

# City of Albuquerque

Multi-Purpose Soccer Stadium Feasibility Study

Volume II of II

July 23, 2021







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#### **Project Overview**

- CAA ICON and Crawford Architects are pleased to present our findings to the City of Albuquerque (City)
- The City is currently evaluating the feasibility of developing a new multi-purpose soccer stadium
  - The stadium is expected to host the USL Championship club, New Mexico United (Club)
  - The initial support of the Club suggests strong demand for soccer in Albuquerque
- In addition, CAA ICON and Crawford Architects were retained to evaluate stadium sites previously identified by the City
  as well as identify any additional sites within the City that may be feasible for such a project
- CAA ICON has also provided recommendations for facility programming and estimates of potential indirect and direct economic impacts of the project construction and continued operations
- Findings may need to be revised based on project specific design considerations and limitations as well as other potential site uses (i.e., ancillary development, etc.)
- The analysis has been prepared for internal decision-making purposes of the City only and shall not be used for any other purposes without the prior written permission of CAA ICON and Crawford Architects



#### **Project Overview - Phase I**

- This project was completed in three phases, which are summarized below and the following slides:
- Phase I Site Evaluation and Preliminary Economic Feasibility
  - Determine whether the project site is feasible to accommodate the proposed facility (approximately 8-10 acres expected)
  - Determine the orientation of the site meets FIFA and U.S. Soccer Federation field specifications
  - Determine the constructability of the site considering topography, utility proximity, parking, demolition requirements, transit access, land acquisition, and public entitlements
  - Consider the location of the site and determine synergies relative to project purpose
  - Estimate initial direct and indirect economic impacts of project construction and continued operations
  - Perform a market analysis to quantify demand, market capacity, and other factors related to the project's economic feasibility
  - Develop preliminary program recommendation determining the appropriate size of the stadium for the Albuquerque market



#### **Project Overview - Phase II**

- Phase II Site Feasibility and Economic Impact
  - Provide initial assessment of parking needs and potential inventory
  - Provide an initial opinion of ingress and egress circumstances and identify any obstacles and proposed modifications
  - Provide an initial assessment of land acquisition costs and parcels required for the project
  - Identify commercial development opportunities within or adjacent to the site
  - Provide any opinion of impacts to adjacent neighborhoods that may be impacted by the project
  - Provide an in-depth analysis of the project's economic impacts which shall be site-specific including any ancillary commercial development opportunities and catalytic influence for community redevelopment
  - Produce a site evaluation template based on the preliminary program requirements
  - Assess and rank up to four sites based a series of factors
  - Coordinate with City to identify the preferred site(s)



#### **Project Overview - Phase III**

- Phase III Preliminary Program Development and Concept Design
  - Refine the initial proposed program and develop design concept for the preferred site(s)
  - Prepare operating and financial assumptions to be utilized for economic and fiscal impact study
  - Develop high-level, preliminary cost estimate for the stadium
  - Provide three to five case studies for non-major league public assembly facilities with primary focus on funding sources



#### **Summary of Tasks Completed**

- Below is a summary of major tasks completed to date
  - Conducted interviews with key stakeholders
  - Conducted site visit
  - Held bi-weekly discussions with the City regarding site selection process and project updates
  - Evaluated demographics of local / regional market area
  - Evaluated competitive landscape including teams and facilities in local / regional market area
  - Collected and reviewed Pollstar event history for select competitive and comparable facilities
  - Reviewed historical operating and financial data for comparable clubs and stadiums
  - Interviewed New Mexico United ownership and executive team
  - Interviewed local event promoters to obtain feedback on proposed project and local event market in Albuquerque
  - Interviewed the New Mexico Activities Association
  - Interviewed USL Championship clubs in newly constructed soccer stadiums
  - Developed case studies for recently completed USL Championship stadiums
  - Developed site evaluation matrix
  - Analyzed stadium envelope fit on proposed sites and developed preliminary stadium design for each site
  - Prepared preliminary program recommendations and event calendar
  - Selected two preferred sites and completed preliminary concept design and site plan
  - Developed operating and financial assumptions for proposed stadium and Club in order to complete economic and fiscal impact study
  - Completed economic and fiscal impact study for construction period and annual operations



#### **COVID-19 Overview**

- It is important to note the unique circumstances given the prevalence of the novel coronavirus disease 2019 (COVID-19)
- COVID-19 was first identified on November 17, 2019 and declared a public health emergency on January 30, 2020; the World Health Organization formally declared it a pandemic on March 11, 2020
- The virus is primarily spread through close contact between persons, often through droplets from sneezing, coughing, or talking – spread between individuals often takes place before symptoms appear, if at all (many cases are asymptomatic)
  - Difficulty congregating in large groups has caused significant business disruptions and economic challenges in the sports and entertainment industry, among many others
- The U.S. Government and the Federal Reserve have deployed a number of stimulus packages and relief aid to support economic recovery
- Due to the multitude of unknown factors surrounding COVID-19 and the return of live sports and entertainment, we have assumed a return to pre-COVID-19 conditions for the purpose of this analysis





#### **Overview – Club History**

- New Mexico United (Club) is a professional soccer club currently playing in the USL Championship's (USL) Western Conference Mountain Division
- The Club was originally founded in June 2018 and joined USL Championship competition in March 2019
- Peter Trevisani, a businessman and investor, is the Club's majority owner in addition to acting as the Club's President and CEO
- In the Club's inaugural season in 2019, the Club led the USL Championship in announced attendance with an average of 12,696 per match Club reported a sell-out crowd of 15,023 against San Antonio FC on May 5, 2019
- During the 2019 U.S. Open Cup, the Club reached the quarter-finals after defeating two MLS clubs, Colorado Rapids and FC Dallas
- Due to the COVID-19 pandemic and related restrictions, the 2020 USL Championship season was postponed in March after the Club had played one match – season resumed in July after the league reorganized placing clubs in eight smaller regional groups
  - The Club competed in Group C which consisted of the Colorado Springs Switchbacks FC, Real Monarchs SLC, and El Paso Locomotive FC – due to statewide COVID-19 restrictions, the Club played all 2020 matches on the road
    - The Club finished second in their group with an 8-3-4 regular season record (eight wins, three draws, and four losses) and eventually advanced to the Western Conference Semifinals before being eliminated
- In 2020, the Club launched the Somos Unidos Foundation, a charitable non-profit organization committed to transforming the Albuquerque community through art and sport



#### **New Mexico United – 2019 Announced Attendance**

- Included is a summary of New Mexico United announced attendance by match during the 2019 season – only includes home matches at Isotopes Park
- General growth in attendance can be observed from the start of the season through August
  - Attendance trends (growth or decline) often lag team performance
    - Club recorded six wins, six ties, and one loss in March through May
- A slight drop-off in attendance can be observed in September and October
  - The attendance drop can likely be attributed (in part) to poor team performance in previous months
    - Club recorded two wins, four ties, and six losses in June through August (including away matches)
- Announced attendance is typically higher than actual/turnstile attendance
- A summary of New Mexico United's on-field performance for the 2019 season is provided on the next slide

	New Mexico	o United Announced Attendance	(2019)
			Announced
Day	Date	Opponent	Attendance
0 - 1	0/0/0040	F	10.000
Sat	3/9/2019	Fresno FC	12,909
Wed	3/20/2019	FC Tulsa	8,330
Sat	4/13/2019	Real Monarchs SLC	12,327
Fri	4/26/2019	Portland Timbers 2	12,921
Sun	5/5/2019	San Antonio FC	15,023
Wed	6/5/2019	Oklahoma City Energy FC	13,574
Sat	6/8/2019	Sacramento Republic FC	14,780
Wed	7/31/2019	El Paso Locomotive FC	13,563
Sat	8/3/2019	Austin Bold FC	14,327
Sat	8/17/2019	Los Angeles Galaxy II	15,247
Sun	9/1/2019	Orange County SC	12,873
Sat	9/14/2019	Colorado Springs Switchbacks FC	12,122
Fri	9/20/2019	Reno 1868 FC	10,518
Sat	9/28/2019	Phoenix Rising FC	13,009
Sat	10/5/2019	Rio Grande Valley FC Toros	11,203
Wed	10/16/2019	Tacoma Defiance	9,323
Sat	10/19/2019	Las Vegas Lights FC	13,788
Total A	Announced Att	endance	215,837
Averag	ge Announced	Attendance	12,696

Source: USL Championship.





#### New Mexico United – 2019 On-Field Performance

- Included is a summary of New Mexico United on-field performance for the 2019 season
- New Mexico United finished the season with 11 wins, 13 ties, and 10 losses
  - Club recorded 46 total points which ranked tied for 18<sup>th</sup> of 36 in the league

		New Mexico United	On Fig	ld Performance Summary (2019)			
		New Mexico Officed	OII-FIE	id Performance Summary (2019)			Announced
Match	Date	Home Team	Score	Away Team	Score	Result	Attendance
1	3/9/19	New Mexico United	1	Fresno FC	1	Tie	12,909
2	3/16/19	Phoenix Rising FC	3	New Mexico United	3	Tie	NA
3	3/20/19	New Mexico United	2	FC Tulsa	1	Win	8,330
4	3/23/19	Orange County SC	2	New Mexico United	2	Tie	NA
5	3/29/19	Tacoma Defiance	1	New Mexico United	2	Win	NA
6	4/6/19	Rio Grande Valley FC	0	New Mexico United	0	Tie	NA
7	4/13/19	New Mexico United	5	Real Monarchs SLC	1	Win	12,327
8	4/20/19	Reno 1868 FC	2	New Mexico United	1	Loss	NA
9	4/26/19	New Mexico United	3	Portland Timbers 2	3	Tie	12,921
10	5/5/19	New Mexico United	3	San Antonio FC	0	Win	15,023
11	5/12/19	El Paso Locomotive FC	2	New Mexico United	2	Tie	NA
12	5/18/19	Colorado Springs Switchbacks FC	1	New Mexico United	3	Win	NA
13	5/25/19	Austin Bold FC	1	New Mexico United	3	Win	NA
14	6/5/19	New Mexico United	1	Oklahoma City Energy FC	1	Tie	13,574
15	6/8/19	New Mexico United	0	Sacramento Republic FC	3	Loss	14,780
16	6/15/19	Las Vegas Lights FC	5	New Mexico United	1	Loss	NA
17	6/22/19	LA Galaxy II	1	New Mexico United	1	Tie	NA
18	7/6/19	Real Monarchs SLC	1	New Mexico United	0	Loss	NA
19	7/13/19	Fresno FC	2	New Mexico United	1	Loss	NA
20	7/24/19	Sacramento Republic FC	1	New Mexico United	2	Win	NA
21	7/31/19	New Mexico United	3	El Paso Locomotive FC	0	Win	13,563
22	8/3/19	New Mexico United	2	Austin Bold FC	2	Tie	14,327
23	8/11/19	Portland Timbers 2	3	New Mexico United	2	Loss	NA
24	8/17/19	New Mexico United	2	LA Galaxy II	2	Tie	15,247
25	8/24/19	San Antonio FC	5	New Mexico United	0	Loss	NA
26	9/1/19	New Mexico United	0	Orange County SC	2	Loss	12,873
27	9/8/19	Oklahoma City Energy FC	1	New Mexico United	3	Win	NA
28	9/14/19	New Mexico United	3	Colorado Springs Switchbacks FC	1	Win	12,122
29	9/20/19	New Mexico United	1	Reno 1868 FC	3	Loss	10,518
30	9/28/19	New Mexico United	2	Phoenix Rising FC	2	Tie	13,009
31	10/5/19	New Mexico United	1	Rio Grande Valley FC	1	Tie	11,203
32	10/12/19	FC Tulsa	2	New Mexico United	1	Loss	NA
33	10/16/19	New Mexico United	1	Tacoma Defiance	1	Tie	9,323
34	10/19/19	New Mexico United	2	Las Vegas Lights FC	0	Win	13,788

Source: ESPN.



#### **Rio Grande Credit Union Field at Isotopes Park – Overview**

Rio Grande Credit Union (RGCU) Field at Isotopes Park, which opened in 2003, is owned by the City and operated by the Albuquerque Isotopes (Triple-A). New Mexico United became a co-tenant at the ballpark in 2019 as the Club continued to work with New Mexico lawmakers to develop a soccer-specific stadium. RGCU Field at Isotopes Park was built for a reported cost of \$25 million, which was approved by a voter referendum in 2001. The ballpark is technically a renovation of the Albuquerque Sports Stadium, which opened in 1969, and includes original elements of the former stadium including the lower seating bowl structure, ballpark dimensions, and certain service areas. The ballpark has a soccer capacity of 15,000, with 30 luxury suites and 691 club seats (including Champions Corner and Miller Light Deck). Social gathering and hospitality areas in the stadium include United Deck, Fiesta Deck, and Picnic Pavilion.

Rio Grande Credit Union Field at Isotopes Park				
Year Opened / Renovated:	2003			
Total Cost:	\$25 million (reported)			
Owner:	City of Albuquerque			
Management:	Albuquerque Isotopes			
Soccer Seating Capacity:	15,000			
Luxury Suites:	30			
Loge / Theater Boxes:	0			
Club Seats:	691			
Ancillary Development (Acres):	NA			







#### **USL Championship – Overview**

- The USL Championship is the second tier of men's professional soccer in the United States (between first tier MLS and third tier USL League One and National Independent Soccer Association (NISA))
- The league was founded in 2010 and officially launched in 2011
  - The USL First and Second Divisions were combined to form the new league (then named USL PRO) after one year operating as a temporary combined league with the North American Soccer League (NASL)
  - USL Championship's first season started with 12 clubs (original plans included 15 clubs three clubs from Puerto Rico folded due to economic difficulties and medical issues with owners)
  - USL Championship operated the 2020 season with 35 clubs divided between a Western Conference and Eastern Conference – due to the COVID-19 pandemic, competition format for the 2020 season was significantly altered to mitigate virus spread
- USL executive team
  - Robert Hoskins Chairman
  - Alec Papadakis CEO
  - Jake Edwards President
  - Justin Papadakis COO and Chief Real Estate Officer





#### **USL Championship – History**

- In 2013, USL reached an agreement with MLS to affiliate with the MLS Reserve League
  - MLS Reserve League was absorbed into the USL schedule
- In 2015, every MLS club was required to either operate or be affiliated with a USL club
  - Recently, the number of club affiliations between the two leagues have decreased, as clubs have adopted a player loan model
- In 2015, the league announced a new name, changing from USL PRO to USL
  - In conjunction with this announcement, USL announced its intention to apply for Division II sanctioning
- On January 6, 2017, the U.S. Soccer Board of Directors granted provisional Division II status to the USL for the 2017 season
  - USL and NASL were granted Division II status for 2017 (NASL was not granted Division II status for 2018 and has not operated since)
- In 2018, the league once again rebranded, this time from USL to USL Championship



Championship

#### **USL Championship – Club Dividend Program**

- In February 2021, the USL announced a new league profit sharing arrangement committing to share 50% of all national media and sponsorship revenue with USL clubs – League previously has not disclosed national revenue directly with clubs
  - The new arrangement is intended to support the financial health of USL clubs, which have been significantly burdened by the COVID-19 pandemic
- Previously, the USL created the Club Dividend Program which began during the 2020 season and will run through the 2022 season during an initial three-year trial period
  - Through the Club Dividend Program, USL clubs can receive incentives such as league subsidies and expense offsets by reaching certain attendance and media appearance benchmarks
  - Additionally, USL clubs can qualify for league dividends by implementing the USL App & Data Warehouse with FanThreeSixty, training employees with ISBI 360, and producing commercial valuations with MVPindex
- While USL clubs were entitled to portions of media revenue share during the 2020 season, sponsorship revenue sharing is new for the 2021 season
  - The league's media rights agreement with ESPN was reportedly not impacted during the 2020 season media rights agreement with ESPN is reportedly in the low seven figures annually



#### **USL Championship – League Structure**

- The 2020 season was the 10<sup>th</sup> season of the USL Championship (second season under USL Championship name) and fourth season as a Division II sanctioned league
- In 2021, there are 31 clubs divided between the Western and Eastern Conference two more expansion clubs are expected to
  join during the 2022 season
  - There were 35 clubs during the 2020 season, and in 2019, there were 36 clubs that played 34 matches over the course of 33 weeks every club played two matches against each conference opponent (one home and one away)
- The 2020 season was suspended on March 12<sup>th</sup> due to the COVID-19 pandemic and resumed play on July 11<sup>th</sup> in a significantly altered competition format
  - Clubs were divided into eight regional groups (Groups A H) of four to five clubs based on geographic proximity top two clubs from each group advanced to the postseason
- In a non-pandemic year, the top 10 clubs from each conference qualify for the playoffs (20 clubs total)
  - The bottom four clubs (seeds 7 through 10) from each conference compete in a play-in round, with the two winners in each conference qualifying for the round of 16 playoff matchups are single elimination
- The 2020 USL Championship between the Tampa Bay Rowdies and Phoenix Rising was cancelled due a COVID-19 outbreak amongst Rowdies players and staff
  - The most recent USL Championship Final was held November 17, 2019 when Real Monarchs SLC defeated Louisville City FC



#### **USL Championship – League Structure**

- In March 2021, the USL Championship announced the new league alignment for the 2021 season creating four divisions split between the Eastern and Western Conference
  - The Western Conference consists of the Mountain and Pacific Divisions
  - The Eastern Conference consists of the Atlantic and Central Divisions
    - As part of the new league alignment, FC Tulsa and OKC Energy FC moved from the Western Conference to the Eastern Conference Central Division
- Clubs will play a 32-game regular season over a 27-week schedule concluding in October with playoffs scheduled for November
  - The league's Board of Governors voted in favor of a flexible start date allowing clubs to begin between April 24<sup>th</sup> and May 15<sup>th</sup>



#### **USL Championship – Western Conference**

 In 2021, there are 15 clubs competing in the USL Championship's Western Conference

2021 Seas	son – We	estern Conference	
Mountain Division	Mountain Division		
Austin Bold FC	B	Los Angeles Galaxy II	LA II
Colorado Springs Switchbacks FC	SMITCHBACKS	Las Vegas Lights FC	FC
El Paso Locomotive FC	LOCOMOTIVE	Oakland Roots SC	
New Mexico United	UNITED D	Orange County SC	(C)
Real Monarchs SLC	REAL PERMITS	Phoenix Rising FC	RISING
Rio Grande Valley FC	REVEC	Sacramento Republic FC	SACRAMENTO REPUBLIC FC
San Antonio FC	SAN ANTONIO	San Diego Loyal SC	
		Tacoma Defiance	



#### **USL Championship – Eastern Conference**

 In 2021, there are 16 clubs competing in the USL Championship's Eastern Conference

2021 Se	ason – Ea	astern Conference	
Atlantic Division		<u>Central Division</u>	
Charleston Battery	BATTERY	Atlanta United 2	
Charlotte Independence	INDEPENDENCE	Birmingham Legion FC	LEGION
Hartford Athletic		Indy Eleven	THOY ELEVEN
Loudoun United FC		Louisville City FC	TODISAILTE CIAA
The Miami FC	MIAM	Memphis 901 FC	MEMPHIS  SCIENCE  SCI
New York Red Bulls II	Red Bull	Oklahoma City Energy FC	NERRY WITH
Pittsburgh Riverhounds SC	19 0000	Sporting Kansas City II	E
Tampa Bay Rowdies	SOMOTE?	FC Tulsa	T L



#### **USL Championship – Recent and Future Expansion**

- The following table highlights USL Championship's expansion history since 2017 (through 2023 season)
- Two clubs are expected to join the league in 2023 including a club in Pawtucket, RI and another club in Des Moines, IA – Buffalo expansion club is on hold as it resolves its stadium situation
- Queensboro FC and Monterey Bay FC are expected to begin league play in 2022
- Oakland Roots SC will begin league play in the current 2021 season
- The Miami FC and San Diego Loyal SC began play in 2020









Joined	Team	Market
2023	USLC Rhode Island	Pawtucket, RI
2023	USLC Des Moines	Des Moines, IA
2022	Monterey Bay FC	Seaside, CA
2022	Queensboro FC	Queens, NY
2021	Oakland Roots SC	Oakland, CA
2020	The Miami FC	Miami, FL
2020	San Diego Loyal SC	San Diego, CA
2019	Austin Bold FC	Austin, TX
2019	Birmingham Legion FC	Birmingham, AL
2019	El Paso Locomotive FC	El Paso, TX
2019	Hartford Athletic	Hartford, CT
2019	Loudoun United FC	Leesburg, VA
2019	Memphis 901 FC	Memphis, TN
2019	New Mexico United	Albuquerque, NM
2018	Atlanta United 2	Lawrenceville, GA
2018	Fresno FC - (1)	Fresno, CA
2018	Indy Eleven	Indianapolis, IN
2018	Las Vegas Lights FC	Las Vegas, NV
2018	Nashville SC - (2)	Nashville, TN
2018	North Carolina FC - (1)	Cary, NC
2017	Ottawa Fury FC - (1)	Ottawa, ON
2017	Reno 1868 FC - (1)	Reno, NV
2017	Tampa Bay Rowdies	St. Petersburg, FL
$(1) - N_{O}I$	onger competing in USI	Championship

- (1) No longer competing in USL Championship.
- (2) Moved to MLS.

Source: Industry research.



#### **USL Championship – League Map**

- Shown in red are the active clubs that are not owned or operated by MLS clubs
- Shown in black are clubs operating as MLS reserve clubs
- Shown in green are the future expansion clubs expected to join the league in 2022
- Shown in blue are unconfirmed USL Championship expansion clubs





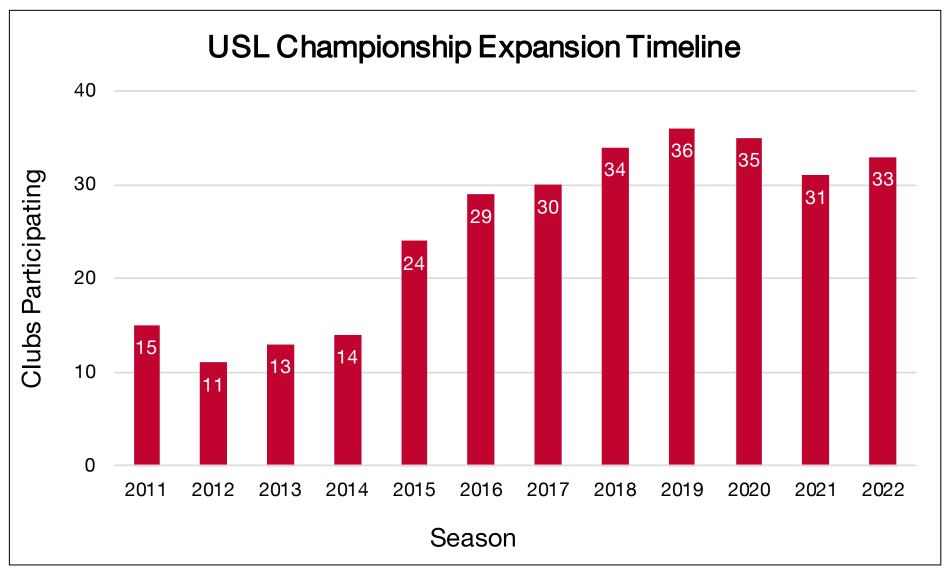
#### **USL Championship – Recent Club Movement**

- Western Conference Club Movement:
  - Fresno FC ceased operations prior to the 2020 season and franchise rights transferred to Monterey Bay FC (2022)
  - Reno 1868 FC folded following the 2020 season due to COVID-related financial and operational difficulties
  - Portland Timbers 2 are reportedly on hiatus until 2022
  - San Diego Loyal SC joined league play in 2020
  - Oakland Roots SC joined league play in 2021 previously a member of NISA

- Eastern Conference Club Movement:
  - Ottawa Fury FC suspended operations prior to the 2020 season after failing to secure required sanctioning by U.S. Soccer Federation or CONCACAF
    - USL Championship rights transferred to The Miami FC which joined league in 2020
  - Nashville SC moved to MLS in 2020
  - Saint Louis FC ceased operations following the 2020 season citing financial difficulties and city being awarded an MLS franchise
  - North Carolina FC moved down to USL League One for the 2021 season
  - Philadelphia Union withdrew its reserve club (Philadelphia Union II) following the 2020 season



**USL Championship – Expansion Timeline** 





#### **USL Championship – Stadium Characteristics**

- There are a limited number of state-ofthe-art stadiums in the USL Championship
- For a league to obtain Division II sanctioning by the United States Soccer Federation (USSF), each club is required to play in a facility with a capacity of at least 5,000
- USL Championship requires expansion clubs to play in or have substantial plans for a soccer-specific stadium by year three of competition
- Soccer-specific stadiums in the USL Championship have an average capacity of 7,700 with eight luxury suites

		Year				
Team	Stadium	Opened/ Renovated	Capacity	Luxury Suites	Other Tenants	Soccer Specific
Oklahoma City Energy FC	New Stadium	TBD	8,000	TBD	TBD	Yes
Monterey Bay FC	Freeman Stadium	2022	6,000	TBD	NCAA	Yes
Queensboro FC	New Stadium at York College - (1)	2022	7,500	TBD	NCAA	Yes
Colorado Springs Switchbacks FC		2021	8,000	13	NA NA	Yes
Phoenix Rising FC	Wild Horse Pass Stadium - (1)	2021	10,000	TBD	NA	Yes
Charlotte Independence	American Legion Memorial Stadium	1936/2021	10,500	0	NA NA	Yes
_ouisville City FC	Lynn Family Stadium	2020	11,700	18	NWSL	Yes
Austin Bold FC	Bold Stadium	2019	5,036	0	FC Barcelona Academy, MLR	Yes
_oudoun United FC	Segra Field - (1)	2019	5,000	0	NWSL, MLR	Yes
Birmingham Legion FC	BBVA Field	2015/2019	5,000	0	NCAA	Yes
Hartford Athletic	Dillon Stadium - (2)	1935/2019	5,500	0	NCAA	Yes
Real Monarchs SLC	Zions Bank Stadium	2018	5,000	1	MLR	Yes
Pittsburgh Riverhounds SC	Highmark Stadium	2013/2018	5,000	TBD	NA	Yes
New York Red Bulls II - (4)	MSU Soccer Park	1998/2018	5,000	0	NCAA	Yes
Orange County SC	Championship Soccer Stadium	2017	5,000	1	NISA	Yes
Rio Grande Valley FC Toros	H-E-B Park	2017	9,735	38	NA	Yes
Tampa Bay Rowdies	Al Lang Stadium	1947/2015	7,227	0	WPSL	Yes
El Paso Locomotive FC	Southwest University Park	2014	9,500	24	Triple-A	No
Sacramento Republic FC	Heart Health Park - (2)	2014	11,569	0	NA	Yes
ndy Eleven	Michael A. Carroll Stadium	1982/2014	10,524	12	NCAA	No
San Antonio FC	Toyota Field	2013	8,296	16	NA	Yes
Γhe Miami FC	Riccardo Silva Stadium	1995/2012	20,000	19	NCAA	No
Sporting Kansas City II	Children's Mercy Park	2011	18,467	36	MLS	Yes
Tacoma Defiance	Cheney Stadium	1960/2011	6,500	16	Triple-A, NWSL	No
Atlanta United 2	Fifth Third Bank Stadium	2010	8,318	14	NCAA	No
C Tulsa	ONEOK Field	2010	7,833	23	Double-A	No
₋os Angeles Galaxy II	Dignity Health Sports Park T&F Stadium	2003	2,000	0	NA	No
New Mexico United	RGCU Field at Isotopes Park	2003	15,000	30	Triple-A	No
Charleston Battery	Patriots Point Soccer Complex	2000	3,900	0	NCAA	Yes
Memphis 901 FC	AutoZone Park	2000	10,000	48	Triple-A	No
Dakland Roots SC	Laney College Football Stadium	TBC	5,500	0	NJCAA	No
_as Vegas Lights FC	Cashman Field - (3)	1983	9,334	55	NA	No
San Diego Loyal SC	Torrero Stadium	1961	6,000	0	NCAA	No
Average - Soccer-Specific Stadiums	S		7,687	8		

<sup>(1) -</sup> Stadium is a modular structure.

Sources: Resource Guide Live, industry research.

<sup>(2) -</sup> Stadium has temporary tent suites.

<sup>(3) -</sup> Cashman Field has 55 4-person semi-circle tables (not a typical suite or loge box product).

<sup>(4) -</sup> The team occasionally plays games at Red Bull Arena.



