



City of El Paso

POPULOUS®



BASEBALL EXPERIENCE

Triple A Baseball **15 projects**

Double A Baseball **13 projects**

Single A Baseball **17 projects**

Major League Baseball **26 projects**

Collegiate Baseball **27 projects**

Spring Training Facilities **21 projects**

International Baseball **6 projects**

Oriole Park at Camden Yards

Baltimore, Maryland

Project Details:

- 45,480 seats
- Completion: April 1992

Urban Development Impact:

- Catalyst for \$600M medical facility and \$500M expansion at University of Maryland
- 20 major projects worth \$3.5B and 20,000 job openings



REDHAWKS FIELD AT BRICKTOWN

Oklahoma City, Oklahoma

"The property values shifted and clearly it brought in outside investment." – Mark Snead,
Oklahoma State University's Center for Applied
Economic Research

Project Details:

- 13,066 seats
- Completion: April 1998

Urban Development Impact:

- Bricktown District
- Revitalization of former warehouse district
- Canal and riverwalk
- Movie theatre
- Hotels/ Restaurants/ Shops



ACES BALLPARK

Reno, Nevada

"It'll really give life to an area that's been down."

– Bob Cashell,
Mayor of City of Reno

Project Details:

- 9,100 seats
- Completion: April 2009

Urban Development Impact:

- Freight House District
- Renovated Freight House structure
- Entertainment district of bars/ restaurants
- Concerts and festivals



CANAL PARK

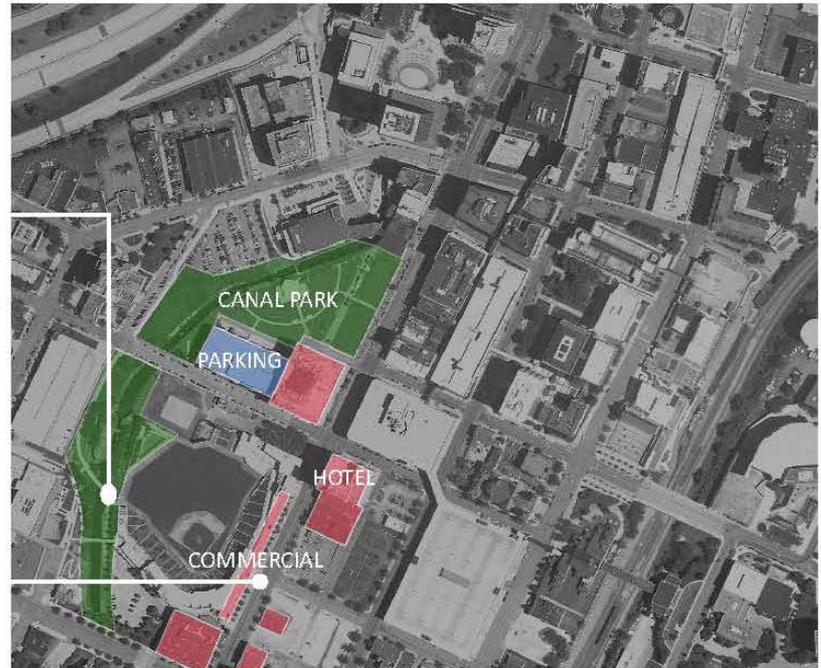
AKRON, OHIO

Project Details:

- 8,500 seats
- 1,000 outfield grass seating
- 25 suites
- Completion: April 1997

Urban Development Impact:

- Main street urban edge
- Restaurants/ bars
- Retail stores
- Club admin offices
- Hotels
- Night clubs
- Art galleries



AUTOZONE PARK

Memphis, Tennessee

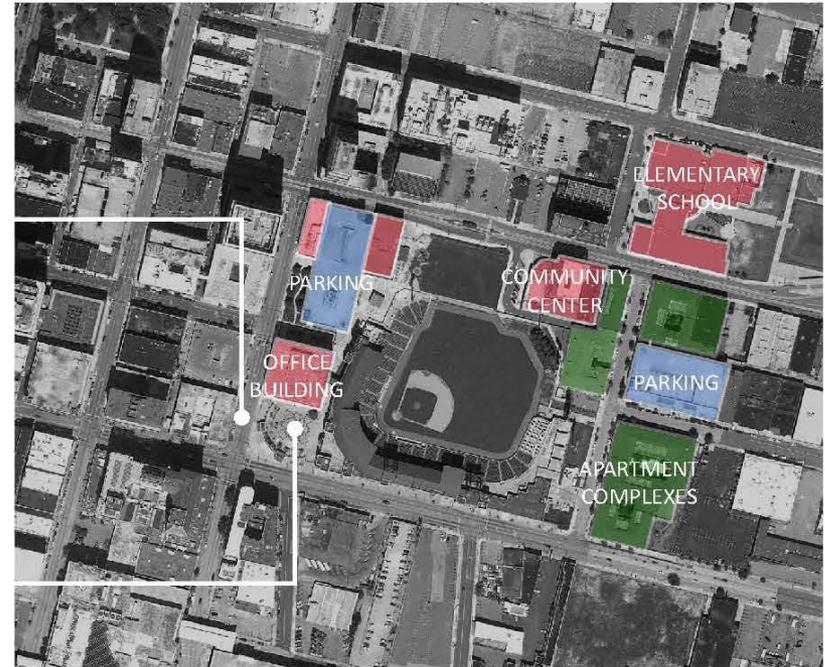
“Once the ballpark was built, people got excited about coming downtown again. It gave families something to come down for. Life was breathed back into the community.” - Jason Piskurich, Memphis Redbirds Media Relations

