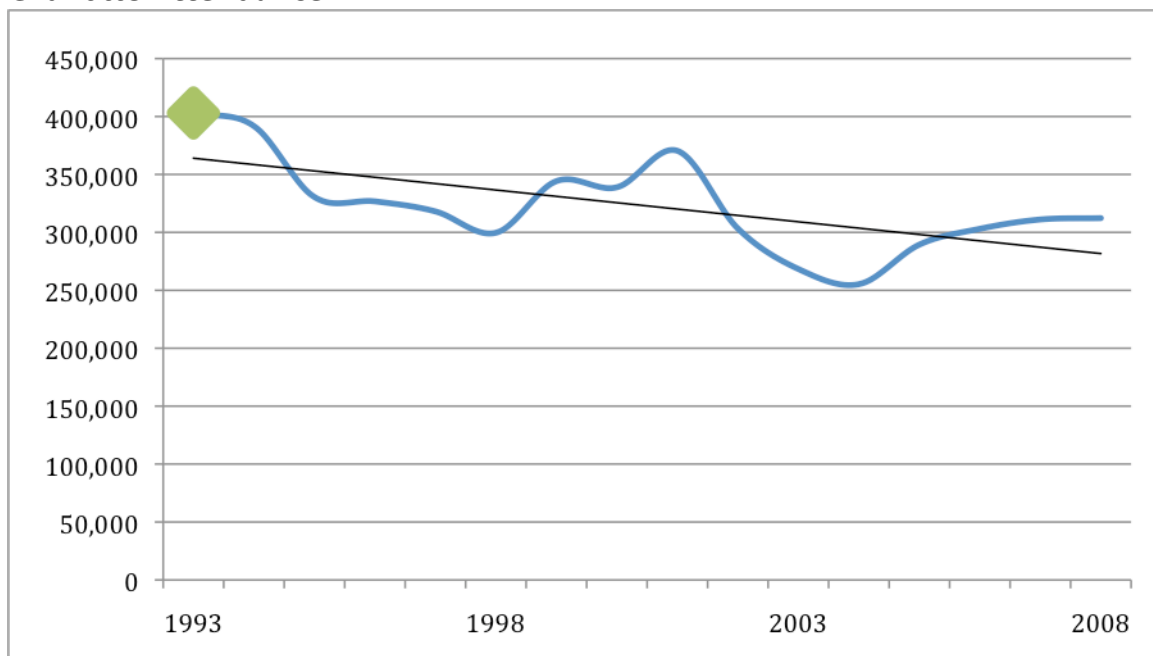
Year built, cost: 1990
2008 attendance, capacity: 4,525 10,002
Around the neighborhood: Vacant land.
Proximity to parent club: 775 miles Chicago White Sox

ZIP Code stats (2000)

	Fort Mill	Lents
	<u>29715</u>	<u>97266</u>
Population:	19,837	38,069
People per square mile:	316	3,878
Household size:	2.58	2.63
Median income:	\$45,054	\$37,234
Median age:	36.2	33.8
Owner occupancy:	75.8%	56.2%
Renter occupancy:	24.2%	43.8%
College graduates:	22.3%	15.5%

Feedback: None received.

Charlotte Attendance:



Zephyr Field

Metairie, Louisiana
New Orleans Zephyrs

SUBURBAN
Map: tinyurl.com/nopcl

Year built, cost:	1997	\$25 million
2008 attendance, capacity:	5,226	10,000
Around the neighborhood:	Harley-Davidson dealership, single-family homes, railroad, NFL training facility	
Proximity to parent club:	862 miles	Florida Marlins

ZIP Code stats (2000)

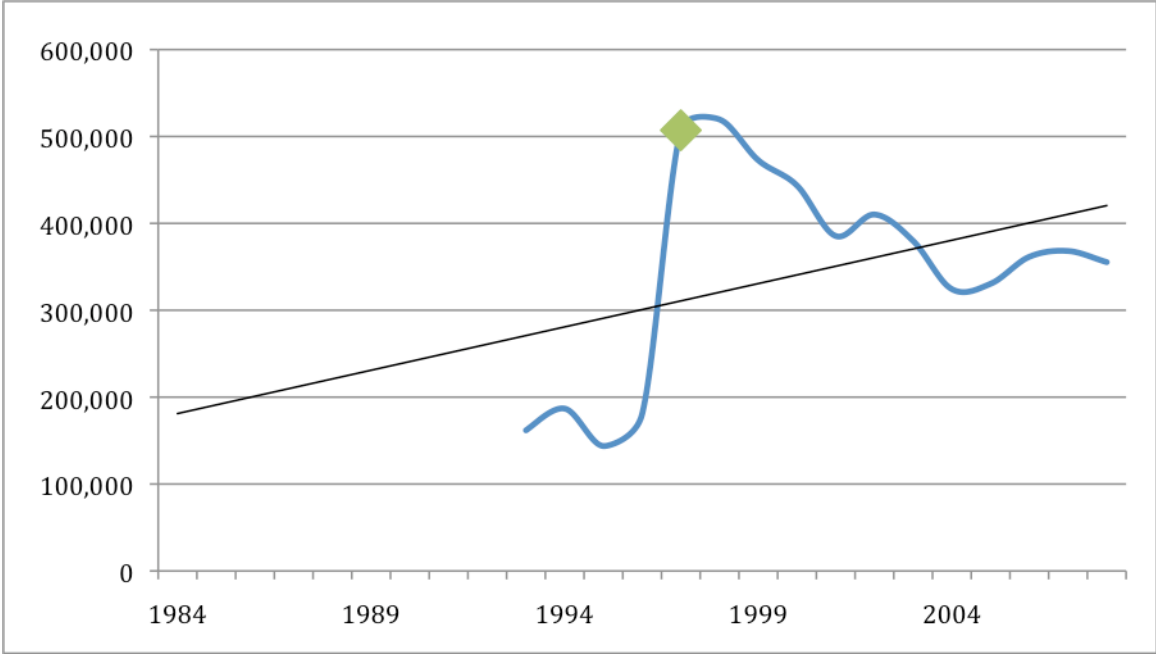
	Metairie <u>70003</u>	Lents <u>97266</u>
Population:	43,455	38,069
People per square mile:	6,348	3,878
Household size:	2.58	2.63
Median income:	\$44,082	\$37,234
Median age:	39.1	33.8
Owner occupancy:	78.3%	56.2%
Renter occupancy:	21.7%	43.8%
College graduates:	24.1%	15.5%

Feedback:

Jefferson Parish Councilman Elton Lagasse said the stadium's location has hindered its ability to foster development. It's surrounded by a highway, a railroad and the New Orleans Saints training facility. "There are facilities across the major highway from it," he said. "You're always going to have a daiquiri shop and shopping center. But it hasn't stimulated any great great amount of growth."

Lagasse said the parish is working to keep the Zephyrs in the New Orleans area — they are struggling because of increased competition for sponsorships with both the NBA and NFL flourishing in the area. "It's the greatest family thing in Jefferson Parish," he said, citing low ticket prices and a safe environment. "If you can work it out, it's a great plus for your area."