#### **USL Championship – Stadium Characteristics**

- The following summary chart only includes purpose-built soccer stadiums shared college stadiums generally excluded
  - BBVA Field (Birmingham Legion FC) and Dillon Stadium (Hartford Athletic), which are both shared with NCAA programs, are included due to significant investment from USL Championship clubs
- Primary comparable stadiums shaded in gray case studies provided in Appendix B
  - Wild Horse Pass Stadium (Phoenix Rising FC) and Segra Field (Loudoun United FC) are modular structures

		Year Opened/		Luxury	
Team	Stadium	Renovated	Capacity	Suites	Other Tenants
Oklahoma City Energy FC	New Stadium	TBD	8,000	TBD	TBD
Colorado Springs Switchbacks FC	Weidner Field	2021	8,000	13	NA
Phoenix Rising FC	Wild Horse Pass Stadium - (1)	2021	10,000	TBD	NA NA
Charlotte Independence	American Legion Memorial Stadium	1936/2021	10,500	0	NA
Louisville City FC	Lynn Family Stadium	2020	11,700	18	NWSL
Austin Bold FC	Bold Stadium	2019	5,036	0	FC Barcelona Academy, MLR
Loudoun United FC	Segra Field - (1)	2019	5,000	0	NWSL, MLR
Birmingham Legion FC	BBVA Field	2015/2019	5,000	0	NCAA
Hartford Athletic	Dillon Stadium - (2)	1935/2019	5,500	0	NCAA
Real Monarchs SLC	Zions Bank Stadium	2018	5,000	1	MLR
Pittsburgh Riverhounds SC	Highmark Stadium	2013/2018	5,000	TBD	NA
Orange County SC	Championship Soccer Stadium	2017	5,000	1	NISA
Rio Grande Valley FC Toros	H-E-B Park	2017	9,735	38	NA
Sacramento Republic FC	Heart Health Park - (2)	2014	11,569	0	NA
San Antonio FC	Toyota Field	2013	8,296	16	NA
Average - Soccer-Specific Stadiums			7,556	7	
Average - Primary Comparables			9,372	17	

<sup>(1) -</sup> Stadium is a modular structure.

Sources: Resource Guide Live, industry research.

<sup>(2) -</sup> Stadium has temporary tent suites.



#### **USL Championship – Soccer-Specific Stadium Bylaw**

- Included below are each of the USL Championship clubs currently playing in ballparks
- According to sources cited by *The Athletic*, "Teams are allowed to launch in baseball stadiums, provided they either move to a soccer-specific stadium by their third season or have plans in action to move into such a venue"
- Louisville City FC played at Louisville Slugger Field prior to moving to Lynn Family Stadium in 2020
  - The soccer-specific stadium has a fixed capacity of 11,700 (expandable to 15,000) was built for a reported cost of \$67 million actual overall costs exceeded this amount
- The new ownership group of FC Tulsa is working to develop a soccer-specific stadium

Team	Stadium	City	Capacity
El Paso Locomotive FC	Southwest University Park	El Paso, TX	9,500
Las Vegas Lights FC	Cashman Field - (1)	Las Vegas, NV	12,500
Memphis 901 FC	AutoZone Park	Memphis, TN	10,000
New Mexico United	RGCU Field at Isotopes Park	Albuquerque, NM	15,000
Tacoma Defiance	Cheney Stadium	Tacoma, WA	6,500
Tampa Bay Rowdies	Al Lang Stadium - (1)	St. Petersburg, FL	7,227
FC Tulsa	ONEOK Field	Tulsa, OK	7,833

<sup>(1) -</sup> Stadium now primarily hosts soccer.

Source: Industry research.





#### **USL Championship – On-Field Performance (Points)**

- USL Championship clubs each played 34 matches in 2019
  - 2020 season excluded due to unique competition format including shortened schedule
- New Mexico United recorded 46 total points in 2019 which ranked tied for 18<sup>th</sup> of 36 in the league
- Phoenix Rising FC has averaged the most points (66.3) over the past three seasons
- Louisville City FC has averaged the second most points over the past three seasons
  - Club won two consecutive USL Championship Finals in the 2017 and 2018 seasons

				Average	
Team	2017	2018	2019	2017-2019	Rank
Games Played	32	34	34		
Phoenix Rising FC	58	63	78	66.3	1
Louisville City FC	62	66	60	62.7	2
FC Cincinnati - (1)	46	77	NA	61.5	3
Real Monarchs SLC	67	60	56	61.0	4
Reno 1868 FC - (2)	59	59	60	59.3	5
Nashville SC - (1)	NA	49	67	58.0	6
Indy Eleven	NA	49	63	56.0	7
Orange County SC	43	66	54	54.3	8
Pittsburgh Riverhounds SC	36	59	68	54.3	8
Rochester Rhinos - (2)	53	NA	NA	53.0	10
Sacramento Republic FC	46	65	48	53.0	10
San Antonio FC	62	50	45	52.3	12
Charleston Battery	54	56	46	52.0	13
North Carolina FC - (2)	NA	47	56	51.5	14
New York Red Bulls II	44	52	57	51.0	15
Tampa Bay Rowdies	53	41	58	50.7	16
El Paso Locomotive FC	NA	NA	50	50.0	17
Fresno FC - (2)	NA	39	57	48.0	18
Austin Bold FC	NA	NA	48	48.0	18
New Mexico United	NA	NA	46	46.0	20
Sporting Kansas City II	58	53	26	45.7	21
Ottawa Fury FC - (2)	38	45	52	45.0	22
Saint Louis FC - (2)	36	53	42	43.7	23
Oklahoma City Energy FC	49	43	38	43.3	24
Birmingham Legion FC	NA	NA	43	43.0	25
Charlotte Independence	48	42	38	42.7	26
Orlando City B - (2)	42	NA	NA	42.0	27
Philadelphia Union II - (2)	44	50	31	41.7	28
Loudoun United FC	NA	NA	39	39.0	29
Rio Grande Valley FC	35	38	41	38.0	30
Los Angeles Galaxy II	29	37	48	38.0	30
Penn FC - (2)	37	37	NA	37.0	32
Colorado Springs Switchbacks FC	44	39	27	36.7	33
Las Vegas Lights FC	NA	31	41	36.0	34
Portland Timbers 2 - (2)	15	55	38	36.0	34
Memphis 901 FC	NA	NA	34	34.0	36
FC Tulsa	46	21	34	33.7	37
Atlanta United 2	NA	31	35	33.0	38
Hartford Athletic	NA	NA	29	29.0	39
Tacoma Defiance	31	25	31	29.0	39
Richmond Kickers - (2)	32	22	NA	27.0	41
Vancouver Whitecaps FC 2 - (2)	24	NA	NA	24.0	42
Toronto FC II - (2)	25	18	NA	21.5	43

Note: Clubs that joined league in 2020 and 2021 excluded from this chart. 2020 season had a significant different competition format due to COVID-19.

Source: US

<sup>(1) -</sup> Moved to the ML

<sup>(2) -</sup> No longer an active USL Championship club in 2021.





#### **USL Championship – Attendance**

- Average announced attendance in the USL Championship is summarized from 2017 to 2019
  - 2020 season excluded due to shortened schedule and limited number of games with in-person attendance – 2020-21 expansion clubs (San Diego Loyal SC, The Miami FC, and Oakland Roots SC) excluded from chart
- Average announced attendance from 2017-2019 in USL Championship was 4,755
  - Excluding MLS reserve clubs, average announced attendance in the USL Championship was 5,767
- The top attendance performers in USL Championship have generally been from mid-sized markets
- Among clubs that have participated in each of the last three seasons, Sacramento Republic FC has the highest average announced attendance during that period at 11.105
  - New Mexico United had the highest announced attendance in 2019 with an average announced attendance of 12,693
- Announced attendance is typically higher than actual/turnstile attendance

USL Championship Avera Team	2017	2018	2019	Average	Rani
C Cincinnati - (1)	21,199	25,717	NA 10.000	23,458	1
New Mexico United	NA 11 FCO	NA 11 011	12,693	12,693	2
Sacramento Republic FC	11,569 NA	11,311	10,436	11,105	3 4
ndy Eleven		10,163	10,734	10,449	<i>4</i> <i>5</i>
Louisville City FC	8,613	7,891	9,041	8,515	
Nashville SC - (1)	NA	9,561	6,999	8,280	6
Las Vegas Lights FC	NA 7.150	7,266	7,711	7,489	7
San Antonio FC	7,152	6,939	6,765	6,952	8
Memphis 901 FC	NA	NA	6,623	6,623	9
El Paso Locomotive FC	NA	NA	6,584	6,584	10
Phoenix Rising FC	6,127	6,380	6,752	6,420	11
Tampa Bay Rowdies	5,894	5,553	5,418	5,622	12
Rio Grande Valley FC	7,067	4,650	3,812	5,176	13
Hartford Athletic	NA	NA	5,025	5,025	14
Reno 1868 FC - (2)	5,559	5,066	4,313	4,979	15
Ottawa Fury FC - (2)	5,427	4,752	4,555	4,911	16
Birmingham Legion FC	NA	NA	4,562	4,562	17
Fresno FC - (2)	NA	4,871	4,117	4,494	18
Saint Louis FC - (2)	4,571	4,271	4,532	4,458	19
North Carolina FC - (2)	NA	4,730	4,118	4,424	20
Oklahoma City Energy FC	4,293	4,298	4,442	4,344	21
Richmond Kickers - (2)	4,665	3,976	NA	4,321	22
Colorado Springs Switchbacks FC	3,389	3,804	4,005	3,733	23
FC Tulsa	3,851	3,094	2,031	2,992	24
Orange County SC	2,527	3,095	3,192	2,938	25
Pittsburgh Riverhounds SC	2,639	2,401	3,729	2,923	26
Sporting Kansas City II	7,152	881	505	2,846	27
Charleston Battery	3,167	2,872	2,424	2,821	28
Austin Bold FC	NA	NA	2,395	2,395	29
Tacoma Defiance	1,097	3,370	2,636	2,368	30
Penn FC/Harrisburg City Islanders - (2)	2,429	2,147	2,030 NA	2,288	31
Atlanta United 2	2,429 NA	2,147	1,754	2,266	32
Portland Timbers 2 - (2)	2,524		1,734	2,176	33
Real Monarchs SLC		2,015 1,731	1,983		34
	2,577		,	2,097	
Rochester Rhinos - (2)	2,031	NA	NA 478	2,031	35
Philadelphia Union II - (2)	3,052	2,347	_	1,959	36
Charlotte Independence	1,615	1,659	1,750	1,675	37
Loudoun United FC	NA 4.475	NA	1,381	1,381	38
Orlando City B - (2)	1,175	NA	NA	1,175	39
os Angeles Galaxy II	1,215	1,048	881	1,048	40
Foronto FC II - (2)	1,089	810	NA	950	41
Vancouver Whitecaps FC 2 - (2)	869	NA	NA	869	42
New York Red Bulls II	632	812	852	765	43
Average	4,506	4,911	4,476	4,755	
Average (MLS Reserve Excluded)	5,689	6,103	5,510	5,767	

Source: Soccer Stadium Digest.

<sup>(2) -</sup> No longer an active USL Championship Club in 2021

# IV. Market Analysis





#### **Market Demographics – Location**

- Albuquerque, NM
  - 65 miles southwest of Santa Fe, NM
  - 225 miles north of Las Cruces, NM
  - 270 miles north of El Paso, TX
  - 290 miles west of Amarillo, TX
  - 325 miles east of Flagstaff, AZ
  - 350 miles southwest of Colorado Springs, CO
  - 420 miles southwest of Denver, CO
  - 420 miles northeast of Phoenix, AZ

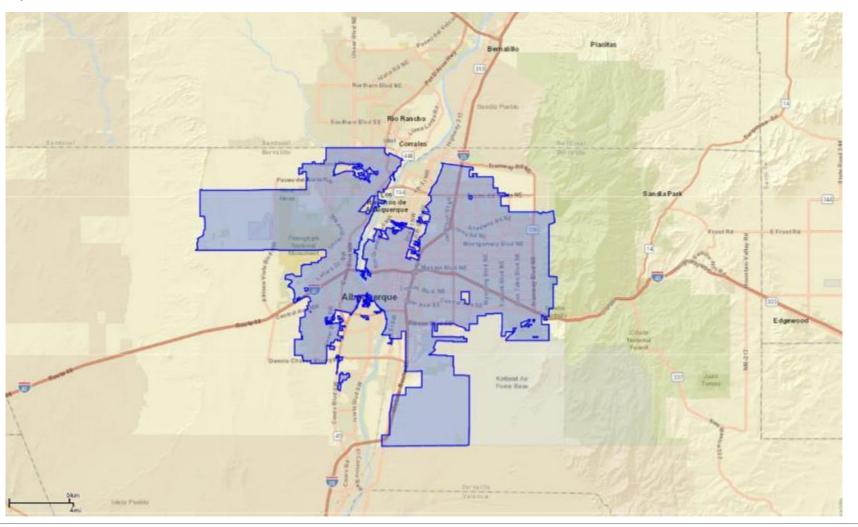
Note: Distances above reflect driving distances.





#### **Market Demographics – City**

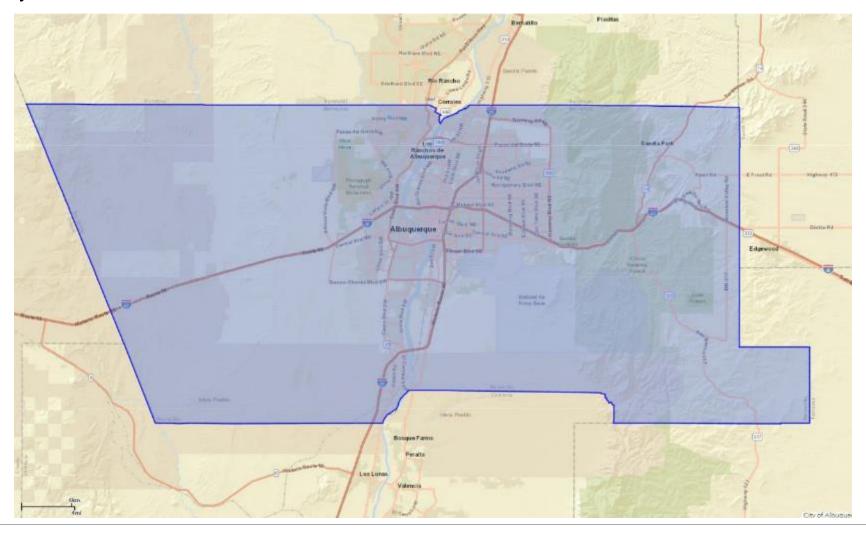
City of Albuquerque Border





#### **Market Demographics – County**

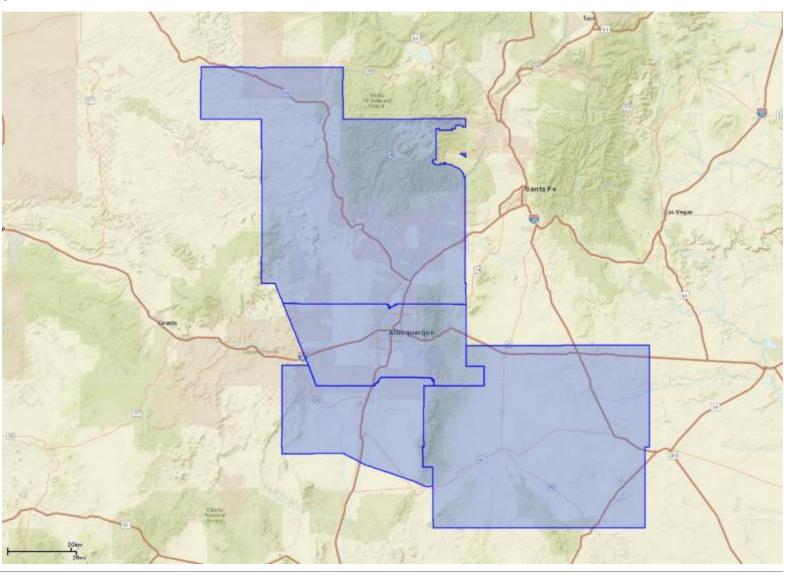
Bernalillo County Border





### Market Demographics – CBSA (Counties)

- Albuquerque, NM CBSA includes the following four counties
  - Bernalillo County
  - Sandoval County
  - Torrance County
  - Valencia County





### **Market Demographics**

- CAA ICON's primary source for demographic information is Esri
  - Esri is an international supplier of geographic information system (GIS) software, web GIS and geodatabase management applications
    - Utilizes U.S. Census Bureau data for U.S.
  - Esri has a team of demographers, statisticians, and economists who use a wide variety of public and private data sources to develop a uniquely accurate and detailed picture of local population, economic, housing, and business characteristics
  - Ranked most accurate data in 2018 benchmarking study of major demographic vendors
  - Portions of this document include intellectual property of Esri and its licensors and are under license. Copyright
     ©2021 Esri and its licensors. All rights reserved.
- A core based statistical area (CBSA) is an area consisting of a conglomeration of counties. A CBSA is further defined as a
  metropolitan or micropolitan CBSA. A metropolitan CBSA consists of a geographic area with an urban core population of
  at least 50,000. A micropolitan CBSA consists of a geographic area with an urban core population of between 10,000
  and 49,999.
  - Albuquerque is part of the Albuquerque, NM CBSA



#### **Market Demographics – Population**

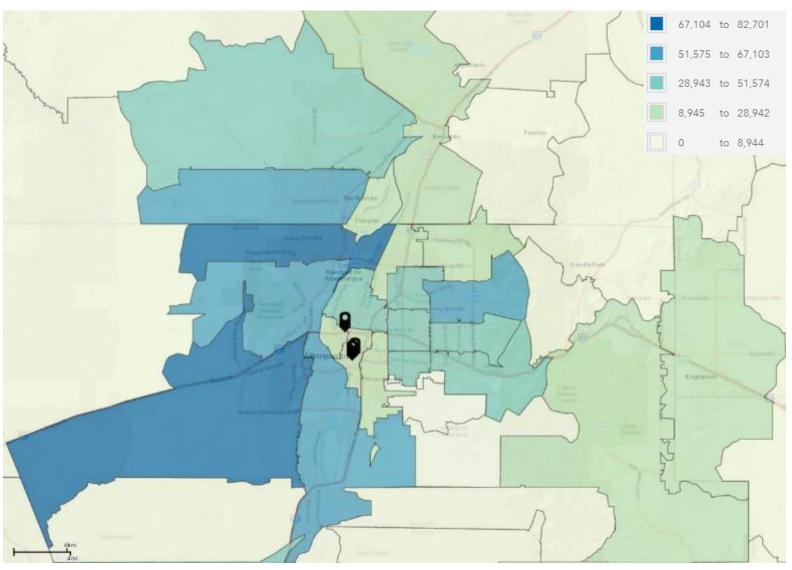
- Population and population growth is summarized for each designation
- All designations have experienced moderate population growth since the 2010 Census growth is projected to continue at similar rates from 2020 to 2025
  - All designations have experienced population growth of 4.3% or higher since the 2010 census
  - Population growth is expected to be 2.4% or higher across all designations from 2020 to 2025
- Total population in the City of Albuquerque has grown by approximately 120,000 since 2000 (27% total growth)
- The CBSA and 25 mile and 50 mile ring designations have experienced higher population growth rates compared to the City and County

	City of	Bernalillo		<u>Geographic Rings</u>		<u>Drive Time</u>
	Albuquerque	County	CBSA	25 Miles	50 Miles	30 Minutes
Population						
2025 Projection	586,479	707,553	980,441	921,765	1,008,379	841,088
2020 Estimate	572,101	690,810	939,316	880,869	966,629	809,489
2010 Census	545,284	662,564	887,077	830,589	913,155	767,112
2000 Census	451,355	556,002	729,649	674,624	750,605	631,325
Growth 2020-2025	2.5%	2.4%	4.4%	4.6%	4.3%	3.9%
Growth 2010-2020	4.9%	4.3%	5.9%	6.1%	5.9%	5.5%
Growth 2000-2010	20.8%	19.2%	21.6%	23.1%	21.7%	21.5%



### Market Demographics – Population Clusters by ZIP Code

- This map shows the distribution of population in the market
- Dark shading is indicative of zip codes with the highest population
- Population is generally concentrated west of city center
- Potential project sites are depicted by the black arrows





### **Market Demographics – Households**

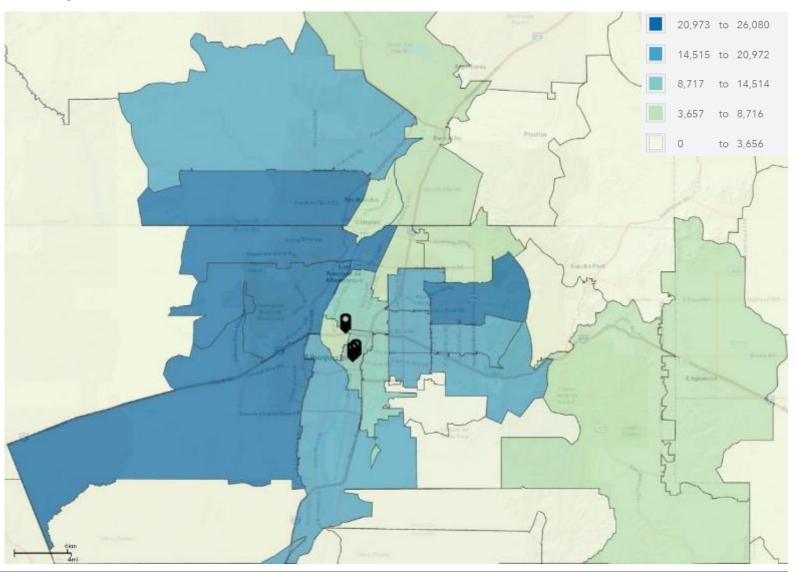
- The number of households and household growth is summarized for each designation
- All designations have experienced moderate growth in total households since the 2010 Census household growth is in alignment with population growth for all designations
  - Household growth in the 25 mile ring designation was approximately 5.9% since 2010, and is estimated to be approximately 4.5% from 2020 to 2025 highest household growth among designations analyzed
  - Household growth in the City of Albuquerque was 4.6% since 2010, and is estimated to be approximately 2.5% from 2020 to 2025

	City of	Bernalillo		<u>Geographic Rings</u>		<b>Drive Time</b>
	Albuquerque	County	CBSA	25 Miles	50 Miles	30 Minutes
Households						
2025 Projection	240,190	283,617	383,215	362,207	393,394	333,440
2020 Estimate	234,380	276,973	367,516	346,686	377,423	321,323
2010 Census	224,125	266,000	347,366	327,342	356,663	304,788
2000 Census	184,475	220,669	281,052	262,639	288,064	247,629
Growth 2020-2025	2.5%	2.4%	4.3%	4.5%	4.2%	3.8%
Growth 2010-2020	4.6%	4.1%	5.8%	5.9%	5.8%	5.4%
Growth 2000-2010	21.5%	20.5%	23.6%	24.6%	23.8%	23.1%



### Market Demographics – Household Clusters by ZIP Code

- This map shows the distribution of households in the market
- Dark shading is indicative of zip codes with the highest number of households
- Households are generally concentrated west of city center as well as to the east
- Potential project sites are depicted by the black arrows





### **Market Demographics – Income**

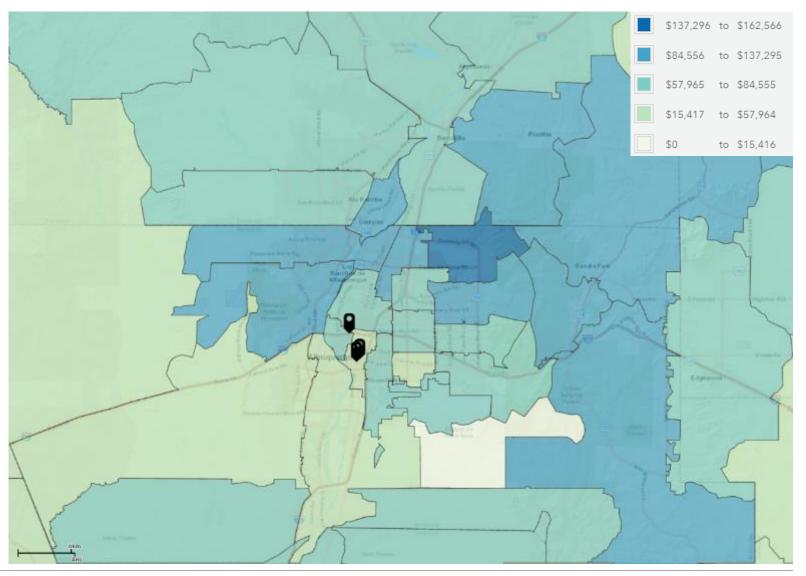
- Income levels by designation are summarized includes per capita, average, median, and disposable metrics
- Income levels are similar for each of the designations analyzed
  - Income levels in the City are slightly lower than in the County

	City of	Bernalillo		<u>Geograph</u>	<u>iic Rings</u>	<u>Drive Time</u>
	Albuquerque	County	CBSA	25 Miles	50 Miles	30 Minutes
Income						
2020 Est. Per Capita Income	\$30,005	\$30,202	\$28,741	\$29,407	\$28,880	\$29,752
2020 Est. Average HH Income	\$73,355	\$75,097	\$73,260	\$74,540	\$73,665	\$74,748
2020 Est. Median HH Income	\$51,121	\$51,831	\$51,565	\$52,416	\$51,878	\$52,235
HHs w/ Income \$100,000+	53,716	65,322	81,733	79,548	84,720	74,472
2020 Est. Average Disposable HH Income	\$57,357	\$58,467	\$57,445	\$58,317	\$57,748	\$58,392
2020 Est. Median Disposable HH Income	\$43,352	\$44,078	\$43,815	\$44,671	\$44,131	\$44,503
HHs w/ Disposable Income \$100,000+	35,207	43,382	54,325	52,939	56,360	49,560



### Market Demographics – Average Household Income Clusters by ZIP Code

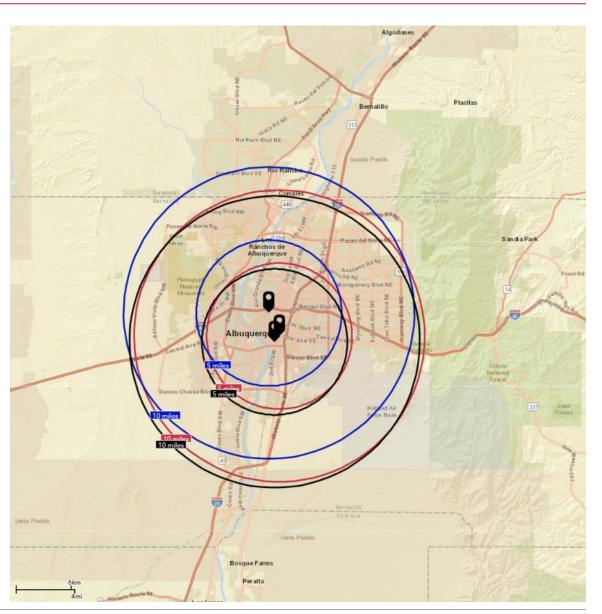
- This map shows the distribution of household income in the market
- Dark shading is indicative of areas with the highest income levels
- The highest household income levels are concentrated northwest and northeast of city center
- Potential project sites are depicted by the black arrows





### **Market Demographics – City-Identified Sites Demographics**

- Geographic ring demographics (5-mile / 10-mile) have been evaluated for the four potential stadium sites identified
  - Black Railyard Site
  - Red Coal and Broadway / 2<sup>nd</sup> and Iron
  - Blue 12<sup>th</sup> and I-40 Hwy
- Coal and Broadway demographics are also reflective of the 2<sup>nd</sup> and Iron site due to proximity (located across the railway)
- Although other sites were identified and considered by CAA ICON and Crawford Architects, primary focus was on the sites above
- Sites are evaluated in further detail in Section VI of this report







#### Market Demographics – City-Identified Sites Demographics

- Included is a demographic comparison of the four sites previously mentioned
  - Coal and Broadway, 2<sup>nd</sup> and Iron, and Railyard sites have similar demographic composition
  - The 12<sup>th</sup> and I-40 Hwy site captures approximately 6% more population in both the five-mile ring and 10-mile ring

Stadium Site Com	parison - 5 Mil	e and 10 Mile	Rings Desig	nation Summa	ary			
Statistical Measure	Coal & Bro 2nd &		Railyaı	d Site	12th & I-	12th & I-40 Hwy		
	5 Mile	10 Mile	5 Mile	10 Mile	5 Mile	10 Mile		
2020 Population	239,760	653.040	238,930	636,862	252,716	678,183		
2025 Population	244,218	668,557	243,192	652,004	257,790	696,262		
Est. % Growth 2020-2025	1.90%	2.4%	1.8%	2.4%	2.0%	2.7%		
2020 Households	98,874	262,896	96,337	256,785	104,290	272,675		
2025 Households	101,030	269,128	98,217	262,890	106,564	279,809		
Est. % Growth 2020-2025	2.20%	2.40%	2.00%	2.40%	2.20%	2.60%		
Per Capita Income	\$24,112	\$29,420	\$23,747	\$29,035	\$27,098	\$29,521		
Average Household Income	\$58,027	\$73,051	\$58,382	\$71,971	\$65,179	\$73,472		
Median Household Income	\$37,745	\$50,750	\$38,379	\$50,202	\$43,446	\$51,140		
HHs w/ Income \$100,000+	15,015	59,690	14,789	57,112	19,445	62,302		
Average Disposable Income	\$46,512	\$57,156	\$46,839	\$56,480	\$51,555	\$57,452		
Median Disposable Income	\$33,217	\$43,009	\$33,844	\$42,465	\$37,812	\$43,405		
HHs w/ Disposable Income \$100,000+	9,710	39,253	9,486	37,384	12,597	40,984		
Median Age	35.4	37.0	34.9	36.9	36.0	37.0		
Recreation Spending Total (Millions)	\$204.4	\$688.0	\$200.1	\$662.2	\$242.8	\$717.5		
Recreation Spending Average	\$2,066.88	\$2,616.98	\$2,076.94	\$2,578.88	\$2,327.68	\$2,631.52		
Sports Admission Spending Total (Millions)	\$3.8	\$13.0	\$3.7	\$12.5	\$4.5	\$13.6		
Sports Admission Spending Average	\$38.21	\$49.60	\$38.61	\$48.76	\$43.54	\$49.97		
Concert Admission Spending Total (Millions)	\$5.0	\$16.9	\$4.9	\$16.3	\$5.9	\$17.7		
Concert Admission Spending Average	\$50.44	\$64.40	\$50.54	\$63.40	\$56.64	\$64.84		
Cable/Satellite TV Service Spending (Millions)	\$51.9	\$171.0	\$50.7	\$164.9	\$60.9	\$178.0		
Cable/Satellite TV Service Spending Average	\$525.10	\$650.37	\$526.08	\$642.08	\$584.35	\$652.94		
Companies w/ \$20mm Sales	113	226	113	226	97	226		
Companies w/ \$50mm Sales	46	86	46	86	39	87		
Companies w/ 500+ Employees	38	58	38	58	32	57		
Fortune 1000 Companies	0	0	0	0	0	0		



### **Largest Employers**

- The 25 largest employers in the Albuquerque region are summarized in the table
- Of the 25 largest employers in Albuquerque, the top industries are
  - Health Care 7
  - Technology 4
  - Education / Telecommunications / Government / Retail Trade – 2
- There are no Fortune 1000 Companies located in Albuquerque

	Largest Regional Employ	ers in Albuquerque	
			Total
			Regional
	Employer	Industry	Employees
1	Sandia National Laboratories	Technology	12,206
2	Albuquerque Public Schools	Education	10,297
3	University of New Mexico Hospital	Health Care	6,772
4	City of Albuquerque	Government	5,800
5	Lovelace Health Systems	Health Care	3,589
6	Bernalillo County	Government	2,494
7	Central New Mexico Community College	Education	2,111
8	Smith's Food & Drug Stores	Retail Trade	2,088
9	PNM Resources	Energy	1,868
10	T-Mobile	Telecommunications	1,750
11	Isleta Pueblo Casino	Gaming	1,200
12	Lovelace Respiratory Research Institute	Health Care	1,100
13	Molina Healthcare	Health Care	1,066
14	Fidelity Investments	Financial Services	975
15	Applied Research Associates	Technology	973
16	Verizon Wireless	Telecommunications	950
17	DaVita ABQ Health Partners	Health Care	900
18	Albuquerque Publishing	Publishing	870
19	Sitel	Human Resources	850
20	Adelante Development Center	Health Care	850
21	Spartan Technologies	Technology	792
22	Summit Electric Supply	Retail Trade	670
23	ARCA	Health Care	626
24	NRG Staging	Event Services	600
25	Alliance Data	Technology	600

Note: List includes non-profit, privately-held, and publicly-held companies with offices in the Albuquerque region.

