



DRAFT

Stadium Development

Trends and Comparables

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Recent Trends in Stadium Development

- Since Georgia Dome opened in 1992, 25 NFL stadiums have been built or substantially renovated.
- Most teams and communities have opted for new stadiums versus renovated stadiums, because renovating stadiums are often the result of architectural compromises due to limitations of existing structures and infrastructure.
- Many previous dome teams and communities have opted for multi-purpose stadiums:
 - Detroit 2002 – Silverdome -> Ford Field (multi-purpose, fixed roof)
 - Houston 2002 – Astrodome -> Reliant Stadium (multi-purpose, retractable roof)
 - Indianapolis 2008 – RCA Dome -> Lucas Oil Stadium (multi-purpose, retractable roof)
 - Dallas 2009 – Texas Stadium -> Cowboys Stadium (multi-purpose, retractable roof)



New Multi-Purpose Stadium Development

- Each stadium project has been unique. While there is no common solution, each stadium project was the result of a public/private partnership.
- Public financing of (all) sports stadiums has declined to an average of 47% in the last 55 years:
 - Of 50 stadiums built from 1956 to 1976, **75%** of the total cost came from public sources
 - Of six stadiums built from 1977 to 1986, **90%** of the total cost came from public sources
 - Of 78 stadiums built from 1991 to 2004, **61%** of the total cost came from public sources
 - Of 18 stadiums built from 2004 to 2013, **47%** of the total cost came from public sources
- Georgia Dome construction was 100% public
- **New stadium is proposed at approximately 20% public with no new taxes.**



Comparable Multi-Purpose Stadiums Since 2002

	<i>ATLANTA</i>	DALLAS	INDIANAPOLIS	ARIZONA	HOUSTON
Opening	<i>2017</i>	2009	2008	2006	2002
Roof Type	<i>Retractable</i>	Retractable	Retractable	Retractable	Retractable
Costs (\$MM)	<i>\$1,000</i>	\$1,194	\$767	\$455	\$449
Private \$ (\$MM)	<i>\$800</i>	\$750	\$100	\$145	\$122
Public \$ (\$MM)	<i>\$200</i>	\$444	\$667	\$310	\$327
Public %	<i>20%</i>	37%	87%	68%	73%
Public Sources	<i>EXISTING -City & County hotel tax 2.75%</i>	INCREASED City -Sales tax 0.5%, -Hotel tax 2%, -Car rental tax 5%, -Ticket surcharge 10%, -Parking tax \$3	INCREASED County -Hotel tax 3%, -Car rental tax 2%, -Restaurant tax 1%, -Ticket surcharge 1% -Six neighboring counties restaurant tax 1%. -Sale of Colts license plates.	INCREASED -Hotel tax 1%, -Car rental tax 3.25% -Ticket surcharge \$4.25	INCREASED -Hotel taxes 2% -Car rental taxes 5% -Ticket surcharge \$2 -Parking tax \$1
Major Sports Championships	<i>TBD</i>	Super Bowl 2011, Final Four 2014, BCS 2015?	Super Bowl 2012 Final Four 2015	Super Bowl 2008, BCS 2011	Super Bowl 2004, Final Four 2016



Value of a New Multi-Purpose Stadium

- Value of new multi-purpose stadium to the City and community
 - Construction jobs
 - FTE jobs and earnings
 - Tax revenues
 - Direct and indirect spending
 - Tourism
 - National and international exposure
 - Business attraction
 - Team operations and games
 - Community pride and excitement for sports teams
 - Fan experiences
 - Charitable activities by team and players



Premier Events Prefer Multi-Purpose Stadiums

- Multi-purpose stadiums host diversity of major events
 - Super Bowl
 - NCAA Football BCS Bowls and Conference Championships
 - NCAA Basketball Final Four and Conference Championships
 - World Cup soccer, MLS and other international soccer exhibitions and games
 - Summer Olympics and other international track and field events
 - NBA All-Star games
 - WWE Wrestlemania
 - Concerts, Conventions and Cultural events
 - Dirt sports and rodeo events
 - HS state football championships



Atlanta Falcons and the Georgia Dome

- Falcons have committed to Atlanta since their inception in 1966.
- Ownership has been very stable with only two majority owners in 47 years.
- Under Arthur Blank's ownership, the Falcons are ranked 3rd in the NFC in regular season wins.
- Since 2008, the Falcons are 1st in the NFC in regular season wins.
- Atlanta is eighth in NFL market size rank and above average in many market demographics.
- Stadium and team revenue are comparable to lower 25% of NFL teams in both instances.
- In 2012, Georgia Dome generated \$269 MM in economic impact and \$25 MM in tax revenue.
- In 2017, the Georgia Dome will be 25 years old and will be one of the older stadium in the NFL.
- Georgia Dome initial construction was 100% public; new stadium is proposed at approx 20% public.
- Bonds for a new stadium will be backed by existing tax revenue; no financial backing from the City.