New Orleans Attendance:



PNC Field

Moosic, Pennsylvania

Scranton/Wilkes-Barre Yankees

SUBURBAN

Map: tinyurl.com/swbaaa

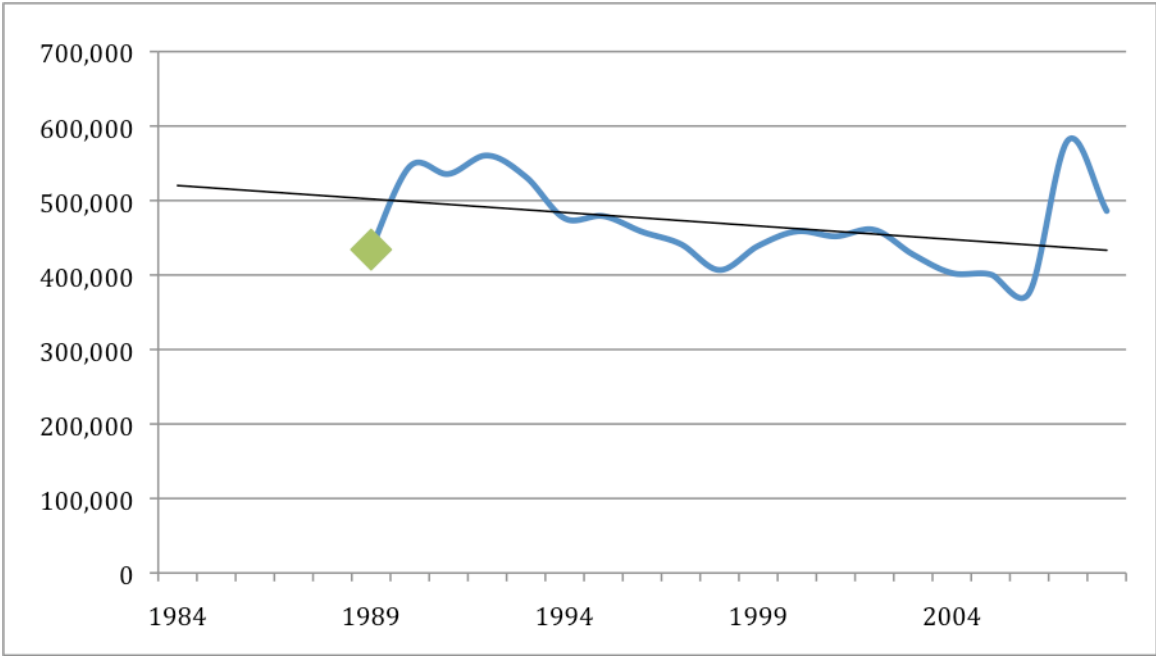
Year built, cost: 1989 \$25 million
2008 attendance, capacity: 7,147 10,982
Around the neighborhood: Movie theater, suburban offices, Shops at Montage strip mall (Aeropostale, J. Jill, New York & Co., Gap, Eddie Bauer, etc.), vacant land.
Proximity to parent club: 125 miles New York Yankees

ZIP Code stats (2000)

	Moosic	Lents
	<u>18507</u>	<u>97266</u>
Population:	5,474	38,069
People per square mile:	525	3,878
Household size:	2.48	2.63
Median income:	\$39,085	\$37,234
Median age:	44.3	33.8
Owner occupancy:	81.5%	56.2%
Renter occupancy:	18.5%	43.8%
College graduates:	19.2%	15.5%

Feedback: None received.

Scranton/Wilkes-Barre **Attendance:**



Downtown stadiums

When looking for success stories in Triple-A ballparks, downtown is the place to go. Of the 10 downtown stadiums in Triple-A in this study (two downtown stadiums opened in 2009), five were classified as successes by respondents, and show substantial new growth around the ballpark on Google StreetView. Four parks show little to no new growth and generated no feedback from the community; a fifth shows little new development, which was backed up by a city council member.

Another commonality among these stadiums is that they have generally maintained their attendance figures, some even showing growth since the stadium has opened.

Coca-Cola Field

Buffalo, New York
Buffalo Bison

DOWNTOWN
Map: tinyurl.com/buffaaa

Year built, cost:	1988	\$42 million
2008 attendance, capacity:	8,811	19,500
Around the neighborhood:	Downtown offices, a community college campus, NHL arena.	
Proximity to parent club:	375 miles	New York Mets

ZIP Code stats (2000)

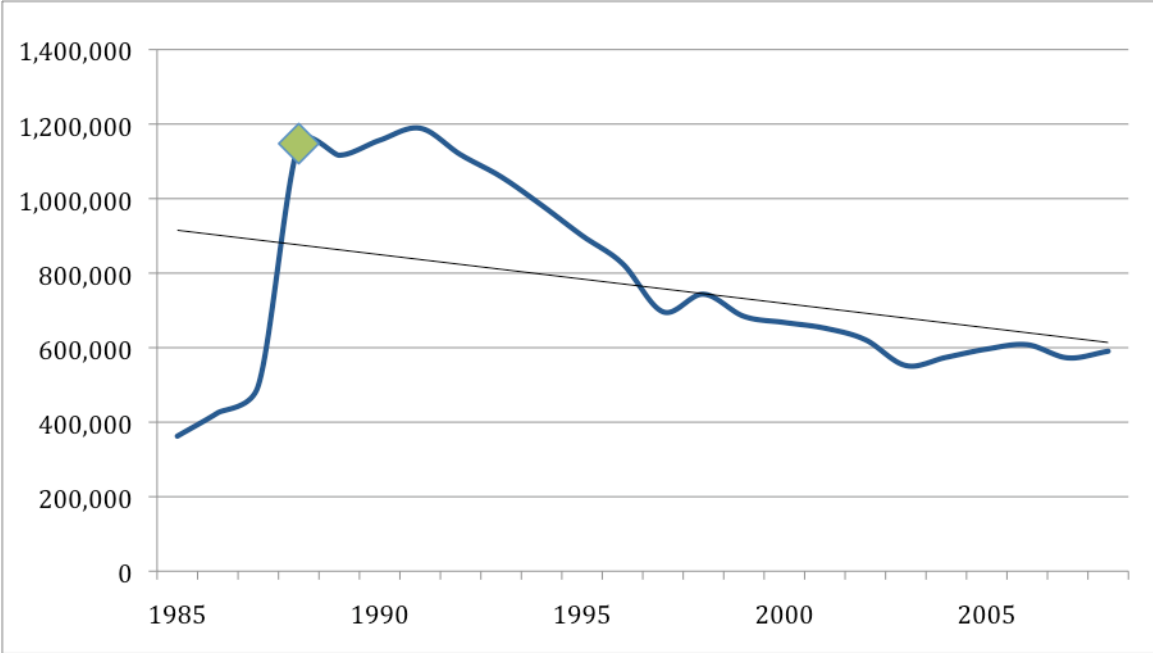
	Buffalo	Lents
	<u>14203</u>	<u>97266</u>
Population:	1,009	38,069
People per square mile:	288	3,878
Household size:	1.78	2.63
Median income:	\$9,400	\$37,234
Median age:	40.6	33.8
Owner occupancy:	3.1%	56.2%
Renter occupancy:	96.9%	43.8%
College graduates:	14.1%	15.5%

Feedback:

Coca-Cola Field doesn't do to much for development. Attendance has dropped off tremendously over the years as well. \$42 million would be much better spent fixing peoples homes and neighborhoods and creating real jobs.

-Rich Fontana, Buffalo City Councilman.