Source: New Mexico Partnership.



### **Tourism**

- Visit Albuquerque reports roughly 6.2 million visitors travel to the City annually generating approximately \$69 million in local taxes
- Facts and Figures (2018)
  - \$2 billion in economic impact supported by Albuquerque's tourism industry
  - 44,000 jobs in the Albuquerque CBSA supported by the tourism industry highest ever recorded
  - Hotel occupancy growth of 3.6% and the daily room average rate increased by 2.7 percent in 2018
- In 2019, the Lodgers tax in Albuquerque brought in \$14.4 million in local taxes and 46,000 people were reportedly employed by the hospitality industry

Source: Visit Albuquerque.





### **Hotel Inventory**

- The largest hotels in the Albuquerque Metropolitan
   Area are summarized to the right
- The region has approximately 17,000 hotel rooms according to Visit Albuquerque
- The Albuquerque Convention Center (not shown in chart) has over 270,000 square feet of meeting and exhibition space

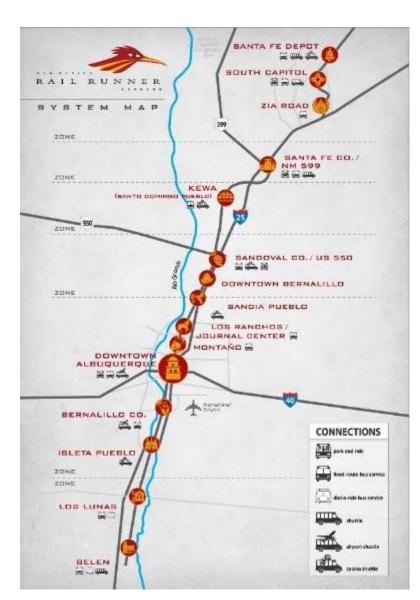
	Largest Hotels in Albuquerque, NM Metropolitan Area								
			Meeting Space						
Rank	Hotel	Rooms	Square Feet						
1	Marriott Albuquerque	411	23,754						
2	Hyatt Regency Albuquerque	382	24,515						
3	Hyatt Regency Tamaya Resort and Spa	350	27,650						
4	Ramada Plaza by Wyndham Albuquerque Midtown	336	8,246						
5	Albuquerque Marriott Pyramid North	310	30,509						
6	DoubleTree by Hilton Albuquerque	295	110,000						
6	Sheraton Albuquerque Uptown	295	17,000						
8	Sheraton Albuquerque Airport Hotel	276	12,000						
9	Embassy Suites by Hilton Albuquerque	261	30,000						
9	Crowne Plaza Albuquerque	261	26,000						
11	Sandia Resort & Casino	228	50,000						
12	Santa Ana Star Casino Hotel	204	12,000						
13	Isleta Resort & Casino	201	65,000						
14	Hotel Albuquerque At Old Town	188	57,176						
15	Best Western Plus Rio Grande Inn	173	4,000						
16	Barcelona Suites	164	7,000						
16	Drury Inn & Suites Albuquerque North	164	2,583						
18	Travelodge by Wyndham Belen	158	NA						
19	Homewood Suites by Hilton Albuquerque Uptown	151	1,851						
20	Route 66 Casino Hotel	150	8,000						
20	Courtyard Albuquerque	150	3,202						
Total		5,108	520,486						

Source: Cvent.



### **Rail Runner System Map**

- Included is a map of the Rail Runner System, which is a commuter rail system operated by the Rio Metro Transit District
  - The commuter rail serves the metropolitan areas of Santa Fe and Albuquerque
  - Daily ridership is estimated at approximately 2,500 to 3,000 daily weekday riders, and annual ridership was estimated at 750,000 in 2019
    - Ridership has reportedly declined significantly since 2010 partially due to low gas prices and low ridership in Downtown Bernalillo
  - Operation of the Rail Runner was suspended from March 2020 to March 2021 due to COVID-19 and resumed service on March 8, 2021
- The Downtown Albuquerque Station (located at 100 1<sup>st</sup> St SW) is located 0.5 miles from the 2<sup>nd</sup> and Iron site, 0.6 miles from the Coal and Broadway site, and 0.7 miles from the Railyard site
  - The 12<sup>th</sup> and I-40 Hwy site has limited metro accessibility





### **Downtown Albuquerque – Market Data and Development Initiatives**

- Designated by the State since 2008, DowntownABQ MainStreet Initiative is a community redevelopment organization that promotes and supports downtown's economic, social, and creativity through community projects and programs
- The 2017-18 Downtown Albuquerque report developed by DowntownABQ MainStreet Initiative is summarized below lease rates and occupancy data provided by Colliers International
  - In Q3 of 2017, retail space in downtown totaled 610,095 square feet and had a vacancy rate of 6.61%
  - Albuquerque has some of the most affordable office space in the country with commercial space in 2017 averaging \$22.53 per square foot for Class A and \$17.31 per square foot for Class B
    - In Q3 of 2017, downtown had approximately 3.1 million square feet of office space, down from approximately 3.2 million square feet previously decrease in office space due to growing conversion of office to residential
    - Office space exhibited a vacancy rate of 25.7% with an average lease rate of \$18.06 in Q3 2017
  - The Imperial Building (opened in 2016) and One Central Apartments (opened in 2018) are two mixed-use apartment buildings that have recently been developed in the downtown urban core under collaboration with the City both developments are within walking distance of the Railyard site and Coal and Broadway / 2<sup>nd</sup> and Iron sites
    - One Central ABQ includes 63 apartment units, 44,000 square feet of retail, and 423 covered parking spaces
    - The Imperial Building includes 74 apartment units and 23,285 square feet of retail



### **Downtown Albuquerque – Market Data and Development Initiatives**

- Downtown development initiatives are summarized below
  - A State-Authorized Arts and Cultural District allows enhanced historic tax credits for the rehabilitation and reuse of historic structures for living and work space as well as cultural enterprises
  - Downtown has historically had a streamlined development process and provides some of the region's lowest development fees
    - Metropolitan Redevelopment Areas (MRAs) are Impact Fee free to incentivize development in downtown
      - Albuquerque's Metropolitan Redevelopment Agency, which promotes commercial revitalization and housing, is responsible for infill development in established MRAs
- Culture and Recreation
  - Civic Plaza, located adjacent to the Convention Center, is a public plaza with a capacity of 20,000 that has
    historically hosted popular community events such as ABQ Food Fridays, Movies on the Plaza, and Truckin'
    Tuesdays
  - Local markets showcasing local foods, hand-crafted goods, and live music include the Downtown Growers' Market and the Rail Yards Market, which attract over 500,000 visitors and 100,000 visitors per year, respectively
  - In 2017, there were 14 breweries and 15 coffee shops located in downtown



### **Market Demographics**

- Evaluating local demographics of USL Championship markets is important to develop an understanding of potential local market area support
- Market area size and characteristics will impact the ability of a USL club to generate local revenue and this must be considered
- CAA ICON has evaluated the base market characteristics of the USL Championship
  - USL Market Area Comparison CBSA Designation
  - USL Market Area Comparison Geographic Rings (25 Mile / 50 Mile Ring Designations)
  - USL Market Area Comparison Drive Time (30 Minute Designation)
- The proposed Coal and Broadway site was utilized for all geographic ring and drive time demographics
- Consideration also given to the number of professional and collegiate sports teams in the area, as well as other entertainment alternatives
- It is important to note that the averages include Orange County SC and Queensboro FC, which are located in the Los Angeles CBSA and New York City CBSA, respectively



#### Market Demographics – USL Championship

- The seven USL Championship clubs owned by their respective MLS affiliates were excluded from the demographic analysis – significantly different business and operations plan
  - MLS Reserve Clubs in the USL Championship operate as developmental teams with limited focus on fan experience and financial performance
- Austin Bold FC, Charlotte Independence, and The Miami FC were included in the demographic analysis due to the
  expectation that the clubs will continue to play in the USL Championship despite arrival or expected arrival of MLS clubs
  in respective markets
- Sacramento Republic FC was included as Sacramento's MLS future is uncertain at this time
- Four future expansion markets in Monterey (Monterey Bay FC), Queens (Queensboro FC), Pawtucket (USLC Rhode Island), and Des Moines (USLC Des Moines) were also included in the demographic analysis
  - Expansion clubs in Pawtucket and Des Moines are expected to join the league in 2023 (contingent upon stadium deals)
- Potential expansion club in Buffalo was excluded from the demographic analysis due to no recent developments on stadium development or otherwise





### Market Demographics - CBSA Summary

- The Albuquerque CBSA is generally well below the USL Championship average in terms of market size
  - Population / households well below average
    - Growth below average
  - Average / median income well below average
  - High income households well below average
  - Median Age slightly above average
  - Unemployment higher than average
  - GDP well below average
  - TV / Radio population well below average
  - Corporate base well below average
  - Cost of living below average
- The Albuquerque CBSA is generally comparable in population size to the following USL Championship markets
  - Birmingham
  - Tulsa
  - McAllen-Edinburg (Rio Grande Valley)
  - El Paso
  - Charleston
  - Colorado Springs

USL Championship Summary - CBSA Designation Overview										
		Rank	USL							
Statistical Measure	Albuquerque	of 28	Average - (1)							
2020 Population (000s)	939.3	22	3,164.7							
2025 Population (000s)	980.4	22	3,288.3							
Est. % Growth 2020-2025	4.40%	15	4.96%							
2020 Households (000s)	367.5	22	1,157.5							
2025 Households (000s)	383.2	22	1,202.1							
Est. % Growth 2020-2025	4.30%	14	4.91%							
Per Capita Income	\$28,741	24	\$34,101							
Average Household Income	\$73,260	26	\$91,481							
Median Household Income	\$51,565	26	\$65,435							
HHs w/ Income \$100,000+ (000s)	81.7	25	405.9							
Average Disposable Income	\$57,445	26	\$69,434							
Median Disposable Income	\$43,815	26	\$53,368							
HHs w/ Disposable Income \$100,000+ (000s)	54.3	25	289.1							
Median Age	37.9	18	37.7							
Unemployment Rate	7.50%	20	6.49%							
Economy Size (GDP-Billions)	\$44.7	24	\$238.6							
TV Population (000s)	1,579.0	18	3,285.2							
Radio Population (000s)	775.4	23	2,237.7							
Companies w/ \$20mm Sales	256	23	1,419							
Companies w/ \$50mm Sales	98	23	693							
Companies w/ 500+ Employees	65	23	257							
Fortune 1000 Companies	0	22	12							
Cost of Living Index	93.8	11	106.7							

(1) - Average excludes Albuquerque.

Sources: Esri 2021, Nielsen 2021, ThinkTV 2021, BLS 2021, Hoovers 2021, The Council for Community and Economic Research 2021, and U.S. BEA.





### Market Demographics – CBSA Summary (NY/LA Excluded)

- The following USL Championship CBSA demographic summary does not include Los Angeles or New York (outliers)
- The Albuquerque CBSA is still well below the USL Championship average in terms of market size
  - Population / households well below average
    - Growth below average
  - Average / median income below average
  - High income households well below average
  - Median Age slightly above average
  - Unemployment higher than average
  - GDP well below average
  - TV / Radio population well below average
  - Corporate base well below average
  - Cost of living below average
- With Los Angeles and New York removed, Albuquerque is closer to the league average in several notable categories: population, average / median household income, and TV market size

USL Championship Summary - CBS/	A Designation (	Overvi	ew
		Rank	USL
Statistical Measure	Albuquerque	of 26	Average - (1)
0000 Paradation (000a)	000.0	00	0.000.0
2020 Population (000s) 2025 Population (000s)	939.3 980.4	20 20	2,099.3 2,214.1
Est. % Growth 2020-2025	4.40%	15	5.24%
			5.2.77
2020 Households (000s)	367.5	20	787.8
2025 Households (000s)	383.2	20	829.7
Est. % Growth 2020-2025	4.30%	14	5.19%
Per Capita Income	\$28,741	22	\$33,679
'	,		. ,
Average Household Income	\$73,260	24	\$89,763
Median Household Income	\$51,565	24	\$64,435
HHs w/ Income \$100,000+ (000s)	81.7	23	252.6
Average Disposable Income	\$57,445	24	\$68,625
Median Disposable Income	\$43,815	24	\$52,849
HHs w/ Disposable Income \$100,000+ (000s)	54.3	23	180.4
Median Age	37.9	17	37.7
Unemployment Rate	7.50%	20	6.27%
Economy Size (GDP-Billions)	\$44.7	22	\$139.7
TV Population (000s)	1,579.0	16	2,228.3
Radio Population (000s)	775.4	21	1,859.6
Companies w/ \$20mm Sales	256	21	831
Companies w/ \$50mm Sales	98	21	400
Companies w/ 500+ Employees	65	21	159
Fortune 1000 Companies	0	20	7
Cost of Living Index	93.8	11	103.3
Note: Los Angeles and New York CBSAs excluded fro		٠١	

Note: Los Angeles and New York CBSAs excluded from summary (outliers).

(1) - Average excludes Albuquerque.

Sources: Esri 2021, Nielsen 2021, ThinkTV 2021, BLS 2021, Hoovers 2021, The Council for Community and Economic Research 2021, and U.S. BEA.





### Market Demographics - CBSA Summary

- Sports admission spending
  - Total well below average
  - Average below average
- Concert admission spending
  - Total well below average
  - Average below average
- Soccer participation rate
  - Total well below average
  - Rate slightly below average
- Watch MLS on TV
  - Total well below average
  - Rate slightly below average
- MLS super fan rate
  - Total well below average
  - Rate below average

USL Championship Summary - CBSA	Designation (	Overvi	ew
Statistical Measure		Rank	USL Average - (1)
Recreation Spending Total (Millions)	\$971.0	23	\$4,141.9
Recreation Spending Average	\$2,642.04	26	\$3,262.08
Sports Admission Spending Total (Millions)	\$18.4	23	\$81.9
Sports Admission Spending Average	\$50.03	26	\$63.44
Concert Admission Spending Total (Millions)	\$23.3	24	\$111.4
Concert Admission Spending Average	\$63.51	25	\$82.05
Cable / Satellite TV Service Spending Total (Millions)	\$243.0	23	\$1,014.0
Cable / Satellite TV Service Spending Average	\$661.07	26	\$808.10
Soccer Participation - Total (000s)	31.9	22	119.5
Soccer Participation - Rate	4.39%	17	4.55%
Watch MLS on TV - Total (000s)	33.6	23	128.6
Watch MLS on TV - Rate	4.63%	17	4.90%
Sports Interest: MLS Super Fan - Total (000s)	23.6	21	119.4
Sports Interest: MLS Super Fan - Rate	3.25%	14	3.73%

(1) - Average excludes Albuquerque.





### **Market Demographics – CBSA Population and Households**

- Albuquerque is well below the USL Championship average in terms of total population and households
  - Population and household growth is below average

	2020		2025		Est. %		2020		2025		Est. %	
	Population		Population		Growth		Households		Households		Growth	
Team	(000s)	Rank	(000s)	Rank	2020-2025	Rank	(000s)	Rank	(000s)	Rank	2020-2025	Ranl
Queensboro FC	19,560.2	1	19,803.1	1	1.20%	26	7,164.4	1	7,254.6	1	1.30%	25
Orange County SC	13,403.9	2	13,630.6	2	1.70%	23	4,393.1	2	4,459.2	2	1.50%	23
The Miami FC	6,140.5	3	6,440.6	3	4.90%	13	2,289.5	3	2,393.4	3	4.50%	13
Phoenix Rising FC	4,932.8	4	5,327.9	4	8.00%	7	1,794.7	4	1,936.0	4	7.90%	7
Oakland Roots SC	4,652.7	5	4,803.5	5	3.20%	19	1,736.5	5	1,790.3	5	3.10%	19
San Diego Loyal SC	3,318.1	6	3,418.3	7	3.00%	20	1,160.0	7	1,194.5	7	3.00%	20
Tampa Bay Rowdies	3,207.4	7	3,419.9	6	6.60%	10	1,304.5	6	1,383.4	6	6.00%	10
Charlotte Independence	2,685.4	8	2,920.0	8	8.70%	3	1,028.3	8	1,118.9	8	8.80%	3
San Antonio FC	2,571.0	9	2,788.3	9	8.50%	4	914.1	10	991.5	10	8.50%	4
Sacramento Republic FC	2,364.9	10	2,471.2	12	4.50%	14	858.0	12	893.8	13	4.20%	15
Pittsburgh Riverhounds SC	2,348.4	11	2,339.8	13	-0.40%	28	1,013.6	9	1,014.5	9	0.10%	28
Austin Bold FC	2,296.8	12	2,610.8	10	13.70%	1	867.9	11	985.5	11	13.60%	1
Las Vegas Lights FC	2,286.3	13	2,479.5	11	8.40%	5	831.5	13	899.9	12	8.20%	6
Indy Eleven	2,089.5	14	2,200.3	14	5.30%	12	810.5	14	853.4	14	5.30%	11
USLC Rhode Island	1,647.3	15	1,669.9	15	1.40%	24	647.0	15	656.5	15	1.50%	23
OKC Energy FC	1,421.3	16	1,498.8	16	5.40%	11	550.2	16	578.9	16	5.20%	12
Memphis 901 FC	1,367.4	17	1,397.2	17	2.20%	22	510.6	18	521.7	18	2.20%	22
Louisville City FC	1,283.3	18	1,325.7	18	3.30%	18	513.9	17	530.6	17	3.30%	17
Hartford Athletic	1,226.2	19	1,233.5	19	0.60%	27	480.8	19	484.0	19	0.70%	27
Birmingham Legion FC	1,115.2	20	1,144.3	20	2.60%	21	435.9	20	447.1	20	2.60%	21
FC Tulsa	1,009.2	21	1,043.0	21	3.40%	17	392.5	21	404.8	21	3.20%	18
New Mexico United	939.3	22	980.4	22	4.40%	15	367.5	22	383.2	22	4.30%	14
Rio Grande Valley FC	901.3	23	964.4	23	7.00%	9	250.8	27	268.1	27	6.90%	9
El Paso Locomotive FC	883.4	24	919.0	24	4.00%	16	283.6	26	295.3	26	4.10%	16
Charleston Battery	818.5	25	899.4	25	9.90%	2	319.9	23	351.8	23	9.90%	2
Colorado Springs Switchbacks FC	762.7	26	818.4	26	7.30%	8	288.2	24	309.5	24	7.40%	8
USLC Des Moines	723.4	27	783.2	27	8.30%	6	283.8	25	307.2	25	8.30%	5
Monterey Bay FC	428.8	28	434.5	28	1.30%	25	130.0	28	131.7	28	1.30%	25
Average (Ex. Albuquerque)	3,164.7		3,288.3		4.96%		1,157.5		1,202.1		4.91%	





### Market Demographics – CBSA Income

 Albuquerque is well below the USL Championship average in each of the income measurements examined

T	Per Capita	Dank	Average Household	Dank	Median Household	Donk	HHs w/ Income \$100,000+ (000s)	Donle	Average Disposable Income	Dank	Median Disposable	Dank	HHs w/ Disposable Income \$100,000+	Dank
Team Oakland Roots SC	Income \$58,118	narik 1	\$155,377	Rank 1	\$110,994	narik 1	957.4	Rank 3	\$104,520	narik 1	Income \$87,541	narik 1	(000s) 772.9	Rank 3
Queensboro FC	\$43,369	2	\$118,147	2	\$80,424	3	2,980.5	1	\$80,798	4	\$59,892	4	2,085.1	1
San Diego Loyal SC	\$39,060	5	\$110,695	3	\$80,917	2	476.2	6	\$81,027	3	\$64,152	2	343.7	6
Austin Bold FC	\$40,917	4	\$108,137	4	\$78,659	5	343.2	7	\$82,973	2	\$63,775	3	255.2	7
Orange County SC	\$35,383	11	\$107,748	5	\$75,444	7	1,665.0	2	\$78,297	5	\$59,806	5	1,208.2	•
Hartford Athletic	\$42,049	3	\$106,832	6	\$78,871	4	1,005.0	16	\$76,523	6	\$59,266	7	124.3	
Monterey Bay FC	\$31,103	20	\$101,891	7	\$72,652	8	45.8	27	\$75,928	7	\$58,473	8	32.5	
Sacramento Republic FC	\$36,725	6	\$100,910	8	\$75,706	6	318.0	9	\$75,345	8	\$59,495	6	223.6	
USLC Des Moines	\$36,103	8	\$91,838	9	\$70,461	9	93.8	23	\$70,423	10	\$55,857	9	60.1	23
Charlotte Independence	\$34,978	12	\$91,129	10	\$63,483	14	313.7	10	\$68,589	13	\$51,718	14	212.6	
Phoenix Rising FC	\$33,225	15	\$90,996	11	\$65,872	11	548.8	5	\$71,703	9	\$54,372	11	383.6	
Charleston Battery	\$35,658	9	\$90,938	12	\$65,239	13	95.9	21	\$69,223	12	\$53,524	12	64.3	
Colorado Springs Switchbacks FC	\$34,613	13	\$90,764	13	\$68,362	10	91.3	24	\$69.742	11	\$54,397	10	59.8	
USLC Rhode Island	\$35,658	9	\$90,234	14	\$65,386	12	210.2	15	\$67,597	15	\$52,052	13	137.4	15
The Miami FC	\$32,353	18	\$86,621	15	\$57,562	20	631.4	4	\$68,125	14	\$49,461	19	471.5	
Pittsburgh Riverhounds SC	\$36,551	7	\$84,354	16	\$59,867	16	288.6	11	\$65,156	17	\$50,616	15	189.0	
Indy Eleven	\$32,643	17	\$84.030	17	\$61,272	15	227.7	13	\$64,392	18	\$50,152	16	147.9	14
Louisville City FC	\$33,448	14	\$83,182	18	\$58,980	17	138.7	17	\$64,120	21	\$49,199	20	90.6	
Birmingham Legion FC	\$32,289	19	\$82,326	19	\$57,745	19	116.8	20	\$63,634	22	\$47,858	23	80.2	20
Las Vegas Lights FC	\$29,640	23	\$81,320	20	\$57,776	18	219.1	14	\$65,793	16	\$50,138	17	163.1	13
San Antonio FC	\$28,725	25	\$80,440	21	\$57,259	22	236.3	12	\$64,204	20	\$49,669	18	164.5	12
Tampa Bay Rowdies	\$32,664	16	\$80,127	22	\$55,996	24	331.7	8	\$64,216	19	\$47,896	22	237.6	8
OKC Energy FC	\$31,002	21	\$79,854	23	\$57,370	21	136.3	18	\$62,461	23	\$48,770	21	90.0	18
FC Tulsa	\$30,894	22	\$79,337	24	\$56,188	23	95.4	22	\$61,944	24	\$47,650	24	63.1	22
Memphis 901 FC	\$27,757	26	\$74,159	25	\$51,809	25	118.4	19	\$60,075	25	\$43,920	25	85.6	19
New Mexico United	\$28,741	24	\$73,260	26	\$51,565	26	81.7	25	\$57,445	26	\$43,815	26	54.3	25
El Paso Locomotive FC	\$20,033	27	\$61,996	27	\$43,486	27	49.8	26	\$50,978	27	\$37,336	27	33.1	26
Rio Grande Valley FC	\$15,763	28	\$56,593	28	\$38,956	28	38.3	28	\$46,932	28	\$33,939	28	24.8	28
Average (Ex. Albuquerque)	\$34,101		\$91,481		\$65,435		405.9		\$69,434		\$53,368		289.1	





### **Market Demographics – CBSA Age**

 Albuquerque is slightly above the USL Championship average in terms of median age at 37.9 years old

	Median	
Team	Age	Rank
Rio Grande Valley FC	29.5	1
El Paso Locomotive FC	32.7	2
Monterey Bay FC	34.2	3
Austin Bold FC	34.4	
San Antonio FC	35.8	-
San Diego Loyal SC	36.0	
Phoenix Rising FC	36.2	7
Orange County SC	36.3	
Colorado Springs Switchbacks FC	36.4	
OKC Energy FC	36.5	10
Memphis 901 FC	36.8	11
USLC Des Moines	37.1	12
Las Vegas Lights FC	37.1	
Sacramento Republic FC	37.2	
Charleston Battery	37.4	
Indy Eleven	37.4	-
Charlotte Independence	37.8	
New Mexico United	37.9	
FC Tulsa	38.1	-
Queensboro FC	39.0	
Birmingham Legion FC	39.1	
Oakland Roots SC	39.6	
Louisville City FC	40.1	
USLC Rhode Island	41.2	
The Miami FC	41.4	-
Hartford Athletic	41.9	26
Tampa Bay Rowdies	43.0	27
Pittsburgh Riverhounds SC	44.5	28
Average (Ex. Albuquerque)	37.7	



### Market Demographics – CBSA Age Breakdown

- Albuquerque is near the USL Championship average in terms of the percentage of its population within the age 18 to 34 demographic group
  - Albuquerque 23.4%
  - USL Championship Average 23.8%
- The 18 to 34 age group is the largest age group in the U.S. and a key target demographic for sports leagues, especially for the USL Championship
  - One of the main reasons these individuals are coveted is because they are more likely to spend money on team apparel, merchandise, tickets, etc.
  - Additionally, if these individuals can be attracted to a team, league, or brand, they are more likely to become long-term fans and customers

USL Championship Summary - CBSA Detailed Age Overview						
Statistical Measure	Albuquerque	Rank	USL Average - (1)			
Statistical Measure	Aibuqueique	01 20	Average - (1)			
2020 Population (000s)	939.3	22	3,164.7			
>1 to 17 (000s)	212.6	24	693.6			
% of Total Population	22.6%	16	22.8%			
18 to 34 (000s)	219.8	24	755.2			
% of Total Population	23.4%	15	23.8%			
35 to 44 (000s)	120.4	22	414.8			
% of Total Population	12.8%	18	13.0%			
45 to 54 (000s)	112.3	22	400.6			
% of Total Population	12.0%	22	12.4%			
55 to 64 (000s)	123.1	22	396.7			
% of Total Population	13.1%	8	12.4%			
65+ (000s)	151.0	22	503.7			
% of Total Population	16.1%	11	15.6%			

(1) - Average excludes Albuquerque.

Source: Esri 2021.

Sources: Pew Research Center, U.S. Census Bureau, Samford University, Simmons Research.