Project Details:

- 12,100 seats
- 1,500 club seats
- 46 suites
- Completion: April 2000

Urban Development Impact:

- Ballpark district
- Office building
- Baseball museum
- Elementary school
- Reused historic buildings
- Apartment complexes



DURHAM ATHLETIC PARK

Durham, North Carolina

Project Details:

- 10,000 seats
- Completion: April 1995

Urban Development Impact:

- Mixed use apartment complexes
- Event parking
- Commercial district of restaurants/bars in renovated tobacco warehouses



ONEOK Field

Tulsa, Oklahoma

“There’s no question it’s had an impact. I keep hearing things about different ground breakings or new projects that are planned. I wouldn’t say ONEOK Field has been the sole impetus for everything, but it’s been a big part of it..”

– Mike Melega,
Tulsa Drillers General Manager

Project Details:

- 5,500 fixed seats
- 7,500 total capacity
- 23 suites
- Completion: April 2010

Urban Development Impact:

- Historic Greenwood District
 - “America’s Black Wall Street”
- John Hope Reconciliation Park
- Blue Dome District
 - Restaurants / music venues
- Brady Village
 - Cain’s Ballroom / Brady Theater



BASEBALL GROUNDS OF JACKSONVILLE

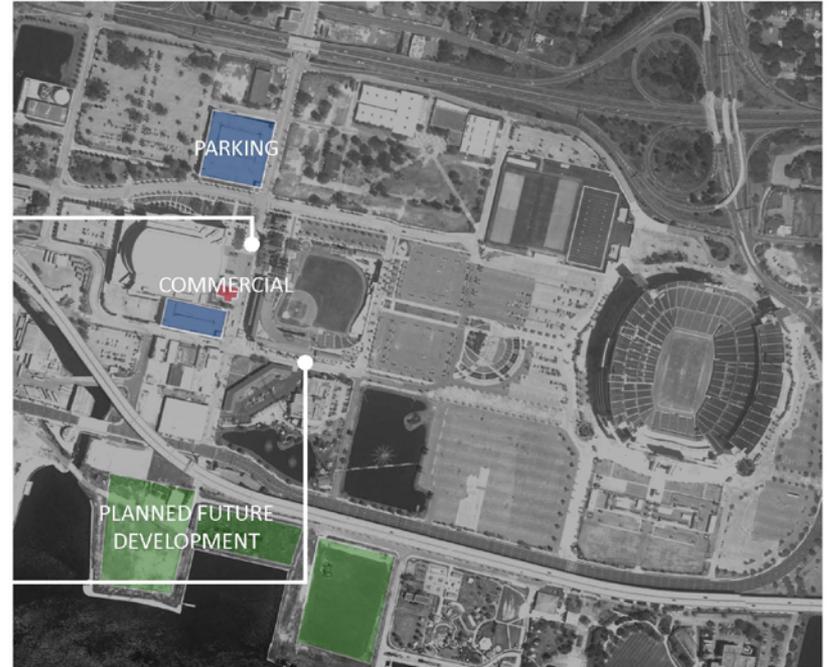
Jacksonville, Florida

Project Details:

- 10,000 seats
- 12 suites
- Completion: March 2003

Urban Development Impact:

- Sports Complex District
- Event parking
- Commercial district
- Downtown residential
- Planned future development



COORS FIELD

Denver, Colorado

Project Details:

- 50,490 seats
- Completion: April 1992

Urban Development Impact:

- Over 1200 housing units added
- Over 25 restaurants opened
- Property value increased
- Vacancy rates decreased



BEFORE



AFTER













What's important:

- Sun orientation
- Pedestrian and vehicular circulation
- Connectivity
- 'Intimate' site
- Seating capacity
- Fan amenities
- Plaza opportunities for gathering
- Specific vision for the ballpark





Questions?

POPULOUS®