Buffalo Attendance:



Principal Park

Des Moines, Iowa
Iowa Cubs

DOWNTOWN
Map: tinyurl.com/iowapcl

Year built, cost:	1992	\$12 million
2008 attendance, capacity:	7,384	11,000
Around the neighborhood:	Two rivers, downtown Des Moines	
Proximity to parent club:	334 miles	Chicago Cubs

ZIP Code stats (2000)

	Des Moines	Lents
	<u>50309</u>	<u>97266</u>
Population:	5,011	38,069
People per square mile:	1,687	3,878
Household size:	1.57	2.63
Median income:	\$17,188	\$37,234
Median age:	40.0	33.8
Owner occupancy:	16.5%	56.2%
Renter occupancy:	83.5%	43.8%
College graduates:	16.0%	15.5%

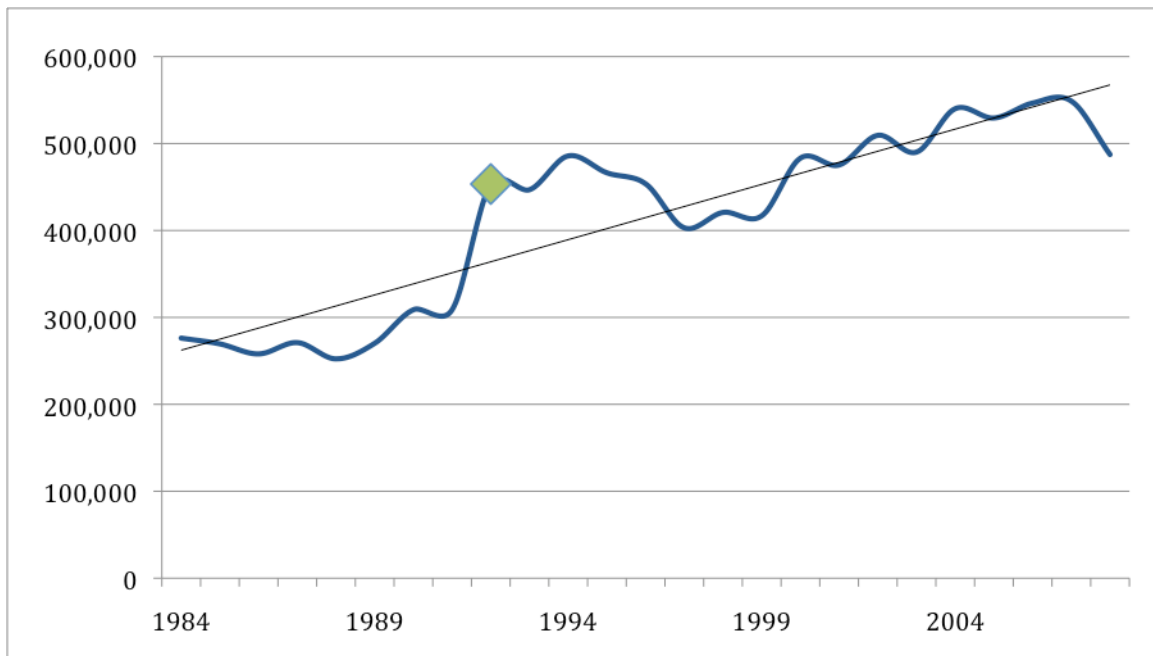
Principal Park has helped spur a number of developments near the banks of the Raccoon River, including downtown lofts, several new bars/restaurants, a new Iowa 'Science Center'/IMAX theater and a bike/walking trail.

It's not quite as expansive, nor dramatic, as what happened with the LoDo district in Denver, but the presence of the ballpark has certainly helped small-business growth/traffic in that 8-12-block radius. Principal Park is a few blocks away from a fairly solid street of bars/restaurants on Court Avenue, and in the last 7-8 years, quite a few new places have popped up in the 'space' between the two, helping bridge the gap.

So, in the case of downtown Des Moines, a much smaller city than Portland, the answer is 'yes.'

-Sean Keeler, columnist, Des Moines Register

Des Moines Attendance:



Durham Bulls Athletic Park

Durham, North Carolina
Durham Bulls

DOWNTOWN
Map: tinyurl.com/duraa

Year built:	1995	\$16 million
2008 attendance:	6,994	10,000
Around the neighborhood:	Several new mixed-use developments.	
Proximity to parent club:	673 miles	Tampa Bay Rays

ZIP Code stats (2000)

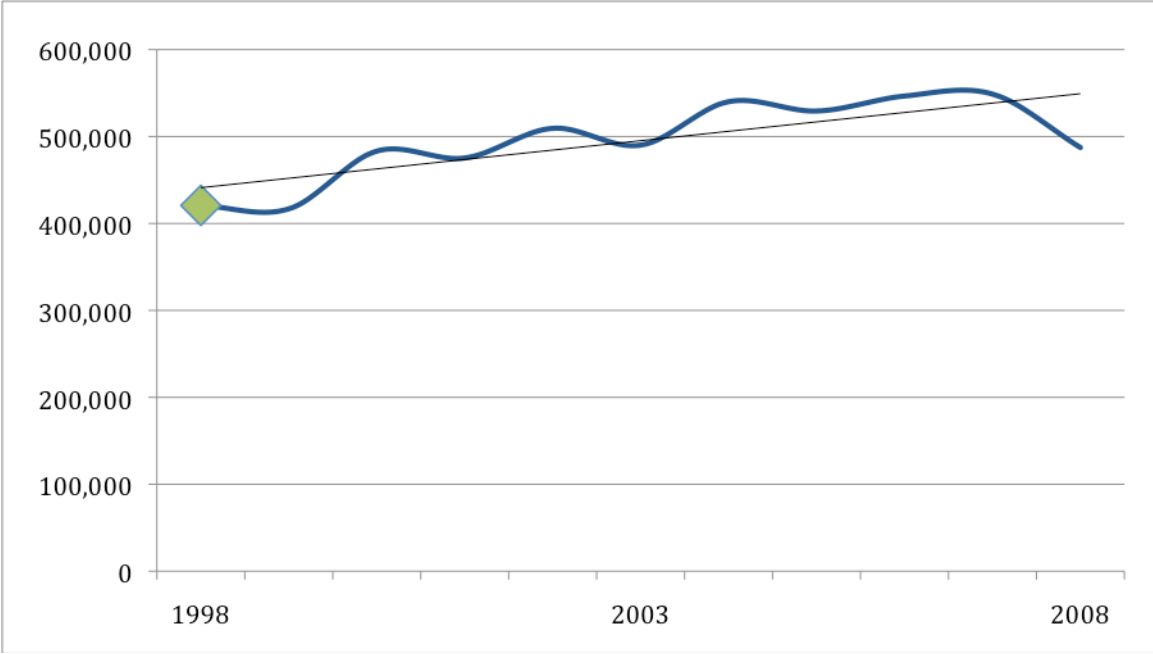
	Durham	Lents
	<u>27701</u>	<u>97266</u>
Population:	25,096	38,069
People per square mile:	4,585	3,878
Household size:	3.44	2.63
Median income:	\$23,871	\$37,234
Median age:	28.3	33.8
Owner occupancy:	26.7%	56.2%
Renter occupancy:	73.3%	43.8%
College graduates:	24.2%	15.5%

Feedback:

Nick, several points: 1. we spent about \$18 million on ours and used the same architect who did Cameron Yards in Baltimore. Of course that was 15 years ago. 2. The public voted it down and then the new owner announced he would move the team to Raleigh unless there was a new stadium. It was controversial, but the Council by a narrow vote approved it using CIP's. It was a rare coalition of white conservatives , many of whom had given up on downtown, and liberals who wanted to see the money spent on public housing, etc. 3. It turned out to be one of our best economic stimulus moves we have ever made because it kept the team here and stimulated a million sq ft adaptive reuse development next door, the American Tobacco Campus. My advice, be careful of the location. The closer to downtown the better. And remember: bread and roses too, in response to those who are dubious of using public/private projects for sports. Good luck!