#### Market Demographics – CBSA Ethnicity Breakdown

- 50.2% of the total population in Albuquerque is of Hispanic origin, which is well above the USL Championship average
- The population of Albuquerque is 6.6% American Indian alone, which ranks 2<sup>nd</sup> in the USL Championship
- The population of Albuquerque is 2.7% black alone, which is well below the USL Championship average

USL Championship Summary - CBSA Detailed Race and Ethnicity Overview						
Statistical Measure	Albuquerque	Rank	USL Average - (1)			
Statistical Measure	Aibuqueique	01 20	Average - (1)			
2020 Population (000s)	939.3	22	3,164.7			
White Alone (000s)	627.8	23	1,961.7			
% of Total Population	66.8%	17	67.7%			
Black Alone (000s)	25.5	26	402.4			
% of Total Population	2.7%	27	12.4%			
American Indian Alone (000s)	62.4	5	25.5			
% of Total Population	6.6%	2	1.1%			
Asian Alone (000s)	21.8	24	302.5			
% of Total Population	2.3%	24	6.0%			
Pacific Islander Alone (000s)	1.0	20	6.4			
% of Total Population	0.1%	13	0.2%			
Some Other Race Alone (000s)	156.3	11	335.1			
% of Total Population	16.6%	3	8.6%			
Two or More Races (000s)	44.6	18	131.0			
% of Total Population	4.7%	10	4.0%			
Historia Origia (2005)	474.0	4.4	044.5			
Hispanic Origin (000s)	471.2	14	941.5			
% of Total Population	50.2%	5	27.1%			

<sup>(1) -</sup> Average excludes Albuquerque.





### **Market Demographics – CBSA Unemployment**

 Albuquerque's unemployment rate is higher than the USL Championship average at 7.5%

	Unemployment	
Team	Rate	Rank
Birmingham Legion FC	3.2%	1
OKC Energy FC	4.0%	2
FC Tulsa	4.2%	
USLC Des Moines	4.3%	4
Charleston Battery	4.4%	5
Indy Eleven	4.5%	6
Louisville City FC	4.6%	7
Charlotte Independence	4.6%	7
Tampa Bay Rowdies	4.7%	9
Austin Bold FC	5.3%	10
Oakland Roots SC	6.0%	11
Phoenix Rising FC	6.1%	12
Memphis 901 FC	6.3%	13
The Miami FC	6.4%	14
San Antonio FC	6.5%	15
Colorado Springs Switchbacks FC	6.7%	16
Sacramento Republic FC	6.9%	17
San Diego Loyal SC	6.9%	17
USLC Rhode Island	7.2%	19
Pittsburgh Riverhounds SC	7.5%	
New Mexico United	7.5%	
El Paso Locomotive FC	7.8%	
Hartford Athletic	8.2%	
Queensboro FC	8.8%	
Las Vegas Lights FC	8.8%	
Orange County SC	9.8%	-
Monterey Bay FC	10.4%	
Rio Grande Valley FC	11.2%	28
Average (Ex. Albuquerque)	6.5%	

Note: BLS defines Unemployment Rate by Metropolitan

Area. BLS data is specifically March 2021.

Sources: BLS 2021, Esri 2021.





### Market Demographics – CBSA Economy Size

Albuquerque is well below the USL Championship average in terms of GDP

	F	
	Economy	
	Size (GDP-	Б.
Team	Billions)	
Queensboro FC	\$1,861.1	1
Orange County SC	\$1,088.7	
Oakland Roots SC	\$591.9	
The Miami FC	\$377.5	
Phoenix Rising FC	\$272.1	
San Diego Loyal SC	\$253.1	
Charlotte Independence	\$178.4	
Tampa Bay Rowdies	\$169.2	
Pittsburgh Riverhounds SC	\$162.2	
Austin Bold FC	\$159.4	
Sacramento Republic FC	\$153.3	11
Indy Eleven	\$144.8	
San Antonio FC	\$129.4	13
Las Vegas Lights FC	\$128.5	14
Hartford Athletic	\$105.1	15
USLC Rhode Island	\$91.0	16
OKC Energy FC	\$79.5	17
Memphis 901 FC	\$78.9	18
Louisville City FC	\$73.8	19
Birmingham Legion FC	\$63.6	20
FC Tulsa	\$57.8	21
USLC Des Moines	\$52.2	22
Charleston Battery	\$45.6	23
New Mexico United	\$44.7	24
Colorado Springs Switchbacks FC	\$39.0	25
El Paso Locomotive FC	\$33.2	26
Monterey Bay FC	\$29.5	27
Rio Grande Valley FC	\$22.3	28
Average (Ex. Albuquerque)	\$238.6	
Note: CDP is defined by Metropolita		

Note: GDP is defined by Metropolitan Area.

Source: U.S. BEA.





#### Market Demographics – CBSA Media Market

- Albuquerque is well below the USL Championship average in terms of TV population and radio population
  - 18<sup>th</sup> in USL Championship TV population
    - 48<sup>th</sup> in U.S. TV population
  - 23<sup>rd</sup> in USL Championship radio population
    - 69<sup>th</sup> in U.S. radio population
- Albuquerque is generally comparable to the following USL Championship media markets
  - Oklahoma City
  - Birmingham
  - Louisville
  - Memphis
- Local TV and radio is currently not a significant revenue driver for the USL Championship
- Santa Fe is included is included in the Albuquerque TV market (DMA)

	TV			Radio		
	Population		U.S.	Population		U.S.
Team	(000s)	Rank	Rank	(000s)	Rank	Rank
Queensboro FC	17,864.0	1	1	2,458.4	7	20
Orange County SC	15,129.0	2	2	11,469.7	1	2
Oakland Roots SC	6,108.0	3	7	6,764.4	2	4
Phoenix Rising FC	4,839.0	4	11	3,815.9	4	14
The Miami FC	4,354.0	5	12	4,159.8	3	11
Tampa Bay Rowdies	4,285.0	6	13	2,797.7	6	17
Sacramento Republic FC	3,639.0	7	19	2,052.5	10	27
Charlotte Independence	2,798.0	8	21	2,391.9	8	23
San Diego Loyal SC	2,616.0	9	25	2,873.1	5	16
Indy Eleven	2,567.0	10	27	1,585.2	14	39
Pittsburgh Riverhounds SC	2,413.0	11	29	1,972.1	11	29
San Antonio FC	2,412.0	12	30	2,151.3	9	25
Hartford Athletic	2,164.0	13	33	1,078.2	18	52
Las Vegas Lights FC	1,960.0	14	38	1,945.1	12	31
Austin Bold FC	1,825.0	15	40	1,877.3	13	32
OKC Energy FC	1,612.0	16	45	1,279.5	16	49
Birmingham Legion FC	1,611.0	17	46	925.5	21	61
New Mexico United	1,579.0	18	48	775.4	23	69
Louisville City FC	1,526.0	19	49	1,053.0	19	54
Memphis 901 FC	1,464.0	20	52	1,127.6	17	51
USLC Rhode Island	1,316.0	21	55	1,419.8	15	44
FC Tulsa	1,243.0	22	58	827.5	22	65
Rio Grande Valley FC	1,088.0	23	64	1,036.9	20	56
USLC Des Moines	933.0	24	68	751.9	24	71
El Paso Locomotive FC	829.0	25	81	696.5	25	76
Colorado Springs Switchbacks FC	784.0	26	85	613.2	27	87
Charleston Battery	744.0	27	91	690.4	26	79
Monterey Bay FC	577.0	28	111	603.7	28	91
Average (Ex. Albuquerque)	3,285.2			2,237.7		

Note: TV market data represents the respective DMAs.

Sources: Nielsen 2021, ThinkTV 2021.



### Market Demographics – CBSA Corporate Base

- Albuquerque is well below the USL Championship average in terms of corporate base measurements
  - 23<sup>rd</sup> in companies with \$20mm in sales
  - 23<sup>rd</sup> in companies with \$50mm in sales
  - 23<sup>rd</sup> in companies with 500+ employees
  - 22<sup>nd</sup> (last) in Fortune 1000 companies
- Albuquerque is generally comparable to the following USL Championship markets
  - Des Moines
  - Charleston
  - El Paso
  - Colorado Springs

<del>-</del>								
	Companies		Companies		Companies		Fortune	
_	w/ \$20mm		w/ \$50mm		w/ 500+		1000	
Team	Sales						Companies	Rank
Queensboro FC	10,988	1	5,655	1	1,896	1	105	1
Orange County SC	6,564	2	3,066	2	1,071	2	32	3
The Miami FC	2,618	3	1,227	4	431	3	19	4
Oakland Roots SC	2,562	4	1,272	3	387	4	35	2
Phoenix Rising FC	1,527	5	717	5	363	5	19	4
Pittsburgh Riverhounds SC	1,365	6	630	6	233	7	13	7
San Diego Loyal SC	1,311	7	619	7	244	6	8	8
Tampa Bay Rowdies	1,032	8	477	9	225	8	5	14
Charlotte Independence	967	9	513	8	153	13	17	6
Indy Eleven	945	10	463	10	187	9	8	8
Austin Bold FC	840	11	415	11	148	15	3	20
San Antonio FC	748	12	365	12	187	9	5	14
USLC Rhode Island	740	13	339	14	139	16	7	10
Hartford Athletic	726	14	356	13	153	13	4	17
Louisville City FC	678	15	324	15	116	17	4	17
Sacramento Republic FC	638	16	291	17	160	12	0	22
Las Vegas Lights FC	590	17	270	19	174	11	7	10
OKC Energy FC	571	18	303	16	106	18	5	14
Memphis 901 FC	564	19	263	21	101	19	6	13
Birmingham Legion FC	552	20	272	18	93	20	3	20
FC Tulsa	552	20	266	20	77	21	7	10
USLC Des Moines	393	22	211	22	69	22	4	17
New Mexico United	256	23	98	23	65	23	0	22
Charleston Battery	218	24	96	25	46	26	0	22
El Paso Locomotive FC	187	25	98	23	59	24	0	22
Colorado Springs Switchbacks FC	182	26	82	26	59	24	0	22
Monterey Bay FC	140	27	58	28	29	27	0	22
Rio Grande Valley FC	126	28	65	27	28	28	0	22
Average (Ex. Albuquerque)	1,419		693		257		12	

Source: Hoovers 2021.





### Market Demographics - CBSA Cost of Living

- Albuquerque is below the USL Championship average in terms of cost of living
- Albuquerque is generally comparable to the following USL Championship markets
  - Tampa Bay
  - Indianapolis
  - Louisville
  - Charleston

	Cost of Living	
Team	Index	Rank
Rio Grande Valley FC	76.5	1
Memphis 901 FC	80.6	2
FC Tulsa	86.0	3
OKC Energy FC	86.0	3
Birmingham Legion FC	87.0	5
El Paso Locomotive FC	87.7	6
San Antonio FC	89.5	7
USLC Des Moines	89.9	8
Tampa Bay Rowdies	91.2	9
Indy Eleven	92.4	
New Mexico United	93.8	11
Louisville City FC	94.1	
Charleston Battery	97.2	
Charlotte Independence	98.2	
Phoenix Rising FC	99.3	
Austin Bold FC	99.7	16
Colorado Springs Switchbacks FC	101.1	
Pittsburgh Riverhounds SC	103.1	
Las Vegas Lights FC	103.6	
The Miami FC	115.0	
Sacramento Republic FC	118.4	
Hartford Athletic	119.0	
USLC Rhode Island	119.2	_
San Diego Loyal SC	142.1	
Orange County SC	148.7	-
Queensboro FC	149.0	
Monterey Bay FC	149.3	
Oakland Roots SC	157.6	28
Average (Ex. Albuquerque)	106.7	

Note: Index is defined by Urban Area.

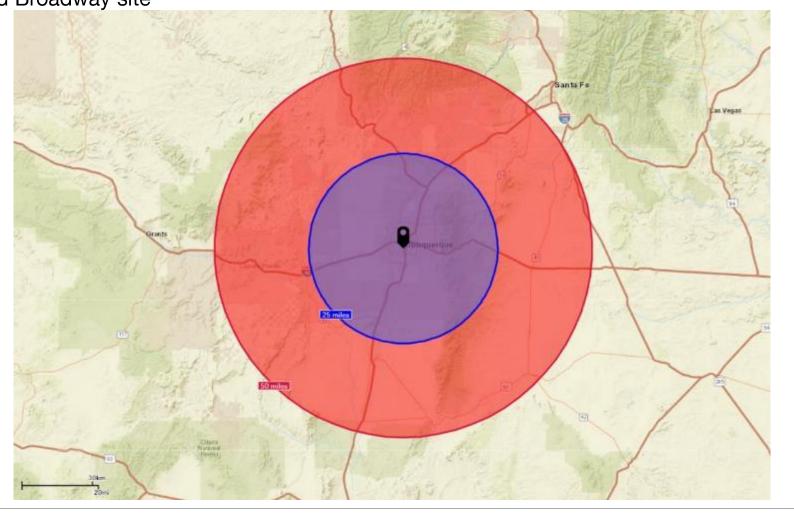
Source: Council for Community and Economic

Research 2021.



### **Market Demographics – Geographic Rings**

 Market demographics were also evaluated based on geographic ring designations (25 mile / 50 mile) surrounding the proposed Coal and Broadway site







#### Market Demographics – 25 Mile Ring Summary

- Albuquerque is the 23<sup>rd</sup>-largest market in the USL Championship in terms of 25 mile ring population
  - Population / households well below average
    - Growth slightly below average
  - Average / median income well below average
  - High income households well below average
  - Median age slightly above average
  - Corporate base well below average
- In terms of the 25 mile ring designation, Albuquerque is generally comparable in population size to the following USL Championship markets
  - McAllen-Edinburg (Rio Grande Valley)
  - El Paso
  - Birmingham
  - Tulsa
  - Colorado Springs
- See Appendix A for more detail

USL Championship Summary - 25 Mile Ring Designation Overview					
		USL			
Statistical Measure	Albuquerque	of 28	Average - (1)		
2020 Population (000s)	880.9	23	2,302.8		
2025 Population (000s)	921.8	23	2,399.9		
Est. % Growth 2020-2025	4.60%	13	4.99%		
2020 Households (000s)	346.7	21	850.4		
2025 Households (000s)	362.2	21	885.6		
Est. % Growth 2020-2025	4.50%	13	4.92%		
Per Capita Income	\$29,407	23	\$34,621		
Average Household Income	\$74,540	26	\$92,683		
Median Household Income	\$52,416	25	\$66,227		
HHs w/ Income \$100,000+ (000s)	79.5	25	295.0		
Average Disposable Income	\$58,317	26	\$70,149		
Median Disposable Income	\$44,671	25	\$53,921		
HHs w/ Disposable Income \$100,000+ (000s)	52.9	25	209.3		
Median Age	37.8	19	37.3		
Companies w/ \$20mm Sales	251	23	1,077		
Companies w/ \$50mm Sales	98	24	535		
Companies w/ 500+ Employees	63	23	206		
Fortune 1000 Companies	0	23	10		

(1) - Average excludes Albuquerque.





### Market Demographics – 25 Mile Ring Summary (NY/LA Excluded)

- The following USL Championship 25 mile ring demographic summary does not include Los Angeles or New York (outliers)
- Albuquerque is still well below the USL Championship average in terms of 25 mile ring population
  - Population / households well below average
    - Growth below average
  - Average / median income below average
  - High income households well below average
  - Median age slightly above average
  - Corporate base well below average
- With Los Angeles and New York removed,
   Albuquerque is closer to the league averages but still well below average in most categories
- See Appendix A for more detail

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USL Championship Summary - 25 Mi	USL Championship Summary - 25 Mile Ring Designation Overview						
		Rank	USL				
Statistical Measure	Albuquerque	of 26	Average - (1)				
2020 Population (000s)	880.9	21	1,753.3				
2025 Population (000s)	921.8	21	1,845.1				
Est. % Growth 2020-2025	4.60%	13	5.22%				
2020 Households (000s)	346.7	19	656.0				
2025 Households (000s)	362.2	19	689.6				
Est. % Growth 2020-2025	4.50%	13	5.16%				
Per Capita Income	\$29,407	21	\$34,211				
Average Household Income	\$74,540	24	\$90,858				
Median Household Income	\$52,416	23	\$65,021				
HHs w/ Income \$100,000+ (000s)	79.5	23	214.6				
Average Disposable Income	\$58,317	24	\$69,248				
Median Disposable Income	\$44,671	23	\$53,177				
HHs w/ Disposable Income \$100,000+ (000s)	52.9	23	153.3				
Median Age	37.8	18	37.3				
Companies w/ \$20mm Sales	251	21	755				
Companies w/ \$50mm Sales	98	22	367				
Companies w/ 500+ Employees	63	21	151				
Fortune 1000 Companies	0	21	7				

Note: Los Angeles and New York excluded from summary (outliers).

(1) - Average excludes Albuquerque.





#### **Market Demographics – 50 Mile Ring Summary**

- Albuquerque is the second smallest market in the USL Championship in terms of 50 mile ring population
  - Population / households well below average
    - Growth below average
  - Average / median income well below average
  - High income households well below average
  - Median age slightly above average
  - Corporate base well below average
- In terms of the 50 mile ring designation, Albuquerque is generally comparable in population size to the following USL Championship markets
  - El Paso
  - Des Moines
  - Charleston
- See Appendix A for more detail

USL Championship Summary - 50 Mile Ring Designation Overview					
		Rank			
Statistical Measure	Albuquerque	of 28	Average - (1)		
2020 Population (000s)	966.6	27	3,884.2		
2025 Population (000s)	1,008.4	27	4,032.8		
Est. % Growth 2020-2025	4.30%	14	4.86%		
2020 Households (000s)	377.4	26	1,414.3		
2025 Households (000s)	393.4	26	1,467.3		
Est. % Growth 2020-2025	4.20%	15	4.78%		
Per Capita Income	\$28,880	24	\$34,344		
Average Household Income	\$73,665	25	\$92,670		
Median Household Income	\$51,878	25	\$66,152		
HHs w/ Income \$100,000+ (000s)	84.7	26	504.0		
Average Disposable Income	\$57,748	26	\$69,975		
Median Disposable Income	\$44,131	25	\$53,818		
HHs w/ Disposable Income \$100,000+ (000s)	56.4	26	360.0		
Median Age	38.1	17	37.7		
Companies w/ \$20mm Sales	259	25	1,730		
Companies w/ \$50mm Sales	100	27	846		
Companies w/ 500+ Employees	63	26	325		
Fortune 1000 Companies	0	24	15		

(1) - Average excludes Albuquerque.

## B. USL Championship Demographics





### Market Demographics – 50 Mile Ring Summary (NY/LA Excluded)

- The following USL Championship 50 mile ring demographic summary does not include Los Angeles or New York (outliers)
- Albuquerque is still well below the USL Championship average in terms of 50 mile ring population
  - Population / households well below average
    - Growth below average
  - Average / median income below average
  - High income households well below average
  - Median age slightly above average
  - Corporate base well below average
- With Los Angeles and New York removed,
   Albuquerque is closer to the league averages but still well below average in most categories
- See Appendix A for more detail

USL Championship Summary - 50 Mile Ring Designation Overview						
		Rank	USL			
Statistical Measure	Albuquerque	of 26	Average - (1)			
2020 Population (000s)	966.6	25	2,805.8			
2025 Population (000s)	1,008.4	25	2,941.2			
Est. % Growth 2020-2025	4.30%	14	5.10%			
2020 Households (000s)	377.4	24	1,047.0			
2025 Households (000s)	393.4	24	1,096.3			
Est. % Growth 2020-2025	4.20%	15	5.02%			
Per Capita Income	\$28,880	22	\$34,002			
Average Household Income	\$73,665	23	\$91,145			
Median Household Income	\$51,878	23	\$65,251			
HHs w/ Income \$100,000+ (000s)	84.7	24	353.0			
Average Disposable Income	\$57,748	24	\$69,261			
Median Disposable Income	\$44,131	23	\$53,364			
HHs w/ Disposable Income \$100,000+ (000s)	56.4	24	253.5			
Median Age	38.1	16	37.8			
Companies w/ \$20mm Sales	259	23	1,135			
Companies w/ \$50mm Sales	100	25	546			
Companies w/ 500+ Employees	63	24	228			
Fortune 1000 Companies	0	22	11			

Note: Los Angeles and New York excluded from summary (outliers).

(1) - Average excludes Albuquerque.

Sources: Esri 2021, Hoovers 2021.

## B. USL Championship Demographics

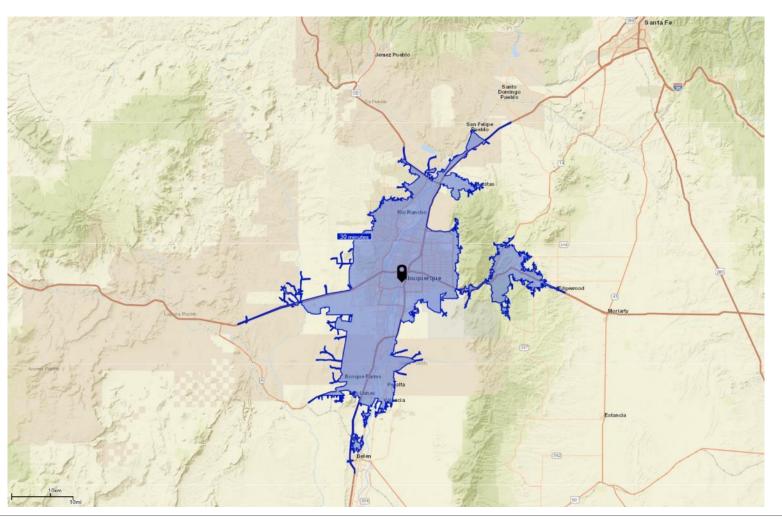




### **Market Demographics – Drive Time**

Market demographics also evaluated based on the 30 minute drive time designation surrounding the proposed Coal and

Broadway site



## B. USL Championship Demographics



### Market Demographics – 30 Minute Drive Time Summary

- Albuquerque is the 21<sup>st</sup> largest market in the USL Championship in terms of 30 minute drive time population
  - Population / households well below average
    - Growth below average
  - Average / median income below average
  - High income households well below average
  - Median age slightly above average
- In terms of the 30 minute drive time designation, Albuquerque is generally comparable in population size to the following USL Championship markets
  - McAllen-Edinburg (Rio Grande Valley)
  - El Paso
  - Tulsa
  - Birmingham
  - Tampa Bay
- See Appendix A for more detail

USL Championship Summary - 30 Minute D	rive Time Desig	natior	n Overview
		Rank	USL
Statistical Measure	Albuquerque	of 28	Average - (1)
2020 Population (000s)	809.2		1,363.9
2025 Population (000s)	840.4	21	1,426.3
Est. % Growth 2020-2025	3.90%	15	4.80%
2020 Households (000s)	321.2	20	502.9
2025 Households (000s)	333.2	20	525.8
Est. % Growth 2020-2025	3.70%	17	4.80%
Per Capita Income	\$29,755	22	\$33,692
Average Household Income	\$74,754	24	\$89,480
Median Household Income	\$52,234	25	\$63,636
HHs w/ Income \$100,000+ (000s)	74.5	23	159.1
Average Disposable Income	\$58,396	24	\$68,079
Median Disposable Income	\$44,504	25	\$52,055
HHs w/ Disposable Income \$100,000+ (000s)	49.5	24	111.0
Median Age	37.8	19	37.0

(1) - Average excludes Albuquerque.

Sources: Esri 2021.



### **Professional and Collegiate Sports**

- The Albuquerque CBSA is home to four minor league professional sports teams
  - Albuquerque Isotopes Triple-A West
  - Duke City Gladiators Indoor Football League (IFL)
  - New Mexico Runners Major Arena Soccer League 2 (M2)
  - New Mexico Bullsnakes American Basketball Association (ABA)
- Consideration should also be given to competition from major collegiate programs in the market
  - University of New Mexico (UNM) Lobos Mountain West Conference (MW)













### **Albuquerque Isotopes – Overview**

- The Isotopes are a minor league professional baseball team and Triple-A affiliate of the Colorado Rockies (MLB) currently playing in the East Division of Triple-A West
  - The Isotopes were formerly members of the Triple-A Pacific Coast League team was organized into the Triple-A West due to the restructuring of Minor League Baseball in 2021
- The team was initially founded in 1985 as the Calgary Cannons, the Triple-A affiliate of the Seattle Mariners (MLB)
- In 2001, ownership of the Calgary Cannons signed a letter of intent to sell the team to an ownership group from Albuquerque contingent upon voters in New Mexico approving a referendum to develop a new ballpark
  - In 2003, the Cannons relocated to Albuquerque and were renamed the Albuquerque Isotopes
- The team was affiliated with the Miami Marlins (MLB) from 2003 to 2008 and the Los Angeles Dodgers (MLB) from 2009 to 2014
- The Isotopes have been the Triple-A affiliate of the Colorado Rockies (MLB) since 2015
- The team has won three division titles in 2003, 2009, and 2012
- The Isotopes currently play their home games at Rio Grande Credit Union Field at Isotopes Park, which was rebuilt in 2003 and has a maximum baseball capacity of 13,279 (11,124 fixed capacity), with 30 luxury suites and 661 club seats

Announced Attendance Per Game				
		Triple-A		
Season	Attendance	Rank		
2015	8,007	9		
2016	7,795	10		
2017	7,978	9		
2018	7,948	8		
2019	7,983	8		

Note: Triple-A baseball consisted of

30 teams in 2019.

Source: MiLB.





### **Duke City Gladiators – Overview**

- The Duke City Gladiators are a professional indoor football team currently playing in the Indoor Football League (IFL)
- The team was founded and began play in 2015 as a member of the Champions Indoor Football (CIF) league
  - The team originally planned to join the X-League Indoor Football, but due to financial and geographical considerations, the team instead joined the CIF
- The team is owned by Duke City Entertainment Group, Inc., which consists of several investors including Gladiators founder and general manager Matt Caward as well as co-founder and head coach Dominic Bramante
- The Gladiators won two CIF Championships in 2018 and 2019 prior to joining the IFL in 2020
  - The Gladiators will make their IFL debut in 2021 (2020 IFL season was cancelled due to COVID-19)
- The Gladiators play their home games at Tingley Coliseum, which opened in 1957 and has a capacity of 11,571
  - Since 1999, renovations and upgrades at Tingley Coliseum have totaled a reported \$9.6 million

Announced Attendance Per Game				
		CIF		
Season	Attendance	Rank		
2015	1,178	6		
2016	1,421	7		
2017	581	7		
2018	571	5		
2019	2,804	1		

Note: CIF included 7 teams in 2015 and 2016; 14 teams in 2017; 11 teams in 2018; and 8 teams in 2019. Source: CIF.





