

**CITY OF PEORIA, ARIZONA
CITY MANAGER REPORT**

RCM #: 2a

Date Prepared: April 3, 2009

Council Meeting Date: April 21, 2009

TO: Carl Swenson, City Manager

THROUGH: Susan J. Daluddung, Deputy City Manager *SJD*

FROM: J.P. de la Montaigne, Community Services Director *J.P.*

PREPARED BY: Chris Calcaterra, Sports Facilities Manager

SUBJECT: Spring Training 2009

SUMMARY:

The following is a summary and comparison of revenue and attendance figures for the 2009 Spring Training season. As the numbers suggest, we experienced a very successful season anchored by several highlights. For the sixth straight year, the Sports Complex attracted more than 200,000 fans ending up with a total of 211,241. This resulted in an overall gross revenue production of **\$5,684,161**.

	2005	2006	2007	2008	2009	% Change 08-09
# of games	30	28	30	29	36	24%
Total Tickets	225,316	200,153	220,357	230,434	211,241	-8%
Average Attendance	7,511	7,148	7,345	7,946	5,868	-26%
Ticket Revenues	\$2,414,944	\$2,544,929	\$2,770,878	\$3,011,339	\$2,738,123	-9%
Concession Revenues	\$1,405,253	\$1,285,377	\$1,560,982	\$1,719,390	\$1,526,524	-11%
Program Revenues	\$67,964	\$51,534	\$53,313	\$65,796	\$47,128	-28%
Parking Revenues	\$244,818	\$209,309	\$296,395	\$290,115	\$246,858	-15%
Novelty Revenues	\$1,161,108	\$1,013,232	\$985,209	\$1,081,391	\$834,688	-23%
Advertising Revenues	\$344,480	\$350,975	\$329,505	\$360,365	\$290,840	-19%
TOTAL REVENUES	\$5,638,567	\$5,455,356	\$5,996,282	\$6,528,396	\$5,684,161	-13%

Below is a Cactus League team comparison of total and average per game attendance:

	Number of games	Total Attendance	Average per game
Cubs (Mesa)	19	203,105	10,690
Giants (Scottsdale)	21	177,995	8,476
Dodgers (Glendale)	15	136,944	9,130
Mariners (Peoria)	18	124,684	6,927
Diamondbacks (Tucson)	18	121,281	6,738
Angels (Tempe)	19	100,789	5,305

Indians (Goodyear)	18	99,825	5,546
Royals (Surprise)	17	96,798	5,694
A's (Phoenix)	18	94,872	5,271
White Sox (Glendale)	15	91,782	6,119
Padres (Peoria)	18	86,557	4,809
Rangers (Surprise)	17	86,249	5,073
Brewers (Phoenix)	17	82,271	4,839
Rockies (Tucson)	16	75,557	4,722

Comparison of attendance for two team facilities in the Cactus League:

	Number of games	Total Attendance	Average Attendance
Glendale (Dodgers/White Sox)	30	228,726	7,624
Peoria (Mariners/Padres)	36	211,241	5,868
Surprise (Rangers/Royals)	34	183,047	5,384

Our partners, the Peoria Diamond Club, once again had a strong membership base of over 450 Red Shirt volunteers. The Club worked diligently on the "Welcome Back Charity Game" and conducted their regular spring training operations. Through these efforts, over **\$180,000** was raised for local youth charitable organizations.