- Eugene Brown, Durham City Council

Durham Attendance:



Chukchansi Park

Fresno, California
Fresno Grizzlies

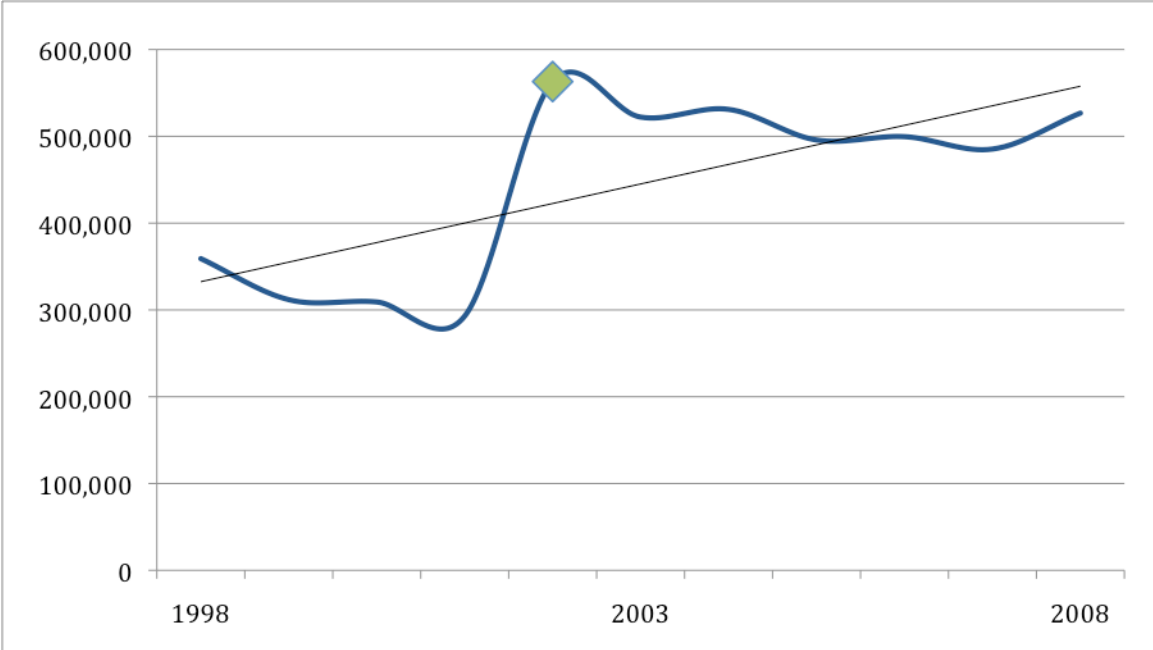
DOWNTOWN
Map: tinyurl.com/frespcl

Year built:	2002	\$46 million
2008 attendance:	7,419	12,500
Around the neighborhood:	Payday loan, parking lots, downtown offices, warehouses, thrift shop	
Proximity to parent club:	186 miles	San Francisco Giants

ZIP Code stats (2000)

	Fresno	Lents
	<u>93721</u>	<u>97266</u>
Population:	6,836	38,069
People per square mile:	3,358	3,878
Household size:	2.31	2.63
Median income:	\$12,742	\$37,234
Median age:	31.4	33.8
Owner occupancy:	11.4%	56.2%
Renter occupancy:	88.6%	43.8%
College graduates:	5.1%	15.5%

Fresno Attendance:



Victory Field

Indianapolis, Indiana
Indianapolis Indians

DOWNTOWN

Map: tinyurl.com/indaaa

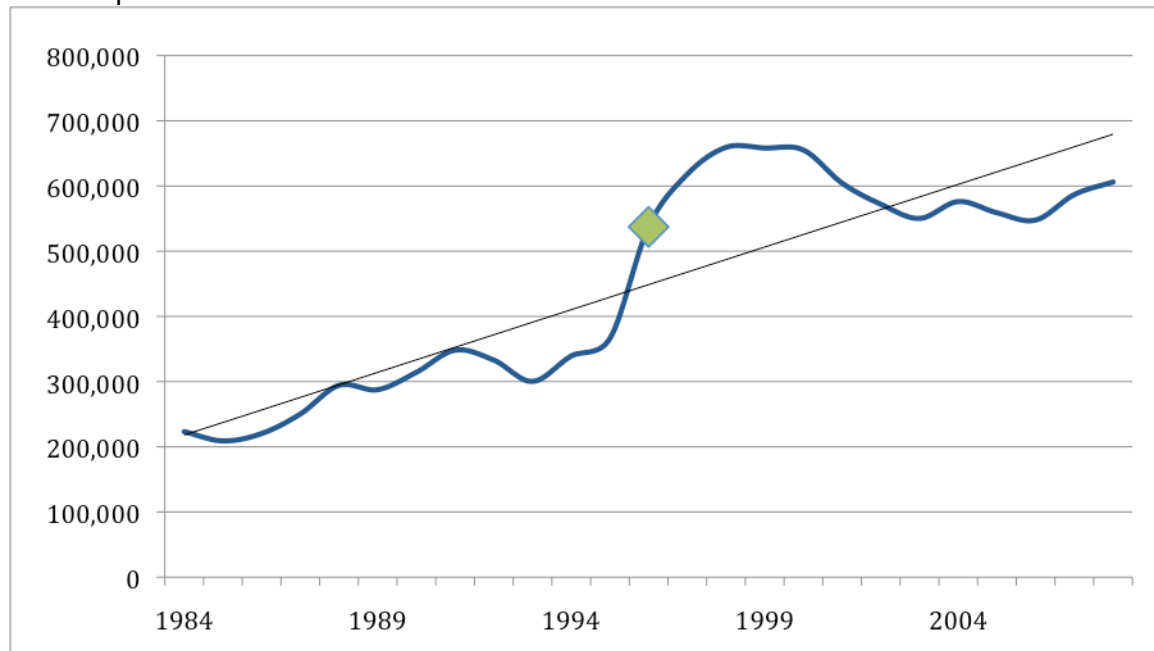
Year built, cost: 1996 \$20 million
2008 attendance, capacity: 8,537 15,500
Around the neighborhood: Hotels, convention center, downtown businesses, steel mill
Proximity to parent club: 360 miles Pittsburgh Pirates

ZIP Code stats (2000)

	Indianapolis	Lents
	<u>46225</u>	<u>97266</u>
Population:	8,262	38,069
People per square mile:	2,094	3,878
Household size:	2.52	2.63
Median income:	\$26,605	\$37,234
Median age:	33.2	33.8
Owner occupancy:	50.6%	56.2%
Renter occupancy:	49.4%	43.8%
College graduates:	8.2%	15.5%

Feedback: None received.