#### **New Mexico Runners – Overview**

- The Runners are a professional indoor soccer club competing in M2, a developmental league to Major Arena Soccer League (MASL)
  - M2 was founded in 2017 with the mission to "provide an outlet for teams to either reorganize for a re-emergence in the MASL or an avenue for teams to compete in smaller markets in hopes of rising to MASL status"
- The Runners were founded by local businessmen Andres Trujillo and his father, Edwin Trujillo, in 2018 and became New Mexico's first professional indoor soccer club
- Due to operating restrictions related to COVID-19, the New Mexico Runners are currently inactive for the 2020-21 season
- The Runners play their home matches at Rio Rancho Events Center, which opened in 2006 and has a capacity of 7,000 seats with 30 luxury suites and 500 club seats





#### New Mexico Bullsnakes - Overview

- The Bullsnakes are a semi-professional basketball team currently playing in the ABA's Far West Division
  - The ABA was founded in 1999 and bears no relation to the original ABA which merged with the NBA in 1976
- The Bullsnakes joined the ABA in 2019 under the leadership and ownership of Nick Lourenco
  - The team mainly consists of local talent from New Mexico and southwest region
- The Bullsnakes play their home games at the McDermott Athletic Center, a community-use recreation facility in Rio Rancho





### **University of New Mexico – Athletic Programs**

- University of New Mexico currently fields 16 varsity athletics programs (seven men's teams and nine women's teams) that generally compete in the Mountain West Conference
  - Men's programs include baseball, basketball, cross country, football, golf, tennis, and track & field
  - Women's programs include basketball, cross country, golf, soccer, softball, swimming & diving, tennis, track & field, and volleyball
- UNM men's soccer team competed from 1983 to 2019 despite team's success, the University cut the program along with three other varsity programs due to a budget deficit within the athletic department
  - The team competed in Conference USA winning four Conference Tournament Championships and made 12 NCAA Tournament appearances from 2001 to 2016 (team was national runner up in 2005 and made a Final Four appearance in 2013)
  - In 2018, the team had an average announced attendance of 1,081 (32<sup>nd</sup> in the NCAA)
- UNM women's soccer team has won three regular season Mountain West Conference Titles (2011,2012, and 2018) and one Conference Tournament Championship (2011) – team has made two NCAA postseason appearances (2010 and 2011)
  - In 2018, the team had an average announced attendance of 846 (31st in the NCAA)
- UNM men's and women's basketball regularly rank in the top 25 nationally for attendance
- UNM has won three NCAA team national championships two in Women's Cross Country (2015 and 2017) and one in co-ed skiing in 2004 (team was discontinued in 2019)





### **Albuquerque – Defunct Sports Teams**

- The Albuquerque Dukes were a minor league baseball team that competed in the Triple-A Pacific Coast League from 1972 to 2000. In 2000, the team was sold and relocated to Portland, Oregon
- The Albuquerque Thunderbirds were a professional basketball team of the NBA G League (formerly NBA D League) that played at Tingley Coliseum from 2005 to 2010. Team rebranded as New Mexico Thunderbirds in 2010 and played at Rio Rancho Events Center for the 2010-11 season. Team was purchased by the Cleveland Cavaliers in 2011 and relocated to Canton, Ohio.
- The New Mexico Scorpions were a Central Hockey League team that played at Tingley Coliseum from 1996 to 2005. The team relocated to Rio Rancho in 2006 and played at Rio Rancho Events Center from 2006 to 2009 before ceasing operations on July 2, 2009.
- The Albuquerque Geckos were a professional soccer club that competed in the United States Interregional Soccer League (USISL) D-3 Pro League in 1997 and USL A-League in 1998 (tier two league)
  - Club finished first in USISL D-3 in 1997 and were promoted USL A-League in 1998. Following poor team performance in 1998 (five wins), club was relocated to Sacramento in 1999 and went defunct shortly after.
- The Albuquerque Asylum was an amateur soccer club that played in the National Premier Soccer League (NPSL) from 2004 to 2008. Team went on hiatus following the 2008 season and has not competed since.
  - Sister club, Albuquerque Lady Asylum, was a member of the Women's Premier Soccer League (WPSL) from 2007 to 2008



### **Competitive Facilities – Overview**

- Existing and planned competitive inventory of public assembly venues in the Albuquerque market will impact the
  operations of the proposed project
  - Patrons
  - Advertising/sponsorship
  - Events
- Competitive facilities are summarized on the following pages and include:
  - Branch Field at University Stadium
  - University Arena (The Pit)
  - Isleta Amphitheater
  - Rio Grande Credit Union (RGCU) Field at Isotopes Park
  - Tingley Coliseum
  - Rio Rancho Events Center
  - UNM Soccer and Track & Field Complex
  - Johnson Gymnasium
  - Santa Ana Star Field
- Review of historical event information provided by Pollstar is summarized for competitive facilities when available



### **Competitive Facilities – Overview**

- The following facilities were not deemed competitive:
  - Lobo Softball Field capacity of 1,500
  - McKinnon Family Tennis Stadium / Linda Estes Tennis Complex capacity of approximately 1,000
  - Indoor Track at the Albuquerque Convention Center capacity of 2,000
  - Wilson Stadium capacity of 5,800; shared high school football stadium
  - Milne Stadium capacity of 6,000; shared high school football stadium
  - Nusenda Community Stadium capacity of 7,000; shared high school football stadium
  - Other community-use recreational facilities and high school football stadiums



#### **Pollstar Overview**

- Pollstar is the leading trade publication in the live entertainment industry information is gathered from event professionals, managers, booking agents, promoters, facilities, and production companies
- It is important to note that Pollstar event information listed throughout is reported only for select concerts, comedy shows, non-tenant sporting events, religious events, and family shows (Pollstar does not report tenant sporting events, etc.) – figures presented in USD
- Paid attendance and gross revenue figures reflect only events with Pollstar-reported data
  - In many cases, event box office data is not reported to Pollstar, in which case Pollstar still reports the event having taken place (unreported event)
  - Charts reflecting the total number of events include unreported events without event data (unless otherwise specified)
- The following tables throughout this report summarize events, the number of events, paid attendance, gross revenue, and number of events with attendance below a certain threshold



### **Competitive Facilities – Summary of Facilities and Competitive Basis**

- The characteristics of local competitive venues are summarized below
- Each venue's competitive basis (patrons/events/sponsorships) is characterized as it relates to the new stadium project
  - Due to the presence of a number of small- to mid-sized arenas and college athletics facilities, the Albuquerque market has moderate competition for patron/household expenditures, events, and sponsorships/corporate expenditures

Year Opened / Renovated		Operator	Maximum Capacity	<b>Suites</b>	Loge Boxes	Club Seats	Tenant(s)
TBD	City of Albuquerque	TBD	TBD	TBD	TBD	TBD	USL
1960 / 2004	University of New Mexico	University of New Mexico	39,200	TBC	0	TBC	NCAA
1966 / 2009	University of New Mexico	University of New Mexico	15,411	40	0	365	NCAA
2000 / 2009	Live Nation Entertainment	Live Nation Entertainment	15,500	0	68	0	NA
2003	City of Albuquerque	Albuquerque Isotopes	15,000	30	0	661	Triple-A, USL
1957	EXPO New Mexico	EXPO New Mexico	11,571	0	0	0	IFL
2006	City of Rio Rancho	Spectra	7,000	30	0	500	MASL2
1985 / 1996	University of New Mexico	University of New Mexico	6,200	0	0	0	NCAA
1957	University of New Mexico	University of New Mexico	4,000	0	0	0	NCAA
1960 / 2014	University of New Mexico	University of New Mexico	3,500	0	0	0	NCAA
			3,500	0	0	0	
			13,042	13	8	191	
			39,200	40	68	661	
	TBD  1960 / 2004 1966 / 2009 2000 / 2009 2003 1957 2006 1985 / 1996 1957 1960 / 2014	TBD City of Albuquerque  1960 / 2004 1966 / 2009 2000 / 2009 2000 / 2009 2003 City of Albuquerque 1957 EXPO New Mexico 2006 City of Rio Rancho 1985 / 1996 1957 University of New Mexico	TBD City of Albuquerque TBD  1960 / 2004 University of New Mexico 1966 / 2009 University of New Mexico 2000 / 2009 Live Nation Entertainment 2003 City of Albuquerque 1957 EXPO New Mexico 2006 City of Rio Rancho 1985 / 1996 University of New Mexico 1957 University of New Mexico 1957 University of New Mexico 1957 University of New Mexico 1960 / 2014 University of New Mexico	TBDCity of AlbuquerqueTBDTBD1960 / 2004University of New MexicoUniversity of New Mexico39,2001966 / 2009University of New MexicoUniversity of New Mexico15,4112000 / 2009Live Nation EntertainmentLive Nation Entertainment15,5002003City of AlbuquerqueAlbuquerque Isotopes15,0001957EXPO New MexicoEXPO New Mexico11,5712006City of Rio RanchoSpectra7,0001985 / 1996University of New MexicoUniversity of New Mexico6,2001957University of New MexicoUniversity of New Mexico4,0001960 / 2014University of New MexicoUniversity of New Mexico3,5003,5003,500	TBDCity of AlbuquerqueTBDTBDTBD1960 / 2004University of New MexicoUniversity of New Mexico39,200TBC1966 / 2009University of New MexicoUniversity of New Mexico15,411402000 / 2009Live Nation EntertainmentLive Nation Entertainment15,50002003City of AlbuquerqueAlbuquerque Isotopes15,000301957EXPO New MexicoEXPO New Mexico11,57102006City of Rio RanchoSpectra7,000301985 / 1996University of New MexicoUniversity of New Mexico6,20001957University of New MexicoUniversity of New Mexico4,00001960 / 2014University of New MexicoUniversity of New Mexico3,500013,0421339,20040	TBD         City of Albuquerque         TBD         TBD         TBD         TBD         TBD           1960 / 2004         University of New Mexico         University of New Mexico         39,200         TBC         0           1966 / 2009         University of New Mexico         University of New Mexico         15,411         40         0           2000 / 2009         Live Nation Entertainment         Live Nation Entertainment         15,500         0         68           2003         City of Albuquerque         Albuquerque Isotopes         15,000         30         0           1957         EXPO New Mexico         EXPO New Mexico         11,571         0         0           2006         City of Rio Rancho         Spectra         7,000         30         0           1985 / 1996         University of New Mexico         University of New Mexico         6,200         0         0           1957         University of New Mexico         University of New Mexico         3,500         0         0           1960 / 2014         University of New Mexico         University of New Mexico         3,500         0         0           13,042         13         8           39,200         40         68	TBD         City of Albuquerque         TBD         TBD         TBD         TBD         TBD         TBD           1960 / 2004         University of New Mexico         University of New Mexico         39,200         TBC         0         TBC           1966 / 2009         University of New Mexico         15,411         40         0         365           2000 / 2009         Live Nation Entertainment         Live Nation Entertainment         15,500         0         68         0           2003         City of Albuquerque         Albuquerque Isotopes         15,000         30         0         661           1957         EXPO New Mexico         EXPO New Mexico         11,571         0         0         0           2006         City of Rio Rancho         Spectra         7,000         30         0         500           1985 / 1996         University of New Mexico         University of New Mexico         6,200         0         0         0           1957         University of New Mexico         University of New Mexico         3,500         0         0         0           1960 / 2014         University of New Mexico         University of New Mexico         3,500         0         0         0           13,042

Competitive Basis					
Patrons / Household Expenditures	Events	Sponsorships / Corporate Expenditures			
High	High	High			
High	Low	High			
High	Mid	Mid			
High	High	High			
Mid	Low	Mid			
Mid	Low	Mid			
Low	Low	Low			
Low	Low	Low			
Low	Low	Low			

<sup>(1) - 68</sup> VIP Boxes (not the same product as a typical loge box).

<sup>(2) -</sup> Includes 26 luxury suites and four club suites.

Sources: Industry research, Visit Albuquerque, Visit Rio Rancho.



### Branch Field at University Stadium – Overview (Albuquerque, NM)

Opened: 1960

Original Cost: \$4 million (reported)

Renovated: 2004 (cost not available – minor renovation)

Owner: UNM

Operator: UNM

Naming Rights: NA

 UNM reached a naming rights agreement with Dreamstyle Remodeling for the stadium and arena in 2017 (10 years / \$10 million) – deal terminated in 2020 due to disagreement over financial terms and money owed

Maximum Capacity: 39,200

Luxury Suites: TBC

Loge/Theatre Boxes: 0

Club Seats: TBC

Primary Tenants: UNM Lobos football (Mountain West)





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### **Branch Field at University Stadium – Premium Seating Pricing**

- U.S. Bank Zia Club Level
  - Season Ticket: \$1,022 (includes \$500 donation)
  - Single-Game: \$90
- U.S. Bank Indoor End Zone Club
  - Season Ticket: \$1,700 (includes \$1,000 donation)
  - Single-Game: \$135
- U.S. Bank Outdoor End Zone Club
  - Season Ticket: \$415 (includes \$100 donation)
  - Single-Game: \$67

Source: UNM Lobo Club.









### **University Arena (The Pit) – Overview (Albuquerque, NM)**

Opened: 1966

Original Cost: \$1.4 million (reported)

Renovated: 2009 (\$60 million reported cost)

Owner: UNM

Operator: UNM

Naming Rights: NA

 UNM reached a naming rights agreement with Dreamstyle Remodeling for the stadium and arena in 2017 (10 years / \$10 million) – deal terminated in 2020 due to disagreement over financial terms and money owed

Maximum Capacity: 15,411

Luxury Suites: 40

Loge/Theatre Boxes: 0

Club Seats: 365

Primary Tenants: UNM Lobos basketball (Mountain West)





# CAAICON

### **University Arena (The Pit) – Premium Seating Pricing**

- Suites reportedly cost \$30,000 to \$40,000 per season in 2018
  - Reportedly sold 17.5 of 40 in 2018
- U.S. Bank Club Level
  - Season Ticket: \$1,500
- Lobo Level (Courtside)
  - Season Ticket (Row 1): \$3,205 (including \$1,250 donation)
  - Season Ticket (Rows 2-5): \$3,018 (including \$1,250 donation)

Source: UNM Lobo Club.





Source: Douglas Aurand.



### Isleta Amphitheater – Overview (Albuquerque, NM)

Opened: 2000

Original Cost: NA

Renovated: 2009 (cost not available)

Owner: Live Nation Entertainment

Operator: Live Nation Entertainment

 Naming Rights: Isleta Resort & Casino (5 years / financial terms not disclosed)

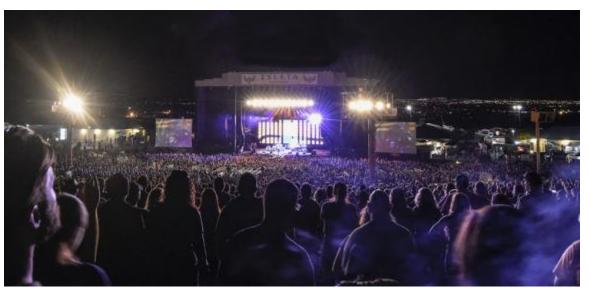
Maximum Capacity: 15,500

Luxury Suites: 0

VIP Boxes: 68 (six-person capacity)

Club Seats: 0

Primary Tenants: NA







### Isleta Amphitheater – Pollstar (Albuquerque, NM)

- Over the past five years, Isleta Amphitheater has averaged 16 Pollstarreported events per year
  - Average paid attendance of 10,496
- 53% of events were below 11,000 in attendance
- 70% of events were below 13,500 in attendance
- 94% of events were below 15,000 in attendance
- From 2015 to 2019, the venue had five event days per year without Pollstarreported box office numbers

Isleta Amphitheater	
Total Reported Events (2015-2019)	81
Reported Events per Year	16
Average Tickets Sold	10,496
Average Total Gross	\$386,453
Average Ticket Price	\$36.82
Average Show Capacity	14,587
Total % Sold as % of Total Show Capacity	72%
Building Maximum Capacity	15,500
Total % Sold as % of Maximum Capacity	68%
Unreported Event Days per Year	5

Events with Attendance Belov	w Thresholds	5
Attendance Cutoff	Count	%
8,500	22	27%
9,000	26	32%
9,500	31	38%
10,000	33	41%
10,500	38	47%
11,000	43	53%
11,500	45	56%
12,000	48	59%
12,500	53	65%
13,000	55	68%
13,500	57	70%
14,000	65	80%
14,500	70	86%
15,000	76	94%
15,500	81	100%

Source: Pollstar.



### Isleta Amphitheater – Detailed Pollstar (Albuquerque, NM)

- From 2015 to 2019, Isleta Amphitheater hosted an average of 22 events per year (108 total) according to Pollstar
  - There were 106 total concerts (79 with Pollstar-reported data) 98% of all Pollstar-reported events at the facility
  - There was only one family show and one comedy show held at the venue from 2015 to 2019 according to Pollstar
- Concerts with Pollstar-reported data had an average paid attendance of 10,691 and an average gross of \$393,452, which
  resulted in an implied average ticket price of \$36.80
  - The five most attended concerts included Florida Georgia Line, Jason Aldean (two shows), and Luke Bryan (two shows)

2015	2016	2017	2018	2019	Average		Total	Average	Average	Average
Total Events	<b>Total Events</b>	Total Events	<b>Total Events</b>	<b>Total Events</b>	2015-2019	Event Type	Events	Tickets Sold	Gross	Ticket Price
23	22	20	23	18	21.2	Concert	79	10,691	\$393,452	\$36.80
1	0	0	0	0	0.2	Family	1	2,916	\$145,520	\$49.90
0	0	1	0	0	0.2	Comedy	1	2,625	\$74,462	\$28.37
0	0	0	0	0	0.0	Non-Tenant Sports	0	NA	NA	N/
0	0	0	0	0	0.0	Cirque du Soleil	0	NA	NA	N/
0	0	0	0	0	0.0	Religious	0	NA	NA	N/
0	0	0	0	0	0.0	Other	0	NA	NA	N/
24	22	21	23	18	21.6	Total	81			
	23 1 0 0 0 0 0	Total Events         Total Events           23         22           1         0           0         0           0         0           0         0           0         0           0         0           0         0           0         0           0         0           0         0           0         0	Total Events         Total Events         Total Events           23         22         20           1         0         0           0         0         1           0         0         0           0         0         0           0         0         0           0         0         0           0         0         0           0         0         0           0         0         0	Total Events         Total Events         Total Events         Total Events           23         22         20         23           1         0         0         0           0         0         1         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0	Total Events         Total Events         Total Events         Total Events         Total Events         Total Events           23         22         20         23         18           1         0         0         0         0           0         0         1         0         0           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0	Total Events         2015-2019           23         22         20         23         18         21.2           1         0         0         0         0.2           0         0         1         0         0         0.2           0         0         0         0         0         0.0           0         0         0         0         0         0.0           0         0         0         0         0         0.0           0         0         0         0         0         0.0           0         0         0         0         0         0.0           0         0         0         0         0         0.0	Total Events         Event Type           23         22         20         23         18         21.2         Concert         Family           0         0         0         0         0.2         Comedy         Non-Tenant Sports           0         0         0         0         0.0         Cirque du Soleil           0         0         0         0.0         Religious           0         0         0         0.0         Other	Total Events         Event Type         Events           23         22         20         23         18         21.2         Concert         79           1         0         0         0         0.2         Family         1           0         0         0         0.2         Comedy         1           0         0         0         0.0         Non-Tenant Sports         0           0         0         0         0.0         Cirque du Soleil         0           0         0         0         0.0         Religious         0           0         0         0         0.0         Other         0	Total Events         Average Event Type           23         22         20         23         18         21.2         Concert         79         10,691           1         0         0         0         0.2         Comedy         1         2,916           0         0         0         0         0.0         0.0         Non-Tenant Sports         0         NA           0         0         0         0         0.0         0.0         NA         Cirque du Soleil         0         NA           0         0         0         0         0.0         NA         Other         0         NA	Total Events         Average Event Type         Events         Tickets Sold         Gross           23         22         20         23         18         21.2         Concert         79         10,691         \$393,452           1         0         0         0         0.2         Family         1         2,916         \$145,520           Comedy         1         2,625         \$74,462         Non-Tenant Sports         0         NA         NA           0         0         0         0         0.0         0.0         NA         NA

Source: Pollstar. Source: Pollstar.



### Rio Grande Credit Union Field at Isotopes Park – Overview (Albuquerque, NM)

Opened: 2003

Cost: \$25 million (reported)

Owner: City of Albuquerque

Operator: Albuquerque Isotopes

Naming Rights: Rio Grande Credit Union (10 years / financial terms not disclosed)

Maximum Soccer Capacity: 15,000

Baseball Capacity: 13,279 (11,154 fixed capacity)

Luxury Suites: 30

Loge/Theatre Boxes: 0

Club Seats: 661

Primary Tenants:

Albuquerque Isotopes (Triple-A)

New Mexico United (USL Championship)







### **Rio Grande Credit Union Field at Isotopes Park – Sources & Uses**

- Project funding for Rio Grande Credit Union Field at Isotopes Park is summarized below
  - General obligation taxable bonds were backed by property taxes and other use tax revenues
  - New Mexico Finance Authority loan is to be paid by revenue from stadium lease revenue and from surcharge revenue
  - Team reportedly contributed at least \$2.0 million for concessions and scoreboard equipment
  - According to the City, the 20-year bond issuance for Isotopes Park was able to be repaid in 13 years

Sources of Funds	
General Obligation Taxable Bonds	\$10,000,000
New Mexico Finance Authority - Loan	\$15,000,000
Total Sources of Funds	\$25,000,000
Uses of Funds	
Stadium (No Breakout Available)	\$25,000,000
Total Uses of Funds	\$25,000,000



### **Tingley Coliseum – Overview (Albuquerque, NM)**

Opened: 1957

Original Cost: NA

 Since 1999, over \$9.6 million has reportedly been spent on renovations and facility upgrades

Owner: Expo New Mexico

Operator: Expo New Mexico

Naming Rights: NA

Maximum Capacity: 11,571

Luxury Suites: 0

Loge/Theatre Boxes: 0

Club Seats: 0

Primary Tenants: Duke City Gladiators (IFL)







### **Tingley Coliseum – Pollstar (Albuquerque, NM)**

- Over the past five years, Tingley Coliseum has averaged two Pollstarreported events per year
  - Average paid attendance of 5,958
- 38% of events were below 4,500 in attendance
- 88% of events were below 8,000 in attendance
- From 2015 to 2019, the venue had two event days per year without Pollstarreported box office numbers

Tingley Coliseum	
Total Reported Events (2015-2019)	8
Reported Events per Year	2
Average Tickets Sold	5,958
Average Total Gross	\$414,783
Average Ticket Price	\$69.62
Average Show Capacity	7,258
Total % Sold as % of Total Show Capacity	82%
Building Maximum Capacity	11,571
Total % Sold as % of Maximum Capacity	51%
Unreported Event Days per Year	2

Events wit	h Attendance Below Thresho	olds
<b>Attendance Cuto</b>	ff Count	%
4,000	2	25%
4,500	3	38%
5,000	3	38%
5,500	3	38%
6,000	5	63%
6,500	5	63%
7,000	5	63%
7,500	6	75%
8,000	7	88%
8,500	7	88%
9,000	7	88%
9,500	7	88%
10,000	7	88%
10,500	7	88%
11,000	8	100%

Source: Pollstar.

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**Rio Rancho Events Center – Overview (Rio Rancho, NM)** 

Opened: 2006

Cost: \$47 million (reported)

Owner: City of Rio Rancho

Operator: Spectra

Naming Rights: NA

Maximum Capacity: 7,000

Luxury Suites: 30

Loge/Theatre Boxes: 0

Club Seats: 500

Primary Tenants: New Mexico Runners (MASL2)







### Rio Rancho Events Center – Pollstar (Rio Rancho, NM)

- Over the past five years, Rio Rancho Events Center has averaged nine Pollstar-reported events per year
  - Average paid attendance of 2,530
- 67% of events were below 2,500 in attendance
- 89% of events were below 5,000 in attendance
- Rio Rancho Events Center primarily hosts family shows
- From 2015 to 2019, the venue had three event days per year without Pollstarreported box office numbers

Rio Rancho Events Center	
Total Reported Events (2015-2019)	45
Reported Events per Year	9
Average Tickets Sold	2,530
Average Total Gross	\$118,627
Average Ticket Price	\$46.88
Average Show Capacity	3,685
Total % Sold as % of Total Show Capacity	69%
Building Maximum Capacity	7,000
Total % Sold as % of Maximum Capacity	36%
Unreported Event Days per Year	3

2,500       30       67%         2,750       30       67%         3,000       32       71%         3,250       33       73%         3,500       33       73%         3,750       34       76%         4,000       35       78%         4,250       36       80%         4,500       38       84%         4,750       39       87%         5,000       40       89%         5,250       42       93%         5,500       43       96%         5,750       44       98%	Events with Attendance Below	inresnoids	
2,750       30       67%         3,000       32       71%         3,250       33       73%         3,500       33       73%         3,750       34       76%         4,000       35       78%         4,250       36       80%         4,500       38       84%         4,750       39       87%         5,000       40       89%         5,250       42       93%         5,500       43       96%         5,750       44       98%	Attendance Cutoff	Count	%
3,000       32       71%         3,250       33       73%         3,500       33       73%         3,750       34       76%         4,000       35       78%         4,250       36       80%         4,500       38       84%         4,750       39       87%         5,000       40       89%         5,250       42       93%         5,500       43       96%         5,750       44       98%	2,500	30	67%
3,250       33       73%         3,500       33       73%         3,750       34       76%         4,000       35       78%         4,250       36       80%         4,500       38       84%         4,750       39       87%         5,000       40       89%         5,250       42       93%         5,500       43       96%         5,750       44       98%	2,750	30	67%
3,500       33       73%         3,750       34       76%         4,000       35       78%         4,250       36       80%         4,500       38       84%         4,750       39       87%         5,000       40       89%         5,250       42       93%         5,500       43       96%         5,750       44       98%	3,000	32	71%
3,750       34       76%         4,000       35       78%         4,250       36       80%         4,500       38       84%         4,750       39       87%         5,000       40       89%         5,250       42       93%         5,500       43       96%         5,750       44       98%	3,250	33	73%
4,000       35       78%         4,250       36       80%         4,500       38       84%         4,750       39       87%         5,000       40       89%         5,250       42       93%         5,500       43       96%         5,750       44       98%	3,500	33	73%
4,250       36       80%         4,500       38       84%         4,750       39       87%         5,000       40       89%         5,250       42       93%         5,500       43       96%         5,750       44       98%	3,750	34	76%
4,5003884%4,7503987%5,0004089%5,2504293%5,5004396%5,7504498%	4,000	35	78%
4,750       39       87%         5,000       40       89%         5,250       42       93%         5,500       43       96%         5,750       44       98%	4,250	36	80%
5,000       40       89%         5,250       42       93%         5,500       43       96%         5,750       44       98%	4,500	38	84%
5,250       42       93%         5,500       43       96%         5,750       44       98%	4,750	39	87%
5,500     43     96%       5,750     44     98%	5,000	40	89%
5,750 44 98%	5,250	42	93%
	5,500	43	96%
6,000 45 100%	5,750	44	98%
	6,000	45	100%

Source: Pollstar.



### **UNM Soccer and Track & Field Complex – Overview (Albuquerque, NM)**

Opened: 1985

Original Cost: NA

Renovated: 1996 (cost not available)

Owner: UNM

Operator: UNM

Naming Rights: NA

Maximum Capacity: 6,200 (Soccer)

Track Capacity: 5,000

Luxury Suites: 0

Loge/Theatre Boxes: 0

Club Seats: 0

Primary Tenants:

UNM Lobos women's soccer (Mountain West)

UNM Lobos track & field (Mountain West)







### Johnson Gymnasium – Overview (Albuquerque, NM)

Opened: 1957

Cost: NA

 Renovated: 2020 (\$35 million reported cost – includes other recreational facilities located in the Johnson Center)

Owner: UNM

Operator: UNM

Naming Rights: NA

Maximum Capacity: 4,000

Luxury Suites: 0

Loge/Theatre Boxes: 0

Club Seats: 0

Primary Tenants: UNM Lobos women's volleyball (Mountain West)







### Santa Ana Star Field – Overview (Albuquerque, NM)

Opened: 1960

Original Cost: NA

Renovated: 2014 (\$3.5 million reported cost)

Bleachers expanded in 2020

Owner: UNM

Operator: UNM

Naming Rights: Santa Ana Star Casino (10 years / \$1 million)

Maximum Capacity: 3,500

Luxury Suites: 0

Loge/Theatre Boxes: 0

Club Seats: 0

Primary Tenants: UNM Lobos baseball (Mountain West)









#### **Overview**

- CAA ICON completed interviews with potential users of the facility and existing teams in the market to better understand
  the Albuquerque market and any interest in the proposed stadium project
- Interviews included
  - New Mexico United
  - Albuquerque Isotopes
  - Local event promoters
  - New Mexico Activities Association



#### **Event Market**

- Key takeaways and observations of the Albuquerque concert and events market are summarized below
  - Albuquerque is generally not seen as a destination market top acts will often pass up the market
    - Concern regarding local income levels and inability to generate high average ticket prices
  - Albuquerque has less tourist appeal than smaller regional markets Santa Fe and Taos historically attract smaller music and arts festivals
    - Albuquerque residents will travel to Santa Fe but not the other way around
    - In summer months, more moderate temperatures in Santa Fe are an advantage
  - Larger concert shows would likely opt to play at Isleta Amphitheater due to permanent staging and rigging cost to stage a show at a stadium venue would likely be significant
  - Market lacks a major indoor arena
  - Promoters interviewed indicated that there may be an opportunity for a venue within a venue potentially expand plaza to accommodate a 1,000 to 3,000 capacity amphitheater



### **Event Market (continued)**

- The New Mexico Activities Association (NMAA) is a non-profit organization that regulates interscholastic high school competitions and statewide sports championship games each year
  - NMAA generally showed interest in the project and the potential of hosting the soccer state championships at the stadium
    - Typically, there are three championship games for each men's and women's (six total championship games)
    - Soccer state championship games historically average approximately 10,000 in total attendance across three days
    - Tournaments are typically held at locations such as the Bernalillo Soccer Complex or the University of New Mexico
  - Football state championships were held at University Stadium in 2020 to promote social distancing; however, in a non-COVID year, the games are hosted by participating high schools

### E. Market Interviews



### **Premium Seating**

- General comments about the Albuquerque corporate buyer market and premium seating demand are summarized below
  - Proud market with strong fan loyalty
  - The market generally lacks large corporate buyers
    - Despite smaller corporate base, the corporate base is still relatively untapped and can likely be leveraged further than existing levels
  - The 2017 Tax Cuts and Jobs Act (TCJA), which disallowed deductions for entertainment-related expenses, have made suite sales increasingly difficult
  - Not an affluent market and it is very difficult to sell premium club seats in the market
    - Existing premium seating buyers are generally from an older and wealthier demographic
    - New Mexico United experienced significant growth in premium seating demand as inaugural season progressed
  - Due to warm summer weather, there may be high demand for interior hospitality space, particularly party suites

## F. Preliminary Observations

## F. Preliminary Observations



### **Summary**

- Albuquerque is one of the smaller markets in the USL Championship in terms of population and households
  - Comparable USL Championship markets in terms of CBSA population size include Birmingham, Tulsa, McAllen-Edinburg, El Paso, Charleston, and Colorado Springs
  - Albuquerque is geographically isolated 25 mile and 50 mile ring designations are similar in size to CBSA total population size
  - Albuquerque is an ethnically diverse market with a high percentage of residents of Hispanic origin
- In comparison to other USL Championship markets, the Albuquerque population generally has lower average income levels – income measurements in Albuquerque are comparable to Tulsa, Memphis, and El Paso
- Corporate presence in the Albuquerque is also relatively small compared to other USL Championship markets
- Despite the limited size of the market, the Albuquerque Isotopes and New Mexico United have performed well in terms of attendance

## F. Preliminary Observations



### **Summary**

- Historically, the top performing USL Championship markets in terms of average attendance (excluding Albuquerque) include Sacramento, Indianapolis, Louisville, Las Vegas, San Antonio, Memphis, and El Paso
  - All markets are mid-sized markets
  - Conversely, MLS Reserve Clubs in major markets are among the bottom the league in terms of average announced attendance – clubs are not operated with a business focus and are focused on player development
- New Mexico United ranked first in the USL Championship in all attendance categories (announced, paid, and turnstile) average announced attendance was 12,696
  - CAA ICON has evaluated the no-show rate in 2019 no-show rate increased significantly during September and October following a period of poor team performance
    - Program should consider potential downside during periods of poor team performance as well as potential impact of honeymoon period on attendance
- Albuquerque benefits from limited competition in the marketplace from other minor league professional teams and universities
  - University of New Mexico is the only major collegiate program in the market
  - Primary competition for patron spending will likely come from the Albuquerque Isotopes (Triple-A) as well as UNM Lobos football (Fall)
- The Albuquerque market currently lacks a modern stadium venue and there may be an opportunity for the stadium to attract
  external events, although event promoters indicated that the opportunity to host concerts may be limited



### **Preliminary Program Recommendation – General**

- The preliminary program recommendation was developed based on qualitative and quantitative factors primary consideration was given to the following:
  - Market demographics
  - Corporate base
  - Local and regional competition
  - Comparable teams / stadiums
  - Team interviews
  - Promoter / user interviews
  - Industry trends / best practices
  - Physical site characteristics
- Consideration could be given to completing primary research to validate findings
- Given the limited amount of time New Mexico United has operated, consideration could also be given to revisiting recommendations based on ongoing performance of the team



#### **Consolidated Team / Stadium Pro Forma**

- CAA ICON has assumed the following primary, recurring event calendar for a new stadium in Albuquerque
- Does not include year-round activities at the stadium meetings, banquets, weddings, farmers markets, carnivals, charity events, community events, etc.
- Other potential events include football, rugby, lacrosse, women's soccer, etc.

