



## NEWS RELEASE

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### **Sugar Land Inks Deal for Minor League Baseball**

Sugar Land, TX – Sugar Land City Council approved an historic agreement with Opening Day Partners, LLC to bring minor league baseball to Sugar Land.

ODP Chairman Peter Kirk and Partner Brooks Robinson, a Major League Baseball Hall of Famer and a member of MLB's All Century Team who won 16 consecutive Gold Glove awards from 1960-1975, traveled to Sugar Land for the historic agreement.

A Letter of Intent approved on May 18 outlines a public-private partnership to fund the construction of a professional minor league baseball stadium in Sugar Land. The LOI identifies ODP as the owner of an Atlantic League expansion team that is committed to play long term in Sugar Land with a 20-year lease and a renewal option for an additional ten years.

Potential stadium sites are still being evaluated to ensure the greatest benefit for the community. One site that continues to be explored is at U.S. Highway 59 and University Boulevard where the City leases land from the University of Houston System at Sugar Land.

The facility – built to MLB's Triple A standards with family oriented amenities – will be designed as a flexible multi-use facility supporting year-round community events, college and high school baseball tournaments, concerts and other uses.

The agreement outlines a process expected to result in Sugar Land's new baseball team taking the field in April 2012.

"This is an historic day for our community," said City Manager Allen Bogard. "Our partnership with Opening Day Partners is the product of years of community leadership and vision and gets us one step closer to our goal of establishing a destination

activity center in Sugar Land. This project will energize our economy for years to come. The long-term economic benefits will not only benefit Sugar Land, but also the surrounding area.”

A Cost Benefit Analysis shows the project will provide an annual benefit to the community of \$7.7 million or a return of \$169 million over 30 years. The stadium has the potential of attracting more than 300,000 annually, tourism that will also benefit hotels, restaurants and other retail establishments.

The \$30 million stadium will be funded with a portion of sales tax revenues that may only be used for economic development purposes; hotel occupancy taxes; venue-specific taxes, including ticket and parking revenues; and \$5 million from ODP. Voters approved the funding tools during a special election on Nov. 4, 2008.

ODP will contribute another \$5 million for team franchise and startup costs.

A “name-the-team” contest will be announced soon with the winner to be awarded lifetime season tickets, according to Jon Danos, ODP’s president.

ODP has a strong background in minor league baseball with more than 27 years of experience in developing multi-use ballparks and successfully owning and/or operating minor league teams of all classifications.

ODP -- a community-focused operator that emphasizes year-round community events and activities at their stadiums -- has designed, constructed and operated 14 such ballparks since 1982. They have owned and operated their own minor league teams, operated teams for others, assisted in the sale and purchase of teams and advised and consulted with communities, U.S. Olympic committees, MLB and others throughout the world.