Indianapolis Attendance:



Louisville Slugger Field

Louisville, Kentucky
Louisville Bats

DOWNTOWN
Map: tinyurl.com/louaaa

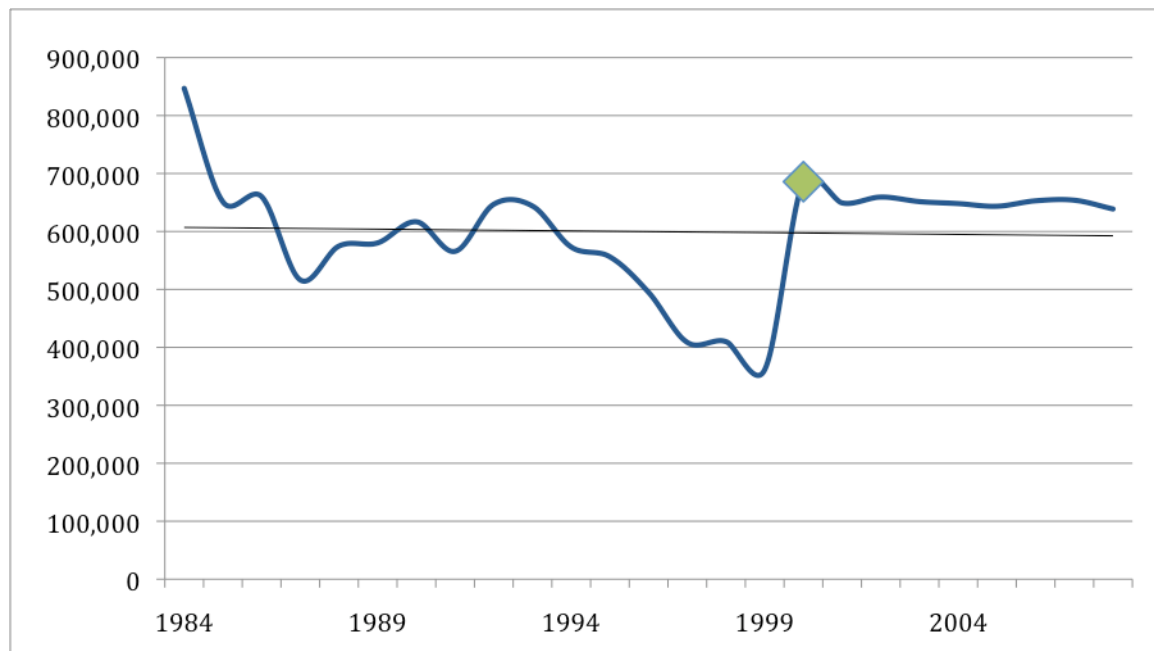
Year built: 2000 \$28 million
2008 attendance: 9,151 13,131
Around the neighborhood: Parking lots, mid-rise office buildings,
wholesale silk plant store, warehouse.
Proximity to parent club: 90 miles Cincinnati Reds

ZIP Code stats (2000)

	Louisville	Lents
	<u>40202</u>	<u>97266</u>
Population:	5,118	38,069
People per square mile:	3,240	3,878
Household size:	1.70	2.63
Median income:	\$8,495	\$37,234
Median age:	31.5	33.8
Owner occupancy:	2.2%	56.2%
Renter occupancy:	97.8%	43.8%
College graduates:	14.5%	15.5%

Feedback: None received.

Louisville Attendance:



AutoZone Park

Memphis, Tennessee
Memphis Redbirds

DOWNTOWN
Map: tinyurl.com/mempcl

Year built:	2000	\$80 million
2008 attendance:	8,248	14,320
Around the neighborhood:	Beale Street entertainment district, downtown offices	
Proximity to parent club:	290 miles	St. Louis Cardinals

ZIP Code stats (2000)

	Memphis	Lents
	<u>38103</u>	<u>97266</u>
Population:	7,675	38,069
People per square mile:	991	3,878
Household size:	1.50	2.63
Median income:	\$39,255	\$37,234
Median age:	34.1	33.8
Owner occupancy:	22.5%	56.2%
Renter occupancy:	77.5%	43.8%
College graduates:	47.6%	15.5%

Feedback:

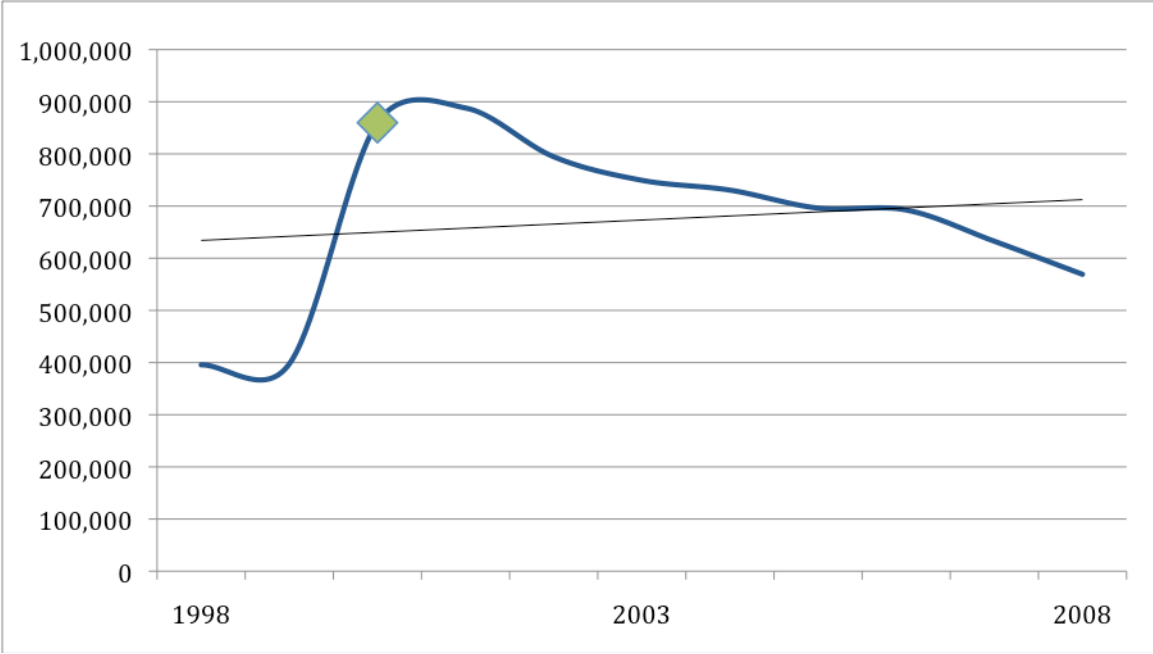
The general impression is that, yes, the ballpark has brought more people and more development downtown. There are more spiffy hotels. More condos. It's hard to know if the FedExForum would have been built downtown had AutoZone Park not preceded it.

Having said that, it's hard to know how much of that was a direct result of AutoZone Park. Would the hotels and condos have popped up anyway? How does one know, exactly?

The ballpark here is considered a real community asset and a key moment in the development of downtown. But it's not all roses, either. The attendance shot up in the first few years and is dramatically dipping now. In the end, it's still minor league baseball. A new ballpark can only be a draw for so long. I value the park no matter how many people come -- it's part of the downtown landscape at this point -- but it seems important to be realistic, too.

- *Geoff Calkins, columnist, Memphis Commercial-Appeal*

Memphis Attendance:



Harbor Park

Norfolk, Virginia
Norfolk Tides

DOWNTOWN
Map: tinyurl.com/noraaa

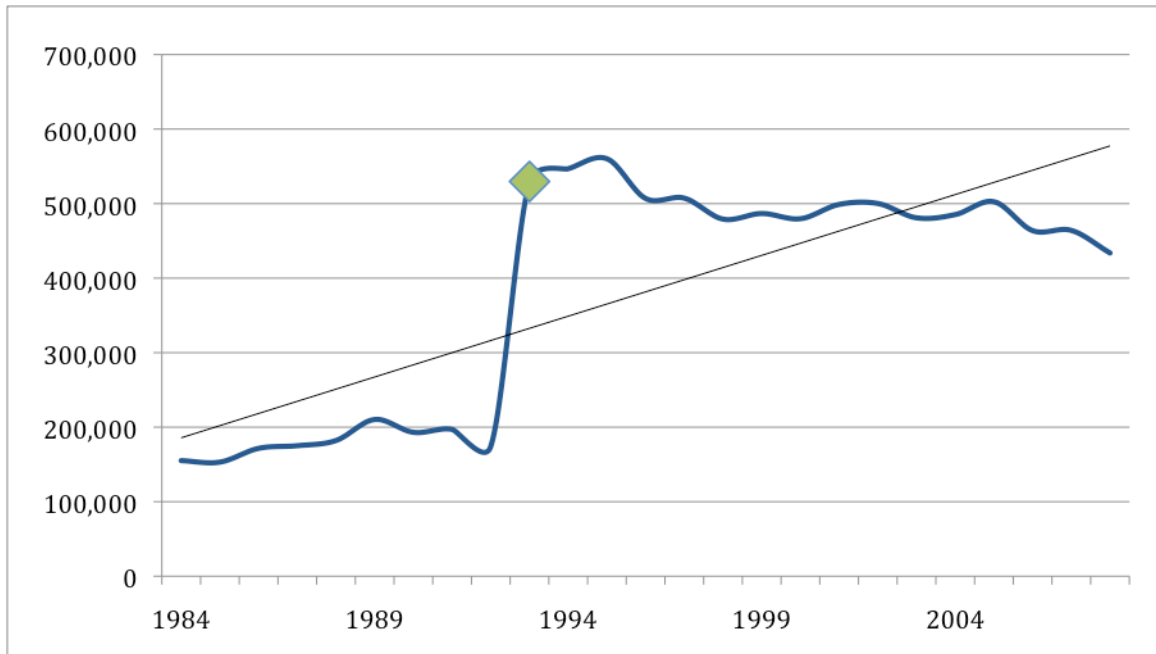
Year built, cost:	1993	\$16 million
2008 attendance, capacity:	6,286	12,067
Around the neighborhood:	Parking lots	
Proximity to parent club:	230 miles	Baltimore Orioles

ZIP Code stats (2000)

	Norfolk	Lents
	<u>23510</u>	<u>97266</u>
Population:	5,191	38,069
People per square mile:	4,836	3,878
Household size:	1.96	2.63
Median income:	\$27,500	\$37,234
Median age:	32.3	33.8
Owner occupancy:	19.7%	56.2%
Renter occupancy:	80.3%	43.8%
College graduates:	26.0%	15.5%

Feedback: None received.

Norfolk Attendance:



AT&T Bricktown Ballpark

Oklahoma City, Oklahoma
Oklahoma RedHawks

DOWNTOWN
Map: tinyurl.com/okcpcl

Year built:	1998	\$34 million
2008 attendance:	6,716	13,066
Around the neighborhood:	Bricktown entertainment district	
Proximity to parent club:	214 miles	Texas Rangers

ZIP Code stats (2000)

	Oklahoma City	Lents
	73104	97266
Population:	1,890	38,069
People per square mile:	1,236	3,878
Household size:	2.46	2.63
Median income:	\$12,138	\$37,234
Median age:	28.0	33.8
Owner occupancy:	27.2%	56.2%
Renter occupancy:	72.8%	43.8%
College graduates:	25.5%	15.5%

I would say that yes, the construction of the ballpark back in 1998 has been the lynch pin in the development of Bricktown, our downtown "entertainment district" as its known here.

From my point of view, the ballpark has helped the development of Bricktown immensely because there is quite a bit of money pumped into the surrounding restaurants and bars from fans who come to the games and get a bite to eat beforehand or have a few adult beverages afterward. There's no way to know for sure, since the construction of the ballpark was the focal point of the original MAPS downtown development plan, but it's hard to imagine Bricktown growing the way it has without the ballpark being the anchor.

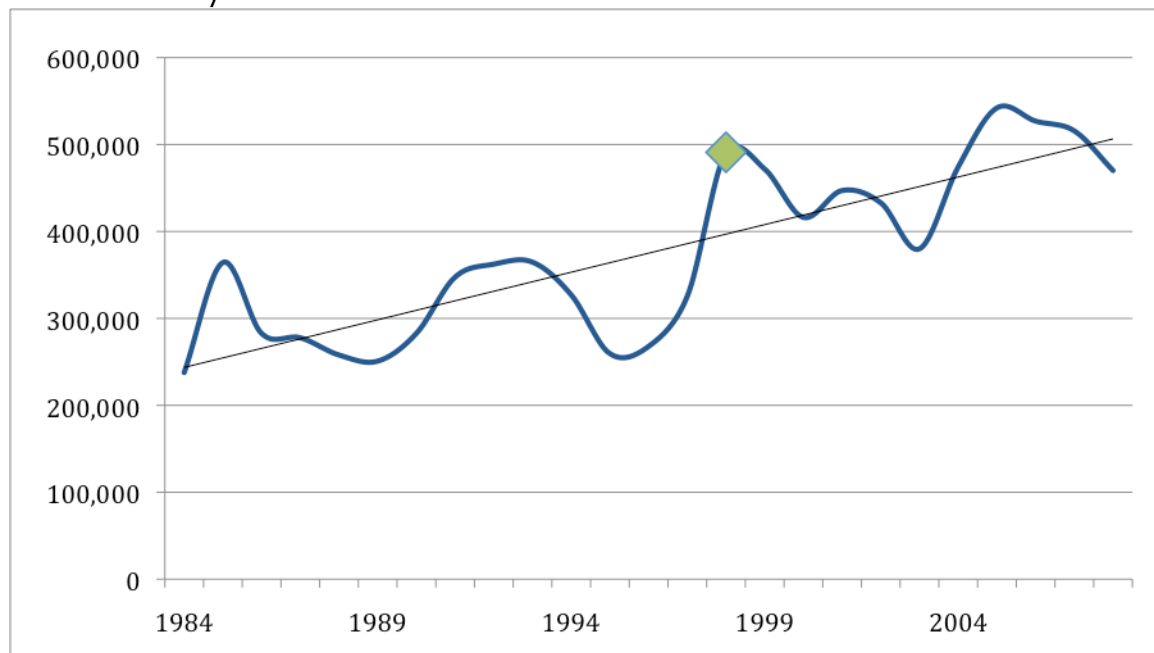
That said, the RedHawks only play 72 home games so people come to Bricktown for other reasons. A movie theater has opened in recent years which has done very well and there is also the OKC Thunder fans who pump money into the businesses with the foot traffic generated from 41 home games. The Ford Center is within easy walking distance of Bricktown. I think on the whole, the original

MAPS plan, which also included the construction of a canal downtown where people can take boat rides, has been a slam dunk for the city.

The other initiatives have been popular, but less so. There was some minor controversy over the \$121 million the city ponied up to pay for improvements in the five-year-old Ford Center to lure an NBA team here permanently but much of that was directed at the city funded hand out of a practice facility (yet to be built) for the team that is a \$20 million project. That was way over the top in my opinion when you consider the primary owners of the Thunder are quite wealthy and could have easily paid for that project themselves. Personally, I'm generally opposed to public money being used to fund private facilities for sports, but it has worked here. We have a thriving downtown entertainment district that we didn't have before and that has helped spawn an NBA team that is terrible but still draws very very well.

-Matt Patterson, beat writer, The Oklahoman

Oklahoma City **Attendance:**



Fifth Third Field

Toledo, Ohio
Toledo Mud Hens

DOWNTOWN
Map: tinyurl.com/tolaaa

Year built:	2002	\$39 million
2008 attendance:	8,233	10,300
Around the neighborhood:	Convention center, parking lots, some mixed-use development, some commercial development	
Proximity to parent club:	59 miles	Detroit Tigers

ZIP Code stats (2000)

	Toledo	Lents
	<u>43604</u>	<u>97266</u>
Population:	5,314	38,069
People per square mile:	6,430	3,878
Household size:	1.99	2.63
Median income:	\$11,507	\$37,234
Median age:	32.0	33.8
Owner occupancy:	15.5%	56.2%
Renter occupancy:	84.5%	43.8%
College graduates:	8.9%	15.5%

Feedback:

Our neighborhood is in the warehouse district, the southern portion of Toledo's downtown. Our Association had already begun several major projects beginning in 1996. They were commercial and mixed use projects. The Association's goal was to repopulate and to revitalize our historic neighborhood. All of these improvements were previous to the baseball improvements. A few other private investor pioneers also made substantial investments and improvements. The site was chosen for Fifth Third field based on County ownership of a majority of the parcels (mostly vacant buildings built pre 1900) at the selected site, the close proximity to an under performing convention center, and to build on the interest, excitement and investment in the historic neighborhood. This was an exciting decision for our Association.