Event and Attendance Summary - Albuquerque Stadium							
		Paid Attend	dance	Turnstile Attendance			
Event	Events	Average	Total	Average	Total		
New Mexico United Regular Season	16	10,000	160,000	9,475	151,600		
New Mexico United Preseason	2	8,500	17,000	7,250	14,500		
Concerts (Major)	2	5,500	11,000	5,450	10,900		
High School Sports	2	2,500	5,000	2,500	5,000		
Friendlies	2	10,500	21,000	10,450	20,900		
Total	24		214,000		202,900		



### **Preliminary Program Recommendation – General**

- Program recommendations have been made with consideration given to CAA ICON's research, as well as input from local stakeholders and USL Championship clubs and league representatives
- Numerous factors may impact the findings in this report, including but not limited to
  - Physical and architectural feasibility of the proposed program
  - Budgetary impacts
  - Sales and marketing staff and proposed approach
  - Stadium construction timing
  - Team performance
  - Competing facilities
- Macro-level factors could impact the findings in this report, including but not limited to
  - Economic conditions
    - Regional
    - National
  - COVID-19
- We have assumed a return to pre-COVID-19 conditions for the purpose of this analysis



#### **Preliminary Program Recommendation**

- Key considerations
  - Capacity
    - Provide a reasonable seating capacity that creates scarcity and a full-stadium atmosphere ability to expand seating capacity if demand dictates
    - Target initial capacity of 10,000 to 12,000 capacity recommendation is based on analysis of Club's attendance, historical league attendance trends, and review of recently completed USL Championship stadiums, among other factors
      - Allow for future expansion opportunities up to 15,000 should demand dictate
  - General Admission
    - Create a multi-purpose stadium that is not only utilized for soccer, but a mix of other events
    - Include standing-room-only spaces to increase overall capacity and enhance stadium atmosphere and flexibility
    - Develop additional unique viewing areas that provide sight lines to the surrounding mountains and / or downtown
    - Include a supporters' section close to the field (500 to 1,000 capacity)
  - Premium
    - Provide a limited but diverse range of offerings to fit the Albuquerque market particularly small- to mid-sized companies
    - Provide a limited inventory of larger-capacity party / single-event suites interviewees indicated there is high demand for larger indoor hospitality spaces due to warm summer weather





#### **Preliminary Program Recommendation**

- CAA ICON's preliminary program recommendation is summarized
- Supporters' section seats (500-1,000) are included in general seating totals
- Does not include an additional 500-1,000 in standing-room-only capacity for high-demand games
- Other potential considerations not included in the summary include:
  - A beer garden to incorporate Albuquerque's craft beer and brewery industry
  - Future expansion to 15,000 seats
  - Small 500-1,000 seat amphitheater in plaza area for use on game days and non-gamedays

Program Summary
General Seating
Premium Seating Luxury Suites Luxury Suites - Sideline Mini Suites - Sideline Party Suites / Single-Event Suites Luxury Suites - Total Seating
Loge Boxes / Tables Loge Boxes Terrace Tables / 4Topps Loge Boxes / Tables - Total Seating
Club Seats - Field Level
Premium Seating - Total

	Low		
		9,518	
Inventory 8 4 2 14	Seats 14 8 16_	Total Seats 112 32 32 176	
6 8 14	4 4	24 32 56 250	

		High	
3			11,176
5 2 2 2 3	Inventory 10 6 4 20	Seats 14 8 16_	Total Seats 140 48 64 252
1 2 3	8 10 18	4 4_	32 40 72 500
2		_	824

GA Seating		
Premium Seating		
Total Seating		

95%	9,518
5%	482
	10,000

93%	11,176
7%	824
	12,000

## VI. Site Evaluation

### VI. Site Evaluation



#### Introduction

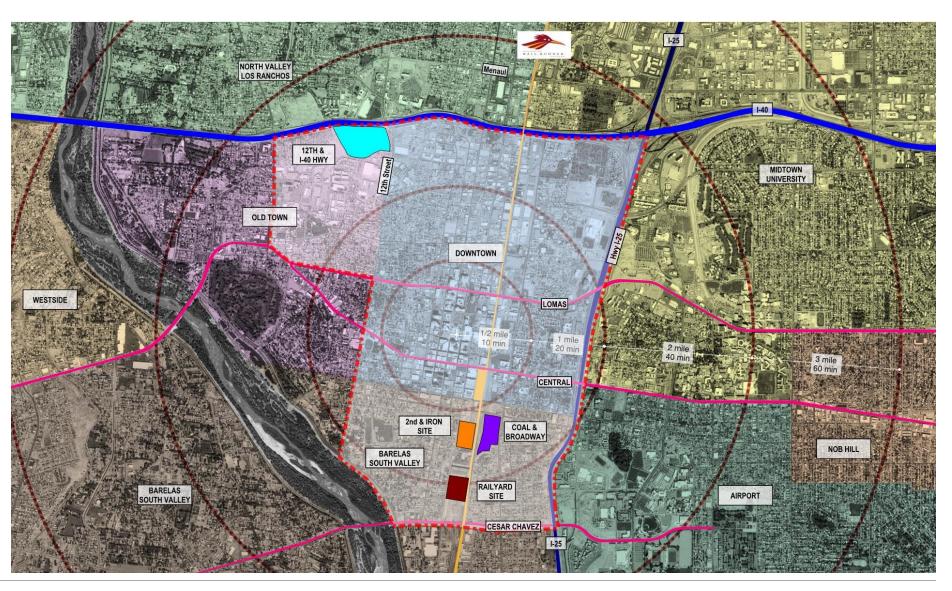
- Crawford Architects and CAA ICON completed an extensive site evaluation process considering the following criteria, among other factors:
  - Site size (acreage)
  - Zoning
  - Primary use
  - Adjacent uses (neighborhood)
  - Site ownership
  - Existing structures
  - Existing utilities
  - Traffic accessibility
  - Parking
  - Site orientation
  - Site adaptability
- For each site, Crawford Architects identified site-specific design opportunities as well as possible constraints and limitations
  - Utilizing design footprints for benchmark USL Championship stadiums (Toyota Field, Lynn Family Stadium, H-E-B Park, American Legion Memorial Stadium, and Weidner Field), Crawford Architects also evaluated site fit considering possible future capacity expansions
  - Commercial development opportunities were also evaluated for each site





#### **Search Boundaries**

- North Hwy I-40
- East Hwy I-25
- South
   Avenida Cesar Chavez
- West
   Rio Grande Blvd
   12<sup>th</sup> Street





#### **Potential Site Locations**

#### **Sites Under Consideration**

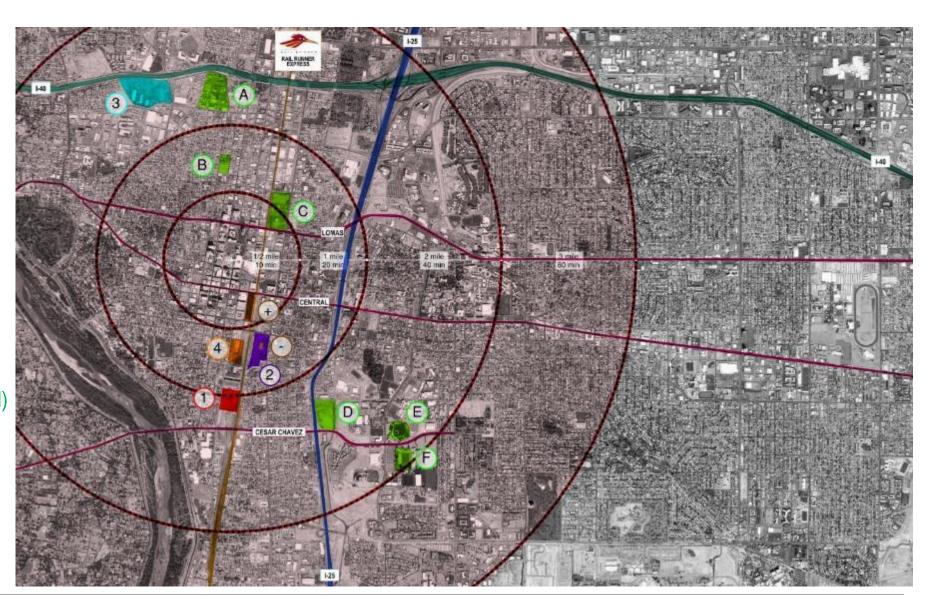
- 1: Railyard Site
- 2: Coal and Broadway
- 3: 12<sup>th</sup> and I-40 Hwy
- 4: 2<sup>nd</sup> and Iron

#### **Additional Sites to Consider**

- A: 6<sup>th</sup> and I-40 Hwy
- B: 6<sup>th</sup> and Summer
- C: Lomas and Broadway
- D: Chavez and Langham
- E: Isotopes Park
- F: University Stadium (UNM)

#### **Mass Transit**

- +: Albuquerque TransitDepartment
- -: Rail Runner Station



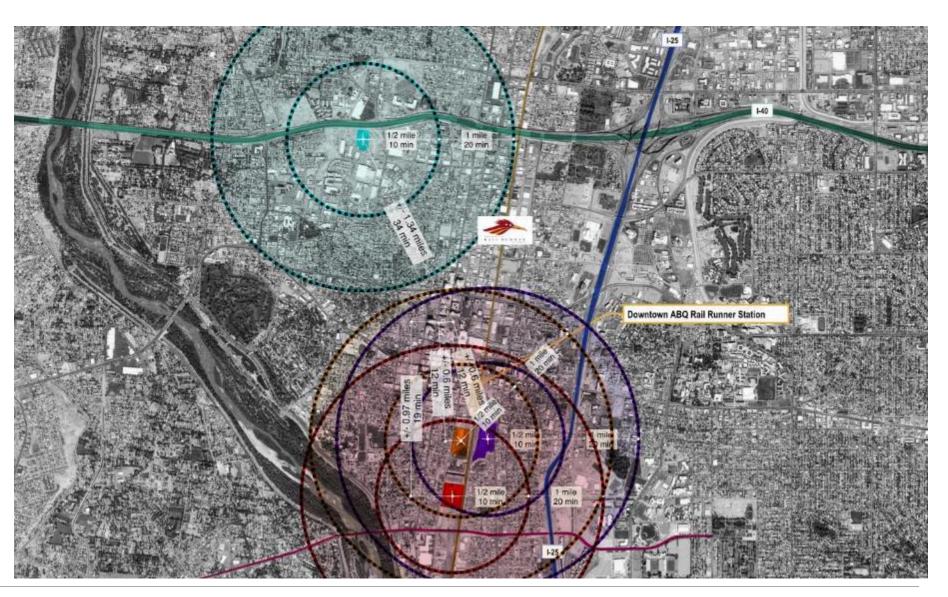


### **Proximity Considerations**

#### **Sites Under Consideration**

- Railyard Site
   +/- 0.97 miles from downtown
   center (19 min walk)
- Coal and Broadway
   +/- 0.6 miles from downtown center (12 min walk)
- 12<sup>th</sup> and I-40 Hwy

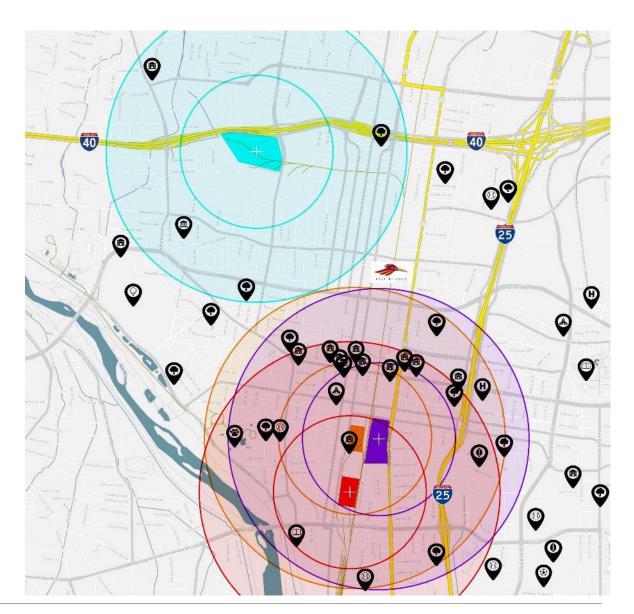
   +/- 1.34 miles from downtown center (34 min walk)
- 2nd and Iron
   +/- 0.6 miles form downtown center (12 min walk)





#### **Points of Interest Assessment**

- Park | Open Spaces
- Education | Cultural Center
- Museum
- Soccer Field
- Baseball Field
- Football Field
- Golf Course
- Religious Building
- Hospital Building
- Zoo | Bio Park
- Historical Building

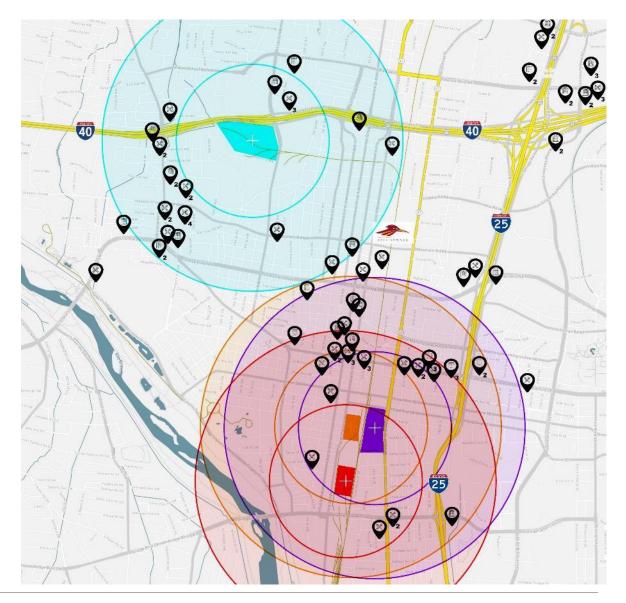




#### **Hotel and Restaurant Assessment**

Hotels

Restaurant



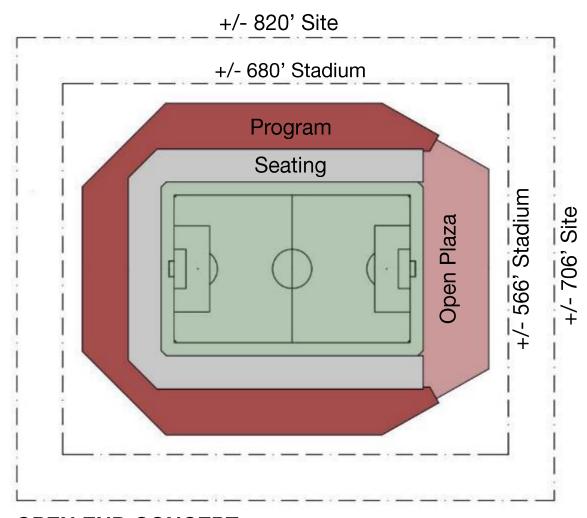


- Basic Site Criteria
  - Acreage Requirements per Prototypical Design: 8 to 10 Acres
  - Traffic Dispersal Requirements: 20 to 40 mins
  - Minimum Soil Bearing Capacity: 4,000 PSI
  - Minimum Utilities
    - Storm Water Piping: 36" Diameter
    - Sanitary Piping: 18" Diameter
    - Domestic Water/Fire Protection: 10" Diameter
    - Electrical Power: 8,000-10,000 KVA

- Prototypical Design Requirements
  - A stadium diagram and spatial relationships for a Multi-Use Stadium with soccer as the primary use
  - Stadium Facility 10,000 to 12,000 seats capacity for Soccer
    - Stadium: 4.4 acres
    - Pedestrian and Service Circulation: 2.9 acres
    - Miscellaneous<sup>1</sup>: 0.72 acres
  - Parking for approximately 2,295 cars<sup>2</sup>:
    - Structured Parking<sup>3</sup>: 4.6 acres
    - Miscellaneous Site Circulation<sup>1</sup>: 0.46 acres
       OR
    - Surface Parking<sup>4</sup>: 18.4 acres
    - Miscellaneous Site Circulation<sup>1</sup>: 1.84 acres
    - Parking is likely to be accommodated by a combination of on-site and off-site public and private lots
  - 1. 10% min. for site configuration, landscaping, and buffer areas
  - 2. Parking requirements based on the following criteria:
    - 90% utilization of capacity for soccer
    - 15% by bus, taxi, rideshare, mass transit, walkup
    - 85% by automobile with an average of 4 persons per auto
  - 3. Assumes 4 levels structured parking at 350 SF per auto
  - 4. 125 automobiles per acre or 350 SF per auto



### **Basis Site Criteria and Prototypical Design Requirements**



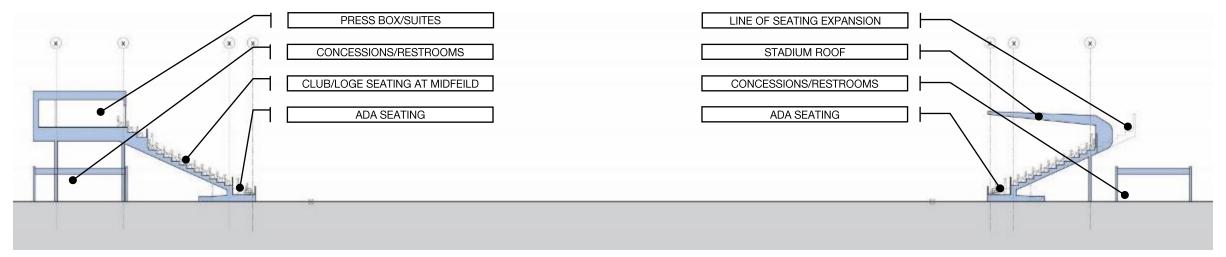
+/- 800' Site +/- 650' Stadium Program Seating 520' Stadium -/- 660' Site

**OPEN END CONCEPT** 

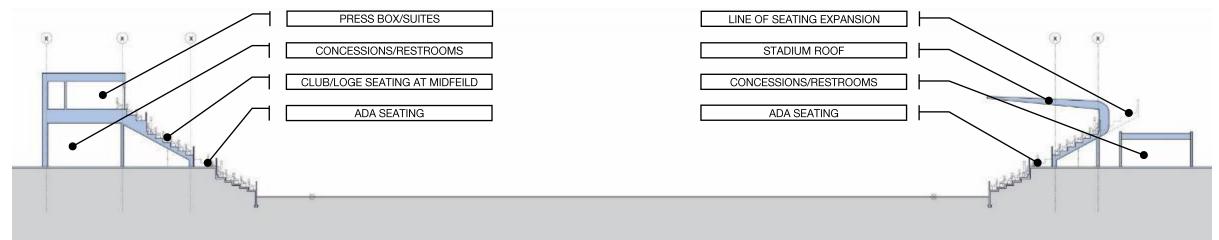
**FULL BOWL CONCEPT** 



### **Prototypical Site Sections – Flat Site Option**



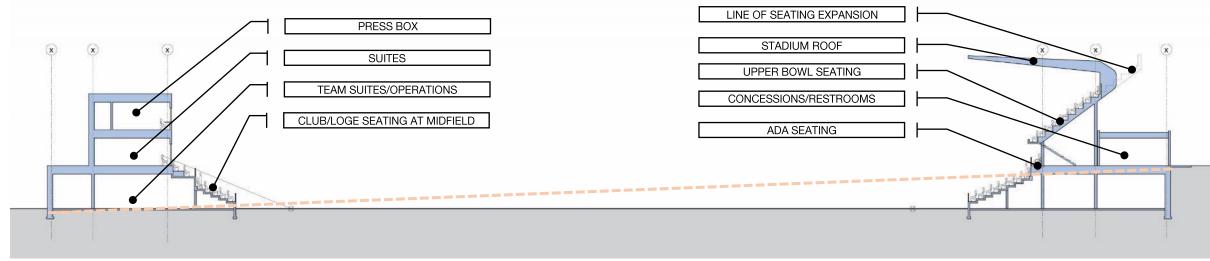
#### **CONCEPT BUILDING SECTION - ON GRADE**



#### **CONCEPT BUILDING SECTION – SEMI RECESSED**





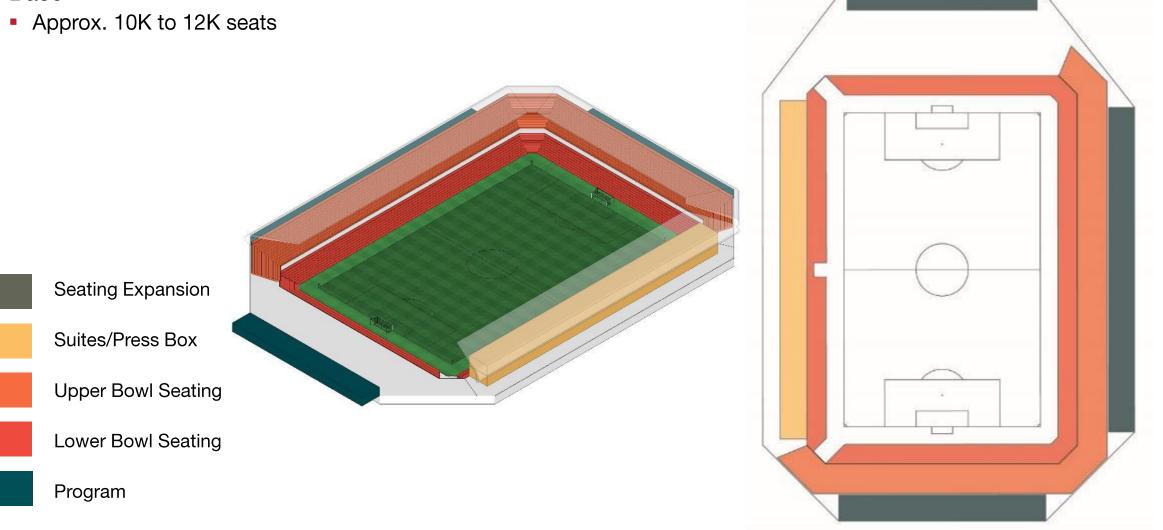


**CONCEPT BUILDING SECTION** 



**Stadium Expansion Diagrams – Open End Concept (Sloped Site)** 

Base

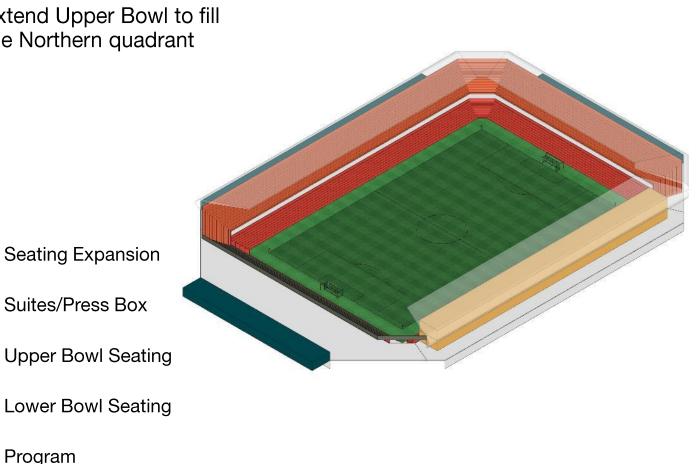


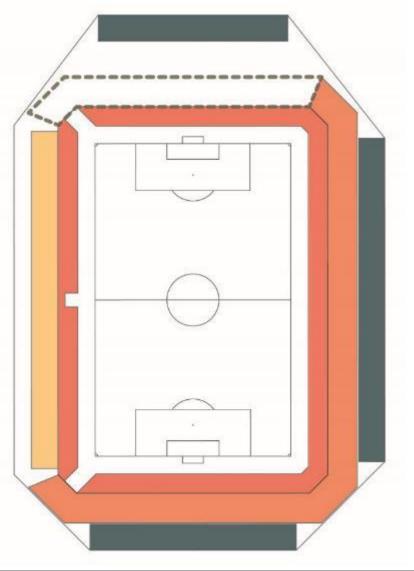


### **Stadium Expansion Diagrams – Open End Concept (Sloped Site)**

Expansion #1

- Approx. 13k to 14k seats
- Extend Upper Bowl to fill the Northern quadrant





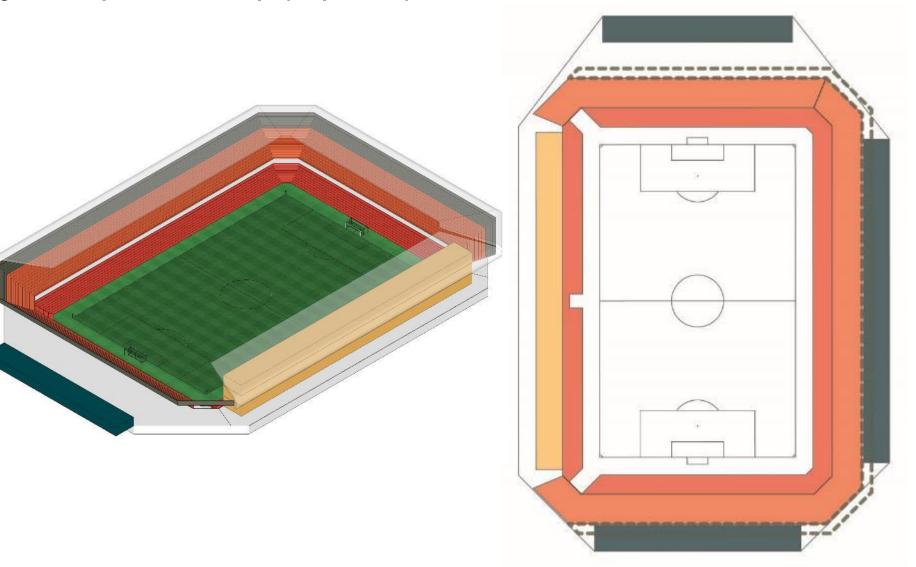


### **Stadium Expansion Diagrams – Open End Concept (Sloped Site)**

### Expansion #2

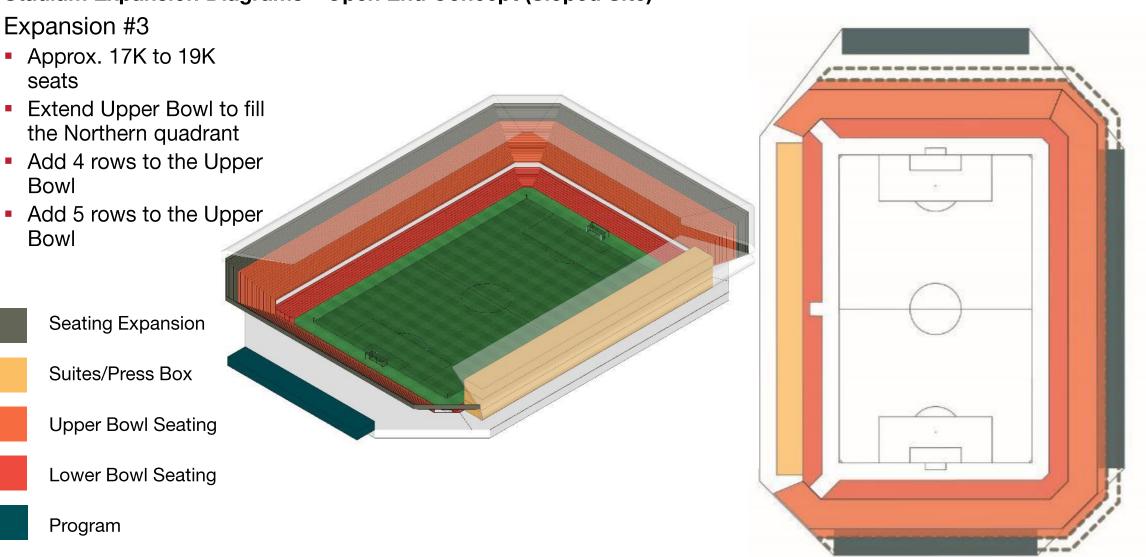
- Approx. 15K to 16K seats
- Extend Upper Bowl to fill the Northern quadrant
- Add 4 rows to the Upper Bowl

