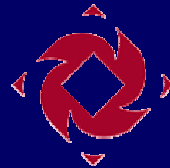


IEDC Downtown Development Conference
June 26, 2001

“Downtown Sports & Assembly:
Myths & Realities”

Presented by
Christopher S. Dunlavey, AIA
President



BRAILSFORD & DUNLAVEY

Who's Here?

- Communities considering new sports or assembly facility, seeking partners / tenants?
- Communities with a team seeking a new facility?
- Communities with existing facility, seeking a team?
- Leeches of the Industry?



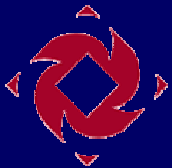
Why a Sports or Assembly Facility?

- Direct Economic Impact
 - Industrial Output, Household Earnings, Jobs
 - Focused Community Development
- Community Identity
- Quality of Life
- Operating Profit / Return on Investment



Testing Feasibility:

- Public Financial Resources
 - Political leadership / unity
 - Financial health?
 - Community support
- Ability to Secure Anchor Tenant
 - Market Strength
 - Territorial Restrictions
 - Reasonable Terms



The “Menu” of Options



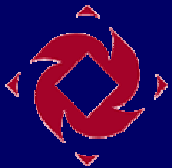
“First Tier” / Major League Markets

Facility Type	Cost	Events	Attendees
Convention Ctr	Varies	Up to 300+	Out of Town
Indoor Arena	\$180m+	150-250	Local
Baseball Stadium	\$250m+	81	Local
Football Stadium	\$250m+	8-15	Local



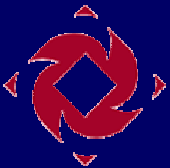
“Second Tier” / Minor League Markets

Facility Type	Cost	Events	Attendees
Conference Ctr	Varies	Up to 300+	Out of Town
Indoor Arena	\$50m+	100-200	Local
Ballpark	\$15m - \$30m+	20 to 81	Local



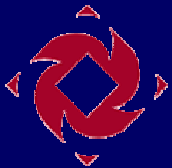
Potential Tenants – The Major Leagues

- The National Football League (NFL)
- Major League Baseball (MLB)
- The National Basketball Association (NBA)
- The National Hockey League (NHL)
- "Major League" (ha, ha) Soccer



Potential Tenants – The Minor Leagues

- Baseball – NAPBL Affiliated Ball
- AAA: International League, Pacific Coast League
- AA: Eastern League, Southern League, Texas League
- A: Carolina, California, Florida St., Midwest, South Atlantic
- Short-season A: Gulf Coast, New York-Penn, Northwest
- Rookie: Appalachian, Arizona, Pioneer



Potential Tenants – The Minor Leagues

- Baseball - Independent Leagues
- Northern League (/Northeastern)
- Atlantic League
- Western League
- Texas-Louisiana League
- Frontier League



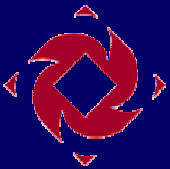
Attendance for Atlantic League

<i>Team / Market</i>	<i>Projected</i>	<i>Actual</i>
Bridgeport (CT) Bluefish	3,600	4,255
Somerset (NJ) Patriots	5,000	5,265
Long Island Ducks	5,500	6,146
YTD Atlantic Lg Avg		3,605
YTD Eastern Lg Avg		3,895



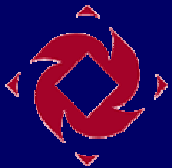
Potential Tenants – The Minor Leagues

- The Minor Leagues: Hockey
 - The American Hockey League (AHL)
 - The International Hockey League (IHL)
 - The East Coast Hockey League (ECHL)
 - The United Hockey League (UHL)
 - The United States Hockey League
 - The Western Hockey League (WHL)
 - The West Coast Hockey League (WCHL)
 - The Western Professional Hockey League (WPHL)
-



Potential Tenants – The Minor Leagues

- The Minor Leagues: Basketball
 - The Women's NBA (WNBA)
 - The Continental Basketball League (CBA)
 - NBA Developmental League
- The Minor Leagues: Football
 - NFL Europe
 - Arena Football

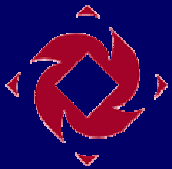


Potential Tenants – The Minor Leagues

- The Minor Leagues: Soccer
 - USL
 - A League
 - B League



Making the Deal



Only 2 Key Issues:

1. Who pays for what?

Q. What is the franchise's "Fair Share"?

Capital Investment  Rent/Rev Sharing

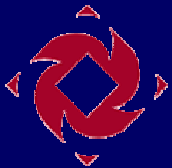
A. WHATEVER THEY CAN AFFORD!

2. Who takes the risk?



Four Areas of Project Risk

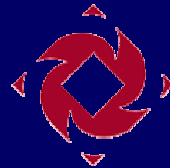
- Capital Cost Risk
- Revenue Risk
- Operating Cost Risk
- Financing Risk



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