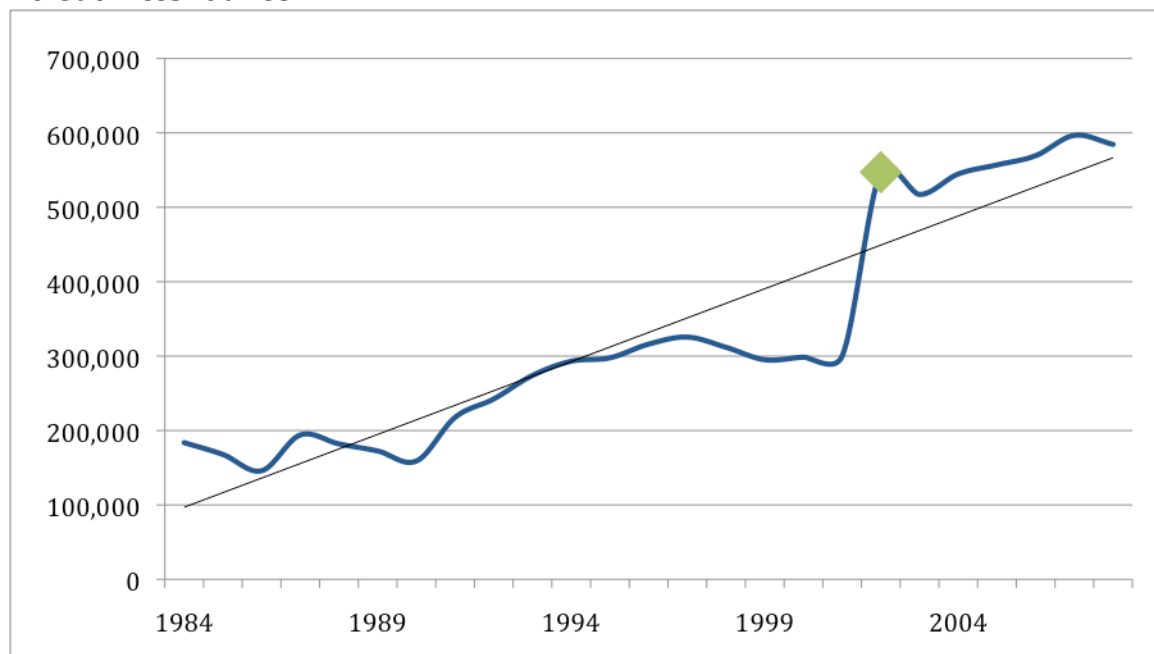
After several years most would say it was a good investment and I would definitely agree. We have developed a mixed use project in five contiguous buildings that have been at 98-100% occupancy since completion in November

2003. We are located approximately 1,000 feet from the Fifth Third Field. We have six commercial businesses and 11 loft style market rate apartments. I have a small office there also in what could be a 12th apartment. Several new bars and restaurants have opened since the baseball construction. During the season they are slammed with customers on game days. Most have good business on the other days. Like any City or business environment there are always some negative effects to a project of this size. Good planning and community input is crucial to a successful co existence. Our neighborhood has had little to no opportunity for discussion of issues..positive or negative with the stadium management. In spite of that, we fully appreciate the development as a welcome addition to our neighborhood.

Prior to 1996, our neighborhood was distressed and stale also. I would love to see your site and the conditions of your existing building stock. I am currently in the final pre development stage of a multi building project in Coldwater Michigan. I will follow your project and provide what ever assistance I can based on our actual experiences. I would run with it!

-Kathy Steingraber, Consultant, Toledo Warehouse District

Toledo Attendance:



Appendix I: Attendance trends

Some trends stick out in surveying the Triple-A landscape and how many fans are drawn to new ballparks. Location (downtown, urban, suburban) is a key factor, as is the city's proximity to the team's parent club.

		TICKETS SOLD				In parent club's media market	Pro sports teams in media market	Year stadium built
Loc.	City	2008 Avg.	2008 Total	1998 Total	% change			
U	Sacramento	9,724	700,168	861,808*	-18.76%	Yes	1	2000
	S Round Rock	9,286	668,623	660,110*	1.29%	Yes	0	2000
	D Louisville	9,151	638,777	409,853	55.86%	Yes	0	2000
U	Pawtucket	9,096	636,788	475,659	33.87%	Yes	0	1998
	D Buffalo	8,811	590,386	743,463	-20.59%	Yes	2	1988
	D Indianapolis	8,537	606,166	659,237	-8.05%	No	2	1996
	S Allentown	8,479	602,033	n/a	n/a	Yes	0	2008
	S Albuquerque	8,360	593,606	308,993	92.11%	No	0	2003
	D Memphis	8,248	569,172	395,592	43.88%	Yes	1	2000
	D Toledo	8,233	584,596	311,852	87.46%	Yes	0	2002
U	Columbus†	7,795	507,155	488,674	10.07%	Yes	1	1931
	D Fresno	7,419	526,754	359,076	46.70%	Yes	0	2002
	D Des Moines	7,384	487,348	420,713	15.84%	Yes	0	1992
	S Scranton	7,147	485,999	406,735	19.49%	Yes	0	1989
U	Salt Lake City	7,053	500,780	554,719	-9.72%	No	1	1993
	D Durham	6,994	514,281	477,709	7.66%	No	1	1995
U	Rochester	6,913	490,806	515,436	-4.78%	No	0	1997
	D Oklahoma City	6,716	470,140	491,036	-4.26%	Yes	1	1998
	D Norfolk	6,286	433,767	479,222	-9.49%	Yes	0	1993
U	Syracuse	5,765	392,028	420,488	-6.77%	No	0	1997
	D Portland	5,607	392,512	439,686**	-10.73%	No	1	2001
U	Omaha	5,375	349,376	401,264	-12.93%	Yes	0	2002
U	Nashville	5,293	354,662	323,068	9.78%	No	2	1978
	S New Orleans	5,226	355,395	519,584	-31.60%	No	2	1997
U	Las Vegas	5,278	374,780	336,005	11.54%	No	0	1983
U	Tacoma	4,751	327,871	337,623	-2.89%	Yes	2	1960
	S Charlotte	4,525	312,290	299,664	4.21%	No	2	1990
U	Richmond†	4,454	289,570	528,230	-45.18%	No	0	1985
	S Colorado Springs	4,392	303,048	220,281	37.57%	Yes	0	1988
	S Tucson†	3,552	245,121	300,460	-18.42%	Yes	0	1998

† - Last season in stadium

* - No team in 1998. Numbers are from 2000.