- Seating Expansion
- Suites/Press Box
- Upper Bowl Seating
- Lower Bowl Seating
- Program





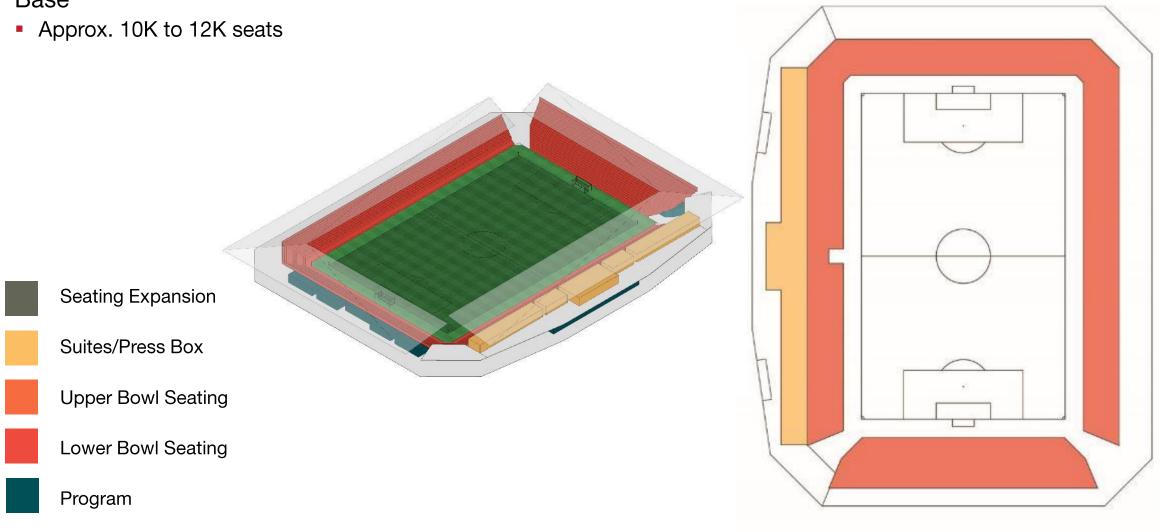
### **Stadium Expansion Diagrams – Open End Concept (Sloped Site)**





**Stadium Expansion Diagrams – Full Seating Bowl Concept (Flat Site)** 

Base





### Stadium Expansion Diagrams – Full Seating Bowl Concept (Flat Site)

Expansion #1 Approx. 13k to 14k seats Add 5 rows to the top of the seating bowl **Seating Expansion** Suites/Press Box **Upper Bowl Seating** Lower Bowl Seating Program

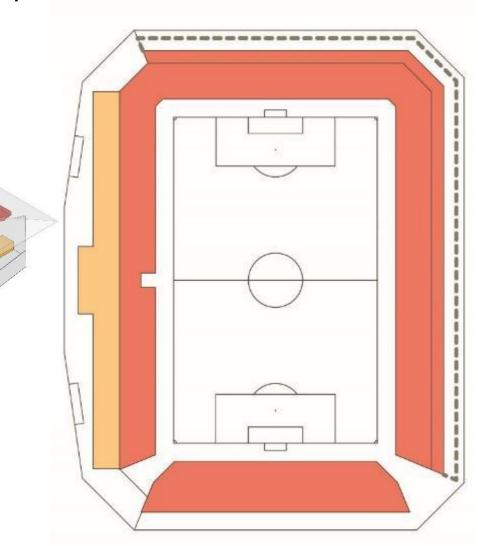


### **Stadium Expansion Diagrams – Full Seating Bowl Concept (Flat Site)**

### Expansion #2

- Approx. 15K to 16K seats
- Add 5 rows to the top of the seating bowl
- Add 5 rows to the top of the seating bowl

- Seating Expansion
- Suites/Press Box
- Upper Bowl Seating
- Lower Bowl Seating
- Program





### **Stadium Expansion Diagrams – Full Seating Bowl Concept (Flat Site)**

Expansion #3

- Approx. 17K to 18K seats
- Add 5 rows to the top of the seating bowl
- Add 5 rows to the top of the seating bowl
- Add 3 rows to the top of the seating bowl and 7 rows to the standing room section
- Seating Expansion
- Suites/Press Box
- Upper Bowl Seating
- Lower Bowl Seating
- Program





#### **Site Information**

Size: 11.27 acres

Zoning: Planned Development (PD)

Primary Use: Railyard

Adjacent Uses: Residential and Business

Ownership: City of Albuquerque

Existing Structures: Misc. railyards buildings, historic turntable, storehouse

- Miscellaneous Remarks:
  - Adjacent existing buildings north of the site property boundary sits developable vacant structure
  - Remediation of site will be required



	Zoning	Land Use	Easements	Owner	Acres	Max Building Height	Min. Setbacks (Front)	Min. Setbacks (Side)	Min. Setbacks (Rear)
Parcel 1	Planned Development	10 – Transportation	No	City	11.3	Requires approval of site plan by EPC			



### **Site Information (Continued)**

Existing Utilities:

Storm
 Yes – Adjacent to Site

SanitaryNo

Water MainNo

■ Power N/A

Accessibility
 Regional Access - Good

Local Access - Good

Parking
 No existing surface parking

Site requires parking on and off site

Site Adaptability
 Smaller, flat parcel suitable for stadium construction



### **Design Opportunities**

- The site is owned by the city
- There is potential for an anchor tenant on the site
  - Could be a catalyst for renovation of the existing buildings for mixed-use development
- Potential on-site development opportunities
- The size of the site is acceptable for the stadium and parking
- Proximity to the rail lines provides an opportunity to have a stop near the site
- The site is in an urban neighborhood within downtown
- Signage and branding sightlines
  - The site is visible from the bridge over Avenida Cesar Chavez Boulevard, as well as from the neighborhoods to the East
- Distance from downtown
  - The site is less than one mile from the center of downtown
- Views
  - There are good views of the Sandia Mountains to the northeast
- Existing buildings/current businesses
  - There would be minimal displacement of existing businesses on site



#### **Possible Constraints / Limitations**

- Historical buildings on site
  - Rehabilitation of buildings vs. new construction
- Existing buildings
  - If the existing buildings are not renovated, there is a risk of impeding the pedestrian flow from the North
- Environmental remediation of the site required
- The railroad tracks are a hard barrier to the East
  - Access from the East may require a bridge to conform to rail line standards. This will require engagement with BNSF rail line.
- Signage and branding sightlines
  - The site is blocked by existing railyard buildings to the North and West of the site. The overall development may have signage with the complex.
- Traffic access
  - Most vehicle access would come from the south or north on 2<sup>nd</sup> Street, which is currently a two-lane residential street
- Utilities
  - Power lines run through the site overhead
- A small portion of the site sits in a floodplain
- Existing turntable potential historic landmark



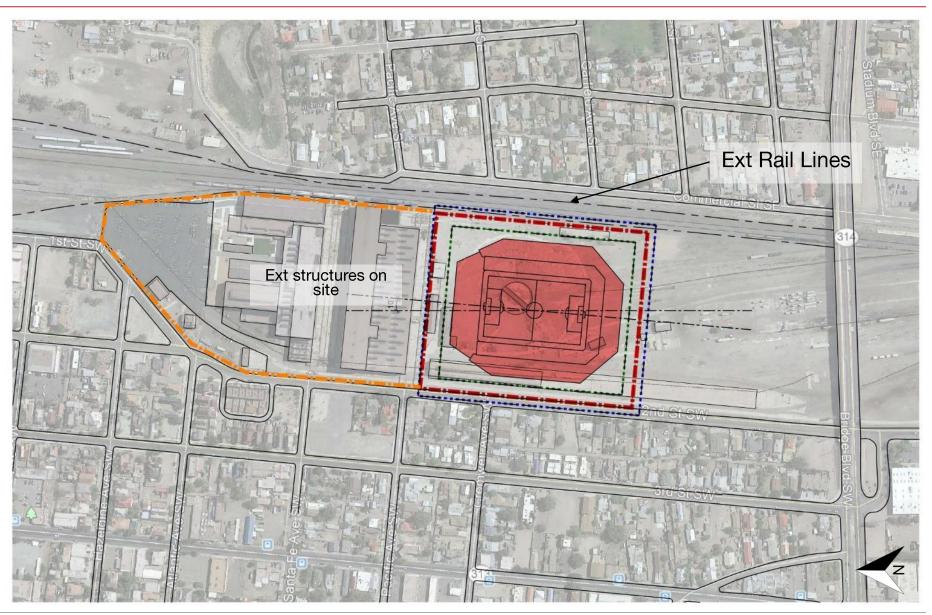
#### **Orientation**

 Shape of site will accommodate a multipurpose stadium orientation to meet FIFA recommendations within +/- 15 degrees off North/South Access

---- Property Line

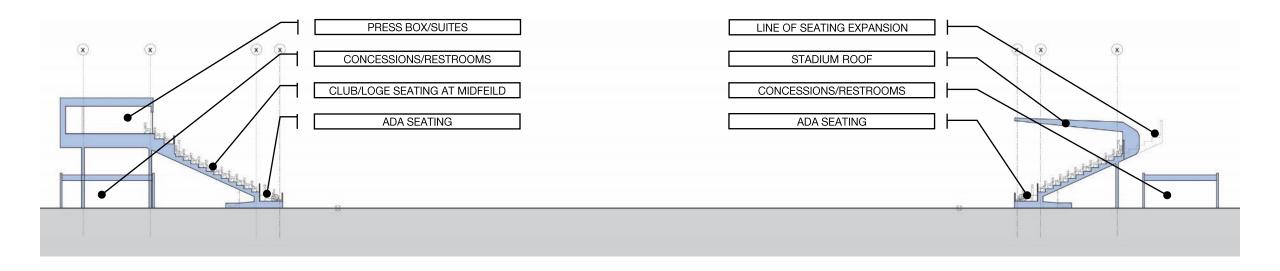
----- 30' Setback – Interior secure zone

> ---- 100' Setback – Industry standard for secure zone for new stadiums.





Site Section - Flat Site

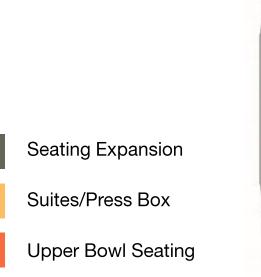




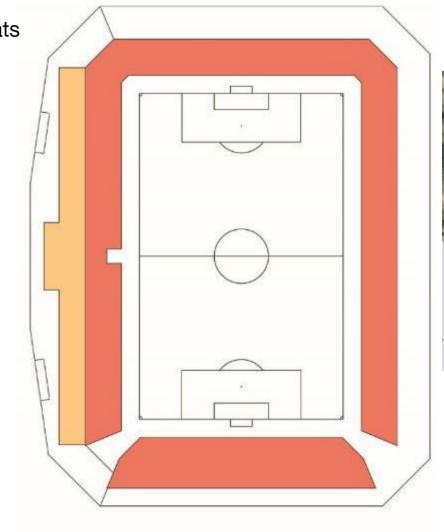
**Stadium Expansion Diagrams – Open End Concept** 

Base

Approx. 10K to 12K seats



**Lower Bowl Seating** 







**Stadium Expansion Diagrams – Open End Concept** 

Expansion #1

Approx. 13k to 14k seats

 Add 5 rows to the top of the seating bowl



Suites/Press Box

Upper Bowl Seating

Lower Bowl Seating



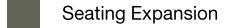




#### **Stadium Expansion Diagrams – Open End Concept**

Expansion #2

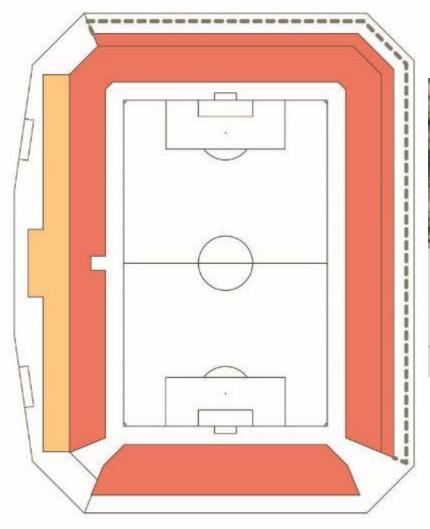
- Approx. 15K to 16K seats
- Add 5 rows to the top of the seating bowl
- Add 5 rows to the top of the seating bowl



Suites/Press Box

Upper Bowl Seating

Lower Bowl Seating







#### **Stadium Expansion Diagrams – Open End Concept**

Expansion #3

- Approx. 17K to 18K seats
- Add 5 rows to the top of the seating bowl
- Add 5 rows to the top of the seating bowl
- Add 3 rows to the top of the seating bowl and 7 rows to the standing room section
- Seating Expansion
- Suites/Press Box
- Upper Bowl Seating
- Lower Bowl Seating
- Program

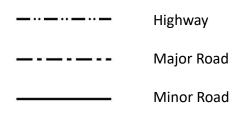


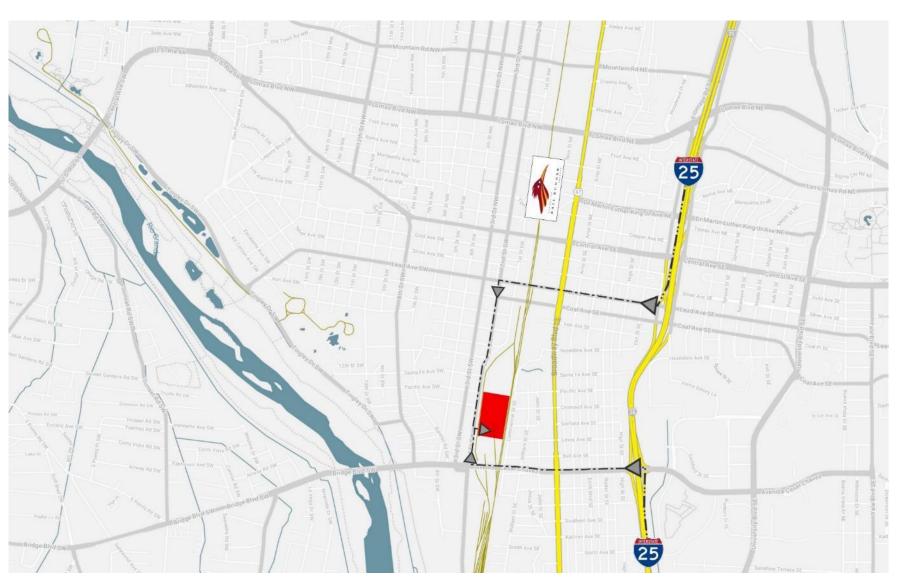




#### **Traffic**

- Traffic Ingress (North)
  - I-25 S to Lead Avenue
  - Lead Avenue to 2<sup>nd</sup>
     Street
  - 2<sup>nd</sup> Street to Entry
- Traffic Ingress (South)
  - I-25 N to Avenida Cesar Chavez Blvd
  - Avenida Cesar Chavez Blvd to 2nd Street
  - 2<sup>nd</sup> Street to Entry

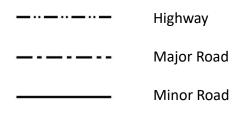


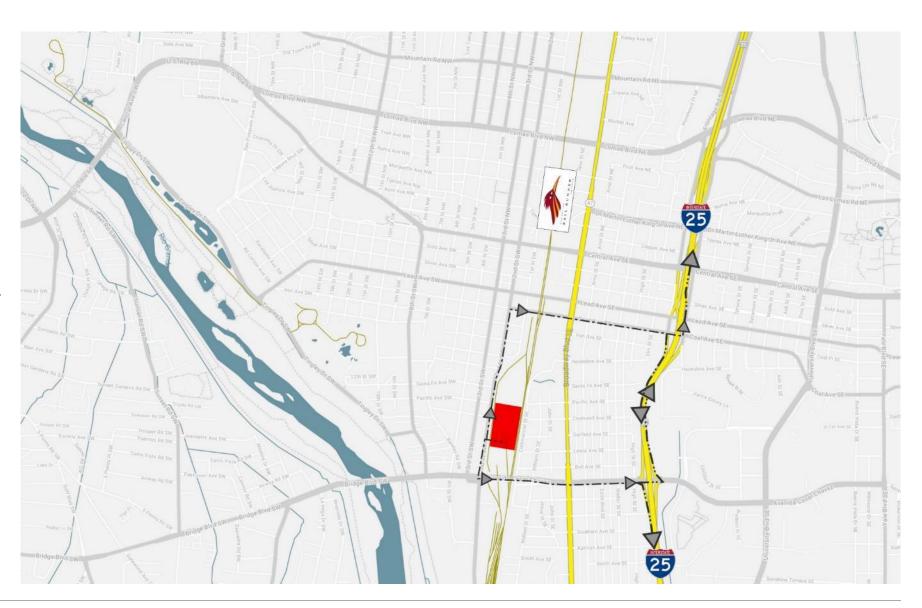




#### **Traffic**

- Traffic Egress (North)
  - Exit to 2<sup>nd</sup> Street
  - 2<sup>nd</sup> Street N to Coal Ave
  - Coal Ave to I-25
- Traffic Egress (South)
  - Exit to 2<sup>nd</sup> Street
  - 2<sup>nd</sup> Street S to Avenida Cesar Chavez Blvd
  - Avenida Cesar Chavez Blvd to I-25







### Parking Assessment (8,103 Potential Spaces)

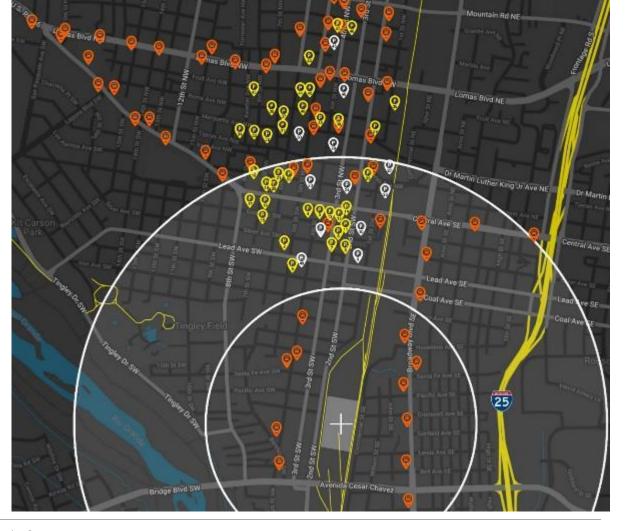
		Name	Address	Type	Approx Count	Comments
y-Ow	med	Parking		11. 14.	11	
10	_	Movie Theater/Gold Structure	214 2nd St SW	Structure	275	5
23		5th & Copper/Library	200 5th St NW	Structure	618	
24		Acropolis	220 Copper NW	Structure	344	
25		One Central	216 1/2 1st St NW	Structure	423	
27		Convention Center	401 2nd St NW	Structure	1500	
28		Civic Center	321 4th St NW	Structure	443	
29		Main Library Lot	510 Tijeras Ave NW	Surface	52	
38		3rd & Marquette	412 4th St NW	Surface	210	
48		5th & Roma	500 Roma Ave NW	Surface	83	
49		4th & Lead	410 Lead Ave NW	Structure	550	
		wned Parking	110 2000 110 1111	TO, OUGO		1
1		Paid Parking	220 4th St SW	Structure	300	
2	1	Luna Bakery & Café	319 5th St SW	Surface	30	
3		Premium Parking	317 Gold Ave SW	Surface	14	
4	1	Premium Parking	401 Gold Ave SW	Surface	22	
- 5	-	5th & Coal	423 Coal Ave SW	Surface	3(	
6		Imperial Building	205 Silver Ave SW	Surface	12	
7	-	Casitas 2	215 Lead Ave SW	Surface	10	
9	-	Casitas 1	215 Lead Ave SW	Surface	15	
0		Silver Gardens	312 2nd St SW	Structure	210	
11		Premium Parking	200 Gold Ave SW	Surface	85	
12		Premium Parking	301 Gold Ave SW	Surface	22	
13		Premium Parking	219 Gold Ave SW	Surface	14	
14		Premium Parking	200 Central Ave NW	Surface	150	
15		7th & Gold - SE Corner	298 7th St SW	Surface	42	
16		7th & Gold - NE Corner	100 7th St SW	Surface	45	
17		Premium Parking	715 Gold Ave SW	Surface	100	
18		Premium Parking	720 Copper Ave NW	Surface	12	
19		Premium Parking	615 Central Ave NW	Surface	104	
20		Premium Parking	601 Central Ave NW	Surface	91	
21		Premium Parking	113 6th St NW	Surface	79	
22			500 Copper Ave NW	Surface	31	
26		Copper Square First Plaza Galleria	200 2nd St NW	Surface	135	
					420	
30		Bank of the West Building Parking Co. of America	500 Marquette NW 600 Marquette NW	Structure Surface	77	
32		EZ Park	713 Tijeras Ave NW	Surface	30	
33		Premium Parking	411 8th St NW	Surface	22	
34		Premium Parking	807 Tijeras Ave NW	Surface	22	
35		Parking Co. of America	403 Marguette NW	Surface		
36		Parking Co. of America	415 7th St NW	Surface	10	
37		Parking Co. of America	615 Marquette NW	Surface	112	
39		Cell Theatre	702 1st St NW	Surface	80	
40		Courthouse Parking	500 4th St NW	Structure	301	
41		Parkme	520 Fruit Ave NW	Surface	81	
42		Parkme	521 Fruit Ave NW	Surface	30	
43		First Spanish Baptist Church	812 Fruit Ave NW	Surface	76	
44		Lomas Lot next to Subway	513 Lomas Blvd NW	Surface	48	
45		Metro Court Parking	412 Marble St NW	Structure	540	
46		Paid Parking	902 4th St NW	Surface	96	
47		Paid Parking	901 4th St NW	Surface	75	

Total Spots 8103

Parking Structure

Surface Parking Lot

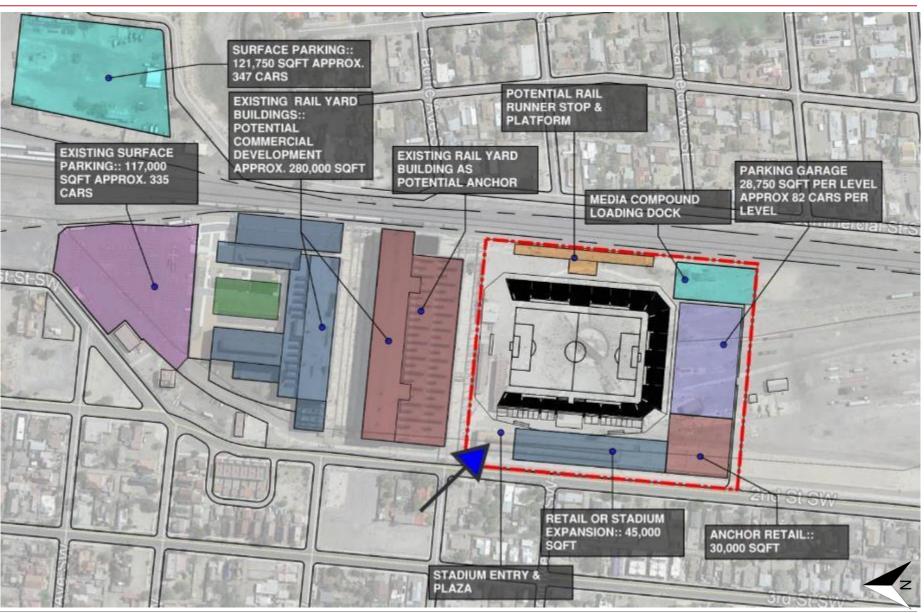
Bus Stop





#### **Commercial Development**

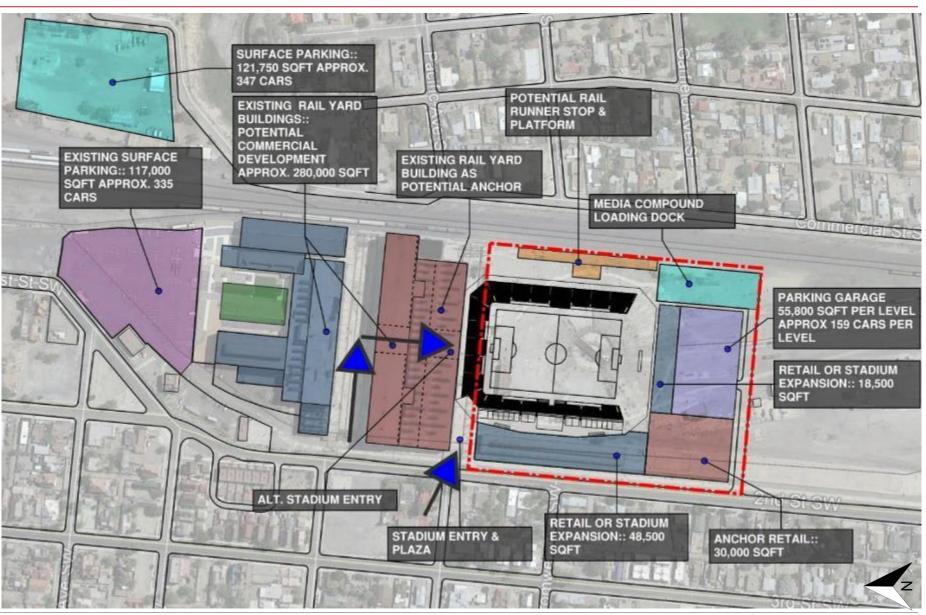
- Existing Parking
- Potential New Rail Runner Stop
- Green Space
- New Surface Parking
- New Parking Garage
- Potential Retail Anchor
- Potential Commercial Development





#### **Commercial Development**

- Existing Parking
- Potential New Rail Runner Stop
- Green Space
- New Surface Parking
- New Parking Garage
- Potential Retail Anchor
- Potential Commercial Development





#### Floodplain Map

- Floodplain Zone X:

  Areas determined to be outside the 0.2% annual chance floodplain
- Floodplain Zone X:

  Areas of 0.2% annual chance flood; area of 1% annual chance flood with average depth of less than 1 foot or with drainage area less than 1 square mile; and areas protected by levees from 1% annual chance flood
- Special Flood Hazard Area Zone AH:
  Subject to inundation by the 1%
  annual chance flood. Flood depths
  of 1 to 3 feet (usually areas of
  ponding); Base Flood Elevation
  Determined





### **Neighborhood Assessment**

- Low-Density Residential
- Multi-family
- Commercial Retail
- Commercial Services
- Office
- Industrial
- Institutional/Medical
- Education
- Airport
- Transportation
- Agriculture
- Parks and Open Spaces
- Drainage
- ∇acant
- Utilities
- Community
- KAFB
- Prison

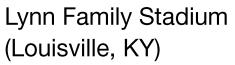




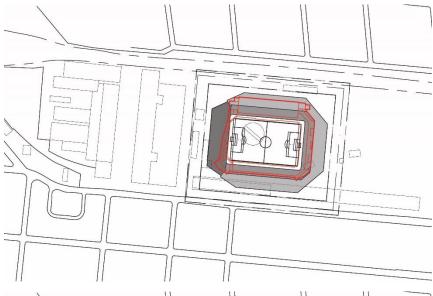
#### **Benchmarking**

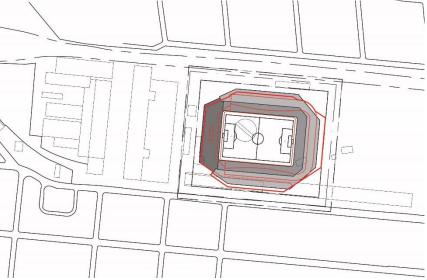
Toyota Field (San Antonio, TX)

- 8,296 Seats
- +/- 9 Acres
- +/- 195 on-site parking spots
- Adjacent to theme park for guests with special needs

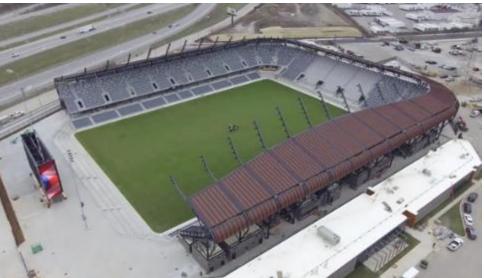


- 11,700 Seats
- +/- 22.5 Acres
- +/- 1,545 on-site parking spots
- Commercial Development adjacent to the site











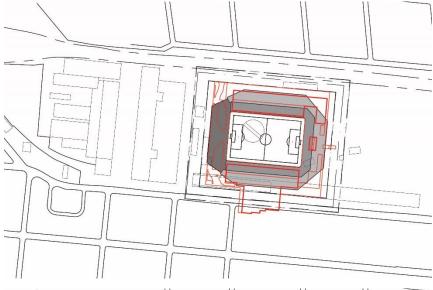
#### **Benchmarking**

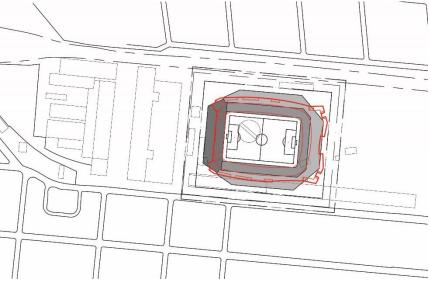
H-E-B Park (Edinburg, TX)

- 9,735 Seats
- +/- 41.75 Acres
- +/- 1,892 on-site parking spots
- No Commercial Development on or adjacent to the site

American Legion Memorial Stadium (Charlotte, NC)

- 10,500 Seats
- +/- 8.5 Acres
- No on-site parking spots
- No Commercial Development on or adjacent to the site







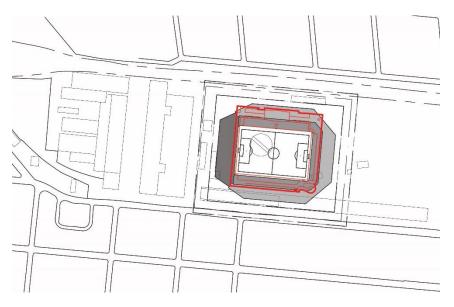




### **Benchmarking**

Weidner Field (Colorado Springs, CO)

- 8,000 Seats
- +/- 4.75 Acres
- No on-site parking spots
- Commercial Development adjacent to the site







#### **Site Information**

- Size: 12.98 acres
- Zoning: Mixed-Use High-Intensity, Mixed-Use Low-Intensity
- Primary Use: Commercial, Industrial, Residential
- Adjacent Uses: Commercial, Industrial, Residential
- Ownership: Private (Multiple)
- Existing Structures: Existing single-story business, industrial buildings and laydown areas, single family homes, and retention pond
- Miscellaneous Remarks: Remediation of site may be required, easement on site



	Zoning	Land Use	Easements	Owner	Acres	Max Building Height	Min. Setbacks (Front)	Min. Setbacks (Side)	Min. Setbacks (Rear)
Parcel 1	Mixed-Use – High Intensity	06 - Industrial	Yes	Private	8.0	75 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 2	Mixed-Use – Low Intensity	04 - Commercial Services	No	Private	0.5	55 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 3	Mixed-Use – Low Intensity	10 - Transportation	No	Private	0.5	55 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 4	Mixed-Use – Low Intensity	03 - Commercial Retail	No	Private	0.8	55 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 5	Mixed-Use – Low Intensity	04 - Commercial Services	No	Private	0.5	55 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 6	Mixed-Use – Low Intensity	01 - Low-Density Residential	No	Private	0.2	55 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 7	Mixed-Use – Low Intensity	04 - Commercial Services	No	Private	0.1	55 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 8	Mixed-Use – Low Intensity	06 - Industrial	No	Private	0.2	55 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 9	Mixed-Use – Low Intensity	14 - Drainage	No	City	3.6	55 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.



#### **Site Information (Continued)**

• Existing Utilities:

Storm Yes – Adjacent to Site

Sanitary No

Water Main No

Power N/A

Regional Access – Good Accessibility

Local Access - Good

Parking Existing surface parking on site but not reusable

Site requires parking on and off site

Site Adaptability Thin site from East to West dimension, long site in the North to South dimension,

sloped from East to West, parcel suitable for stadium construction



#### **Design Opportunities**

- Potential on-site development opportunities and ancillary development opportunities along Broadway
- The size of the site is acceptable for stadium and parking
- Proximity to the rail lines provides an opportunity to have a stop near the site
- Signage and branding sightlines
  - The site is visible from the bridge over Coal Ave and from Broadway Blvd
- The site is in an urban neighborhood within downtown
- Traffic access
  - The site has multiple access points from downtown and the highway current street is a 4-lane road with dedicated turn lanes
- Distance from downtown
  - Less than one mile from the center of downtown



#### **Design Constraints / Limitations**

- The railroad tracks are a hard barrier to the west
  - Access from the west may require a bridge to conform to rail line standards. This will require engagement with BNSF rail line.
- Existing buildings / current businesses
  - The site currently has multiple owners and there would require displacement/relocation of current businesses
- Utility easement through the center of the site
  - Power lines run through the site overhead and below the surface
- Signage and branding sightlines
  - The site has limited visibility from I-25, downtown, or the neighborhoods due to the height of adjacent buildings
- Views
  - There are limited views of the Sandia Mountains from street level as the bridge at the north end of the site blocks views
    - Elevated concourses could be designed to include viewing corridors



#### **Orientation**

 Shape of site will accommodate a multipurpose stadium orientation to meet FIFA recommendations within +/- 15 degrees off North/South Access

Property Line

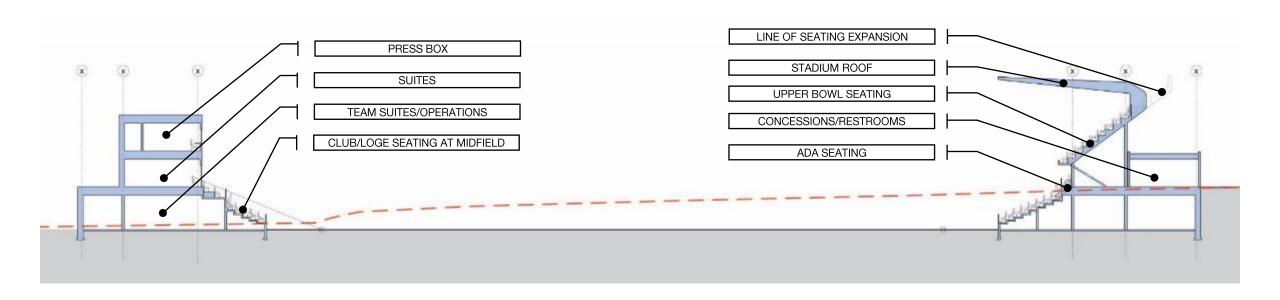
----- 30' Setback – Interior secure zone

100' Setback –
Industry
standard for
secure zone for
new stadiums





**Site Section – Sloped Site** 





**Stadium Expansion Diagrams – Open End Concept** 

Base

Approx. 10K to 12K seats



Suites/Press Box

Upper Bowl Seating

Lower Bowl Seating







### **Stadium Expansion Diagrams – Open End Concept**

Expansion #1

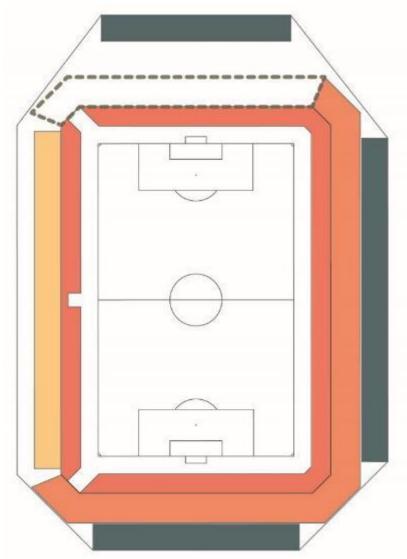
- Approx. 13k to 14k seats
- Extend Upper Bowl to fill the Northern quadrant

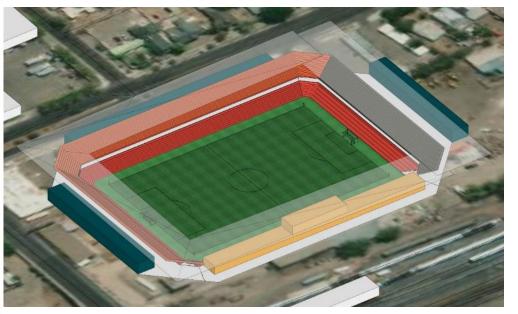


Suites/Press Box

Upper Bowl Seating

Lower Bowl Seating



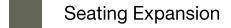




#### **Stadium Expansion Diagrams – Open End Concept**

### Expansion #2

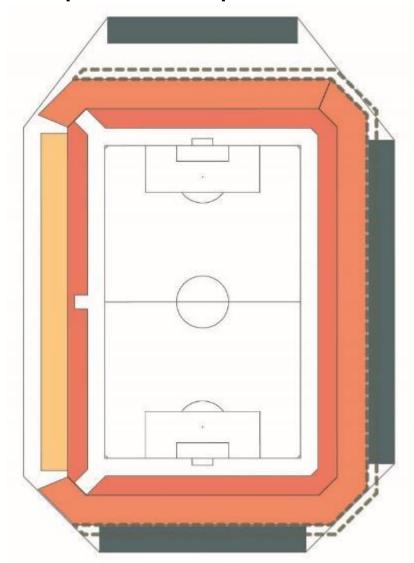
- Approx. 15K to 16K seats
- Extend Upper Bowl to fill the Northern quadrant
- Add 4 rows to the Upper Bowl

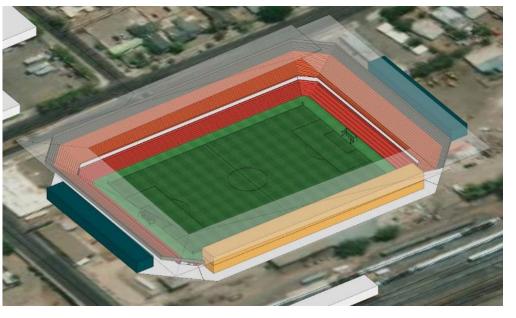


Suites/Press Box

Upper Bowl Seating

Lower Bowl Seating



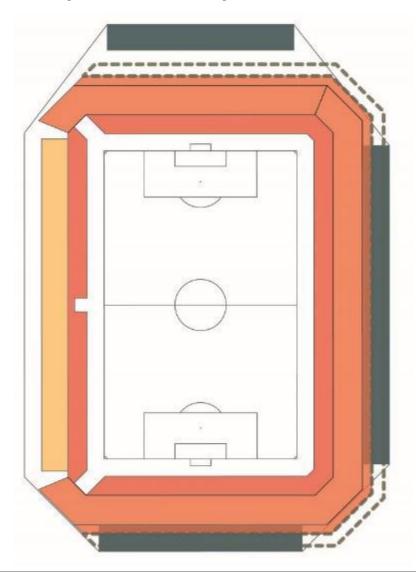


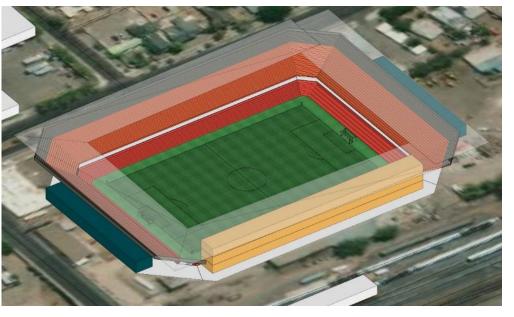


#### **Stadium Expansion Diagrams – Open End Concept**

Expansion #3

- Approx. 17K to 19K seats
- Extend Upper Bowl to fill the Northern quadrant
- Add 4 rows to the Upper Bowl
- Add 5 rows to the Upper Bowl
- Seating Expansion
- Suites/Press Box
- Upper Bowl Seating
- Lower Bowl Seating
- Program

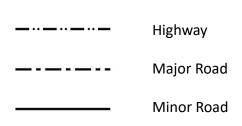


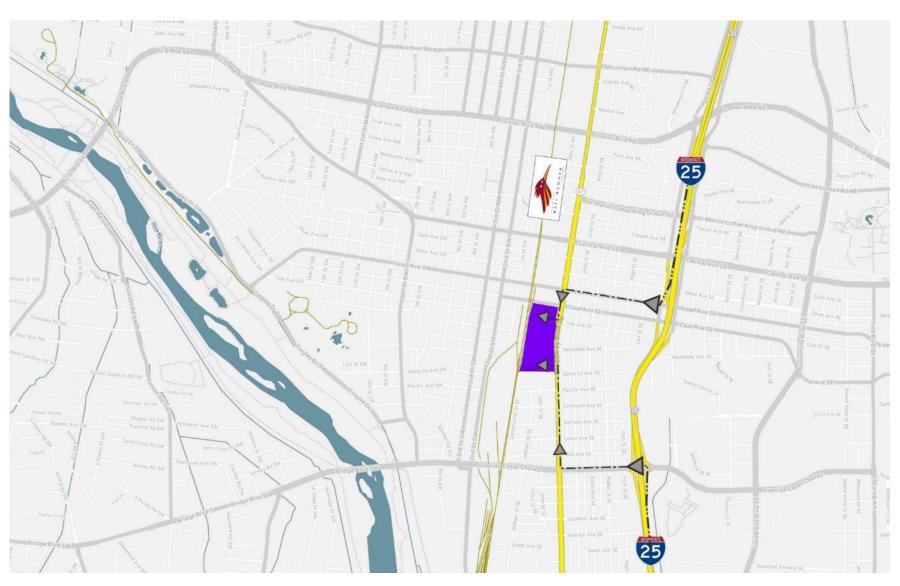




#### **Traffic**

- Traffic Ingress (North)
  - I-25 S to Lead Ave
  - Lead Avenue to Broadway Blvd
  - Broadway Blvd to Entry
- Traffic Ingress (South)
  - I-25 N to Avenida Cesar Chavez Blvd
  - Avenida Cesar Chavez Blvd to Broadway Blvd
  - Broadway Blvd to Entry

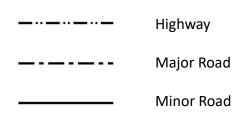


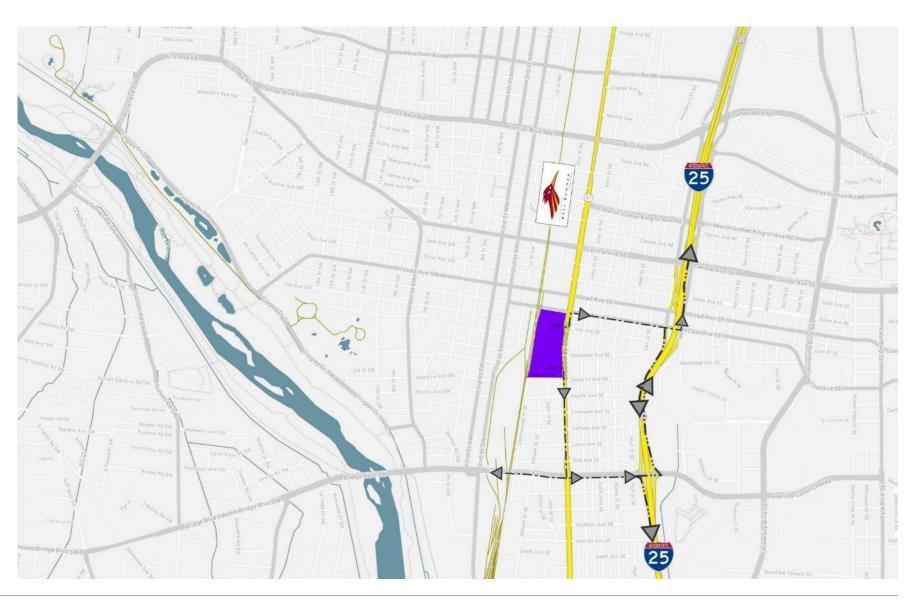




#### **Traffic**

- Traffic Egress (North)
  - Exit to Broadway Blvd
  - Broadway Blvd to Coal Ave
  - Coal Ave to I-25
- Traffic Egress (South)
  - Exit to Broadway Blvd
  - Broadway Blvd to Avenida Cesar Chavez Blvd
  - Avenida Cesar Chavez Blvd to I-25







### Parking Assessment (8,103 Potential Spaces)

D		Name	Address	Туре	Approx Count	Comments			
City-Owned Parking									
10		Movie Theater/Gold Structure	214 2nd St SW	Structure	275				
23	3	5th & Copper/Library	200 5th St NW	Structure	618				
. 24		Acropolis	220 Copper NW	Structure	344				
25	5	One Central	216 1/2 1st St NW	Structure	423				
27	7	Convention Center	401 2nd St NW	Structure	1500				
28	3	Civic Center	321 4th St NW	Structure	443				
29		Main Library Lot	510 Tijeras Ave NW	Surface	52				
38	3	3rd & Marquette	412 4th St NW	Surface	210	1 T			
. 48	3	5th & Roma	500 Roma Ave NW	Surface	83				
49		4th & Lead	410 Lead Ave NW	Structure	550	i			
Private	y-O	wned Parking				-			
-		Paid Parking	220 4th St SW	Structure	300				
- 2	2	Luna Bakery & Café	319 5th St SW	Surface	30	12			
3	3	Premium Parking	317 Gold Ave SW	Surface	14	k ii			
- 4		Premium Parking	401 Gold Ave SW	Surface	23	1			
5	5	Sth & Coal	423 Coal Ave SW	Surface	30				
	5	Imperial Building	205 Silver Ave SW	Surface	12				
7	1	Casitas 2	215 Lead Ave SW	Surface	10				
. 8	3	Casitas 1	215 Lead Ave SW	Surface	19				
2	9	Silver Gardens	312 2nd St SW	Structure	210				
11		Premium Parking	200 Gold Ave SW	Surface	89				
12	2	Premium Parking	301 Gold Ave SW	Surface	22				
13	3	Premium Parking	219 Gold Ave SW	Surface	14				
14		Premium Parking	200 Central Ave NW	Surface	150	2			
15	5	7th & Gold - SE Corner	298 7th St SW	Surface	42				
16	3	7th & Gold - NE Corner	100 7th St SW	Surface	48				
17	1	Premium Parking	715 Gold Ave SW	Surface	100				
18	3	Premium Parking	720 Copper Ave NW	Surface	12				
19		Premium Parking	615 Central Ave NW	Surface	104				
20		Premium Parking	601 Central Ave NW	Surface	91	8			
21		Premium Parking	113 6th St NW	Surface	79				
22	2	Copper Square	500 Copper Ave NW	Surface	31				
26	3	First Plaza Galleria	200 2nd St NW	Surface	135	· 交			
30		Bank of the West Building	500 Marquette NW	Structure	420				
31		Parking Co. of America	600 Marquette NW	Surface	77	1			
32		EZ Park	713 Tijeras Ave NW	Surface	30				
33		Premium Parking	411 8th St NW	Surface	22				
34		Premium Parking	807 Tijeras Ave NW	Surface	22				
35	5	Parking Co. of America	403 Marquette NW	Surface	32				
36	_	Parking Co. of America	415 7th St NW	Surface	10				
37		Parking Co. of America	615 Marquette NW	Surface	112				
39		Cell Theatre	702 1st St NW	Surface	80				
40	-	Courthouse Parking	500 4th St NW	Structure	301				
41		Parkme	520 Fruit Ave NW	Surface	81				
42		Parkme	521 Fruit Ave NW	Surface	30				
43		First Spanish Baptist Church	812 Fruit Ave NW	Surface	76				
44	_	Lomas Lot next to Subway	513 Lomas Blvd NW	Surface	48				
45	-	Metro Court Parking	412 Marble St NW	Structure	540				
46		Paid Parking	902 4th St NW	Surface	96				
47		Paid Parking	901 4th St NW	Surface	75	(S)			

Parking Structure

Surface Parking Lot

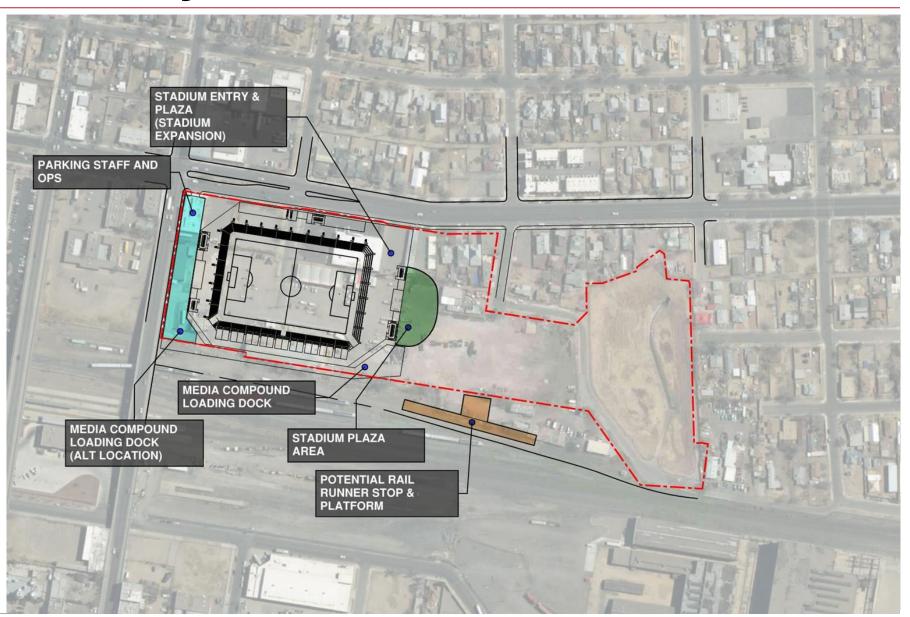






#### **Commercial Development**

- Potential New Rail Runner Stop
- Green Space
- New Surface Parking





#### Floodplain Map

- Floodplain Zone X:

  Areas determined to be outside the 0.2% annual chance floodplain
  - Floodplain Zone X:

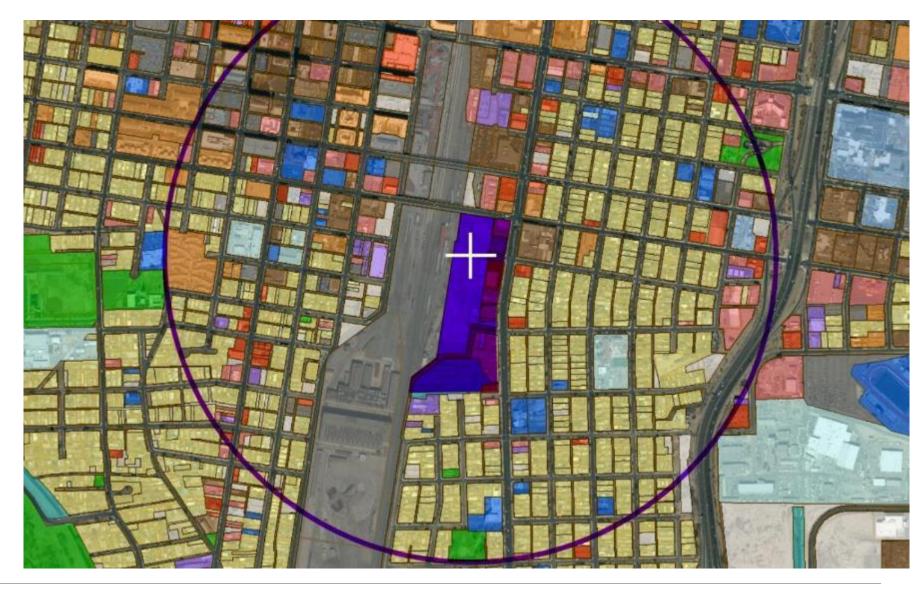
    Areas of 0.2% annual chance flood; area of 1% annual chance flood with average depth of less than 1 foot or with drainage area less than 1 square mile; and areas protected by levees from 1% annual chance flood
- Special Flood Hazard Area Zone AH:
  Subject to inundation by the 1%
  annual chance flood. Flood depths
  of 1 to 3 feet (usually areas of
  ponding); Base Flood Elevation
  Determined





#### **Neighborhood Assessment**

- Low-Density Residential
- Multi-family
- Commercial Retail
- Commercial Services
- Office
- Industrial
- Institutional/Medical
- Education
- Airport
- Transportation
- Agriculture
- Parks and Open Spaces
- Drainage
- ∇acant
- ☐ Utilities
- Community
- KAFB
- Prison

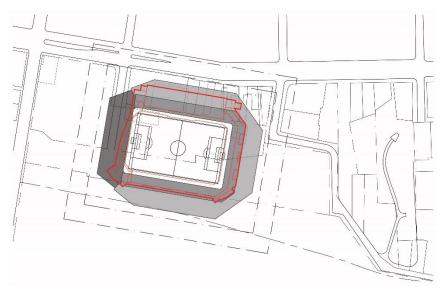




#### **Benchmarking**

Toyota Field (San Antonio, TX)

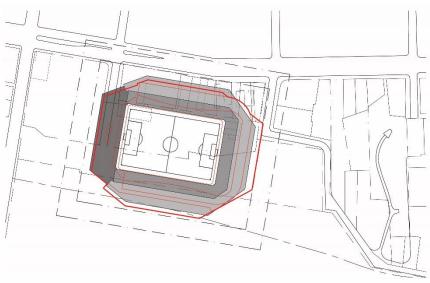
- 8,296 Seats
- +/- 9 Acres
- +/- 195 on-site parking spots
- Adjacent to theme park for guests with special needs

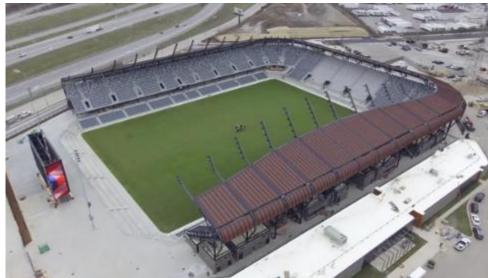




# Lynn Family Stadium (Louisville, KY)

- 11,700 Seats
- +/- 22.5 Acres
- +/- 1,545 on-site parking spots
- Commercial Development adjacent to the site







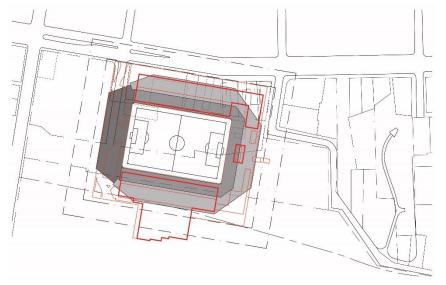
#### **Benchmarking**

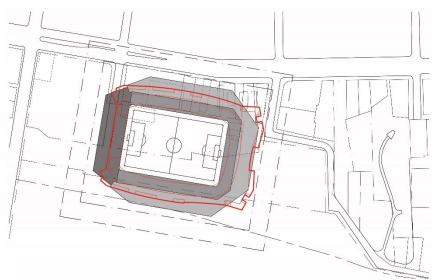
H-E-B Park (Edinburg, TX)

- 9,735 Seats
- +/- 41.75 Acres
- +/- 1,892 on-site parking spots
- No Commercial Development on or adjacent to the site



- 10,500 Seats
- +/- 8.5 Acres
- No on-site parking spots
- No Commercial Development on or adjacent to the site







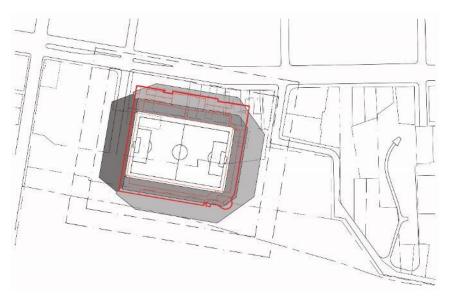




#### **Benchmarking**

Weidner Field (Colorado Springs, CO)

- 8,000 Seats
- +/- 4.75 Acres
- No on-site parking spots
- Commercial Development adjacent to the site







#### **Site Information**

Size: 41.58 acres

Zoning: Non-Residential – Business Park, Non-Residential
 Light Manufacturing

Primary Use: Industrial

Adjacent Uses: Commercial, Industrial, Residential

Ownership: Private, State

 Existing Structures: Power station, warehouses, abandoned rail spurs







### **Site Information (Continued)**

Existing Utilities:

Storm
 Yes – Adjacent to Site

SanitaryNo

Water MainNo

Power
 Yes – Power lines on site

Accessibility
 Regional Access - Great

Local Access - Good

Parking
 Existing surface parking on site but not reusable

Site requires parking on and off site

Site Adaptability
 Large site with direct access from I-40 Hwy, flat parcel suitable for stadium

construction



### **Design Opportunities**

- Potential on-site development opportunities
- Traffic access and adjacency
  - Simple ingress and egress of the site due to the proximity to I-40
- Parking
  - Lot size is large enough to provide onsite parking
- Signage and branding sightlines
  - The site is visible from I-40
- Views
  - The site has good views of the Sandia Mountains to the northeast
- Existing buildings / current businesses
  - Minimal displacement of existing business on site



#### **Possible Constraints / Limitations**

- The site sits in a flood plain
  - Protected by a levee
- Distance from downtown
  - 1.34 miles from the center of downtown
- Utility easements
  - Power lines run through the site overhead and below the surface
  - There is currently an existing electrical substation on site