** - No team in 1998. Numbers are from 2001.

URBAN	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995
Columbus	517,464	568,735	548,417	570,599	536,171	504,224	584,010	570,605	583,918	580,570	535,145	541,451
Las Vegas	320,000	313,783	291,060	299,198	305,622	315,517	312,522	330,699	382,838	386,310	338,834	330,869
Nashville	376,440	364,225	364,614	378,715	317,785	441,500	556,250	454,575	489,991	438,745	300,827	355,133
Omaha	149,369	175,329	255,290	251,995	287,096	314,683	341,129	329,797	407,249	384,972	439,277	404,156
Pawtucket	198,786	166,504	186,517	220,838	240,190	271,025	290,953	349,338	358,318	466,428	469,029	479,261
Richmond	165,513	379,019	381,364	332,440	347,678	424,265	427,552	434,994	453,915	533,076	507,322	510,118
Rochester	197,501	208,955	308,807	315,807	272,503	284,394	331,927	345,167	305,199	361,676	364,188	394,035
Sacramento												
Salt Lake	167,803									713,224		637,332
Syracuse	145,675	222,813	187,578	211,315	179,268	226,244	245,045	307,993	269,067	262,760	329,594	303,208
Tacoma	203,821	208,534	247,098	293,366	280,168	313,007	309,210	293,418	329,000	316,475	347,719	316,103
Average	244,237	289,766	307,861	319,364	307,387	343,873	377,622	379,621	397,722	414,557	434,516	427,167
SUBURBAN	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995
Albuquerque	244,229	252,453	235,737	300,035	314,186	318,896	324,046	340,685	362,283	390,652	376,272	340,050
Allentown												
Charlotte										403,029	391,730	330,496
Colorado Springs				168,248		203,955	201,642	174,731	187,645	189,293	211,671	195,375
New Orleans										161,846	186,806	143,728
Round Rock												
Scranton					434,106		545,844	535,725	560,464	531,620	476,053	479,030
Tucson	124,232	128,540	116,117	157,744	173,889	186,270	238,629	317,347	300,134	307,791	309,623	301,963
Average	184,231	190,497	175,927	228,890	218,774	285,807	327,540	342,122	352,632	330,705	325,359	298,440
DOWNTOWN	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995
Buffalo		362,443	425,113	497,760	1,147,651	1,116,441	1,156,661	1,188,972	1,117,867	1,058,620	982,493	900,782
Des Moines	276,163	269,513	257,986	270,960	252,289	270,215	308,814	308,814	453,386	446,860	485,734	466,320
Durham												
Fresno												
Indianapolis	223,262	209,041	220,285	250,250	294,220	287,595	314,264	348,089	332,941	300,397	339,208	366,254
Louisville	846,878	651,090	660,200	516,329	574,852	580,270	616,687	565,716	646,951	643,833	573,174	556,211
Memphis												
Norfolk	155,096	153,100	171,589	175,104	182,080	210,258	193,055	196,998	174,362	529,708	546,826	560,211
Oklahoma City	237,677	364,247	282,752	277,722	257,871	250,850	282,773	347,427	362,394	364,673	327,044	259,518
Portland	184,143	188,042	138,677	154,989	207,605	188,459	150,054	181,116	184,097	186,010		
Toledo	183,694	167,787	145,909	194,001	181,959	172,454	159,009	217,669	242,442	274,047	293,124	297,672
Average	300,988	295,658	287,814	292,139	387,316	384,568	397,665	419,350	439,305	475,519	506,800	486,710

Source: Pacific Coast League, International League

1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008 URBAN
526,599	507,810	488,674	460,923	458,806	503,824	490,390	480,445	489,177	520,104	518,875	507,155	537,889 Columbus
313,212	313,128	336,005	339,702	322,354	332,742	327,269	326,243	306,628	334,485	365,659	371,676	374,780 Las Vegas
303,407	269,186	323,068	335,901	271,857	305,385	322,059	387,345	405,536	419,412	410,569	411,959	354,662 Nashville
421,994	449,753	401,264	411,233	413,713	359,038	344,718	304,421	318,537	303,749	319,777	326,627	349,376 Omaha
461,181	474,557	475,659	596,624	585,107	647,928	615,540	550,157	657,067	688,421	613,065	611,379	636,788 Pawtucket
500,035	512,727	528,230	528,670	451,479	447,020	452,961	446,882	368,436	414,959	321,696	342,090	289,570 Richmond
375,781	512,570	515,436	481,039	459,494	455,123	421,494	418,014	437,088	452,302	463,836	473,288	490,806 Rochester
				861,808	901,214	817,317	766,326	751,156	755,750	728,227	710,235	700,168 Sacramento
621,027	578,107	554,719	505,547	511,423	470,649	460,839	474,647	448,153	437,686	451,938	466,123	500,780 Salt Lake
300,410	400,804	420,488	446,025	402,450	423,405	413,566	356,303	364,548	382,625	347,699	380,152	392,028 Syracuse
338,500	305,281	337,623	271,026	265,702	320,329	300,910	327,927	310,626	335,031	313,031	345,538	327,871 Tacoma
416,215	432,392	438,117	437,669	454,927	469,696	451,551	439,883	441,541	458,593	441,307	449,657	450,429 Average

1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008 SUBURBAN
307,445	307,760	308,993	319,339	338,103			576,867	575,607	582,839	581,308	563,836	593,606 Albuquerque
												602,033 Allentown
326,761	318,102	299,664	344,199	338,928	370,406	303,321	268,374	255,271	289,409	303,086	311,119	312,290 Charlotte
237,826	216,716	220,281	202,724	255,301	269,904	267,028	253,548	236,022	235,502	255,500	274,408	303,048 Colorado Sprin
180,485	507,164	519,584	472,665	443,526	385,447	410,183	379,819	324,324	330,466	361,493	368,210	355,395 New Orleans
				660,110	668,792	670,176	685,973	689,286	700,277	677,706	662,595	668,623 Round Rock
458,033	441,413	406,735	439,171	458,584	452,004	460,596	427,445	402,676	400,726	376,284	580,908	485,999 Scranton
307,091	285,817	300,460	254,817	270,832	244,761	268,807	286,657	285,378	287,116	271,698	270,853	245,121 Tucson
302,940	346,162	342,620	338,819	395,055	398,552	396,685	411,240	395,509	403,762	403,868	433,133	445,764 Average

1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008 DOWNTOWN
825,530	696,193	743,463	684,051	667,540	652,245	621,206	551,916	574,088	596,171	607,929	572,635	590,386 Buffalo
453,630	403,040	420,713	416,804	483,176	475,342	509,384	490,150	540,055	529,354	546,554	548,820	487,348 Des Moines
		477,709	464,001	475,363	505,314	509,658	493,138	490,615	520,371	507,547	535,056	514,281 Durham
		359,076	311,804	309,147	292,886	563,079	522,174	531,040	495,791	499,595	485,321	526,754 Fresno
537,325	618,095	659,237	658,250	655,073	604,407	571,984	550,319	576,067	558,901	547,768	586,785	606,166 Indianapolis
494,929	408,550	409,853	361,419	685,863	649,232	659,340	651,510	648,092	643,466	652,892	653,915	638,777 Louisville
		395,592	397,339	859,851	887,976	794,550	749,446	730,565	696,083	692,426	632,589	569,172 Memphis
506,965	507,328	479,222	486,727	479,741	498,950	500,192	480,963	485,260	502,502	463,769	464,034	433,767 Norfolk
267,784	325,582	491,036	471,722	416,196	447,077	432,887	380,051	474,206	542,095	526,932	515,635	470,140 Oklahoma City
					439,686	454,197	438,931	312,678	360,772	401,092	387,963	392,512 Portland
316,126	325,532	311,852	295,173	298,564	300,079	547,204	517,331	544,778	556,995	569,380	596,675	584,596 Toledo
486,041	469,189	474,775	454,729	533,051	523,018	560,335	529,630	537,040	545,682	546,899	543,584	528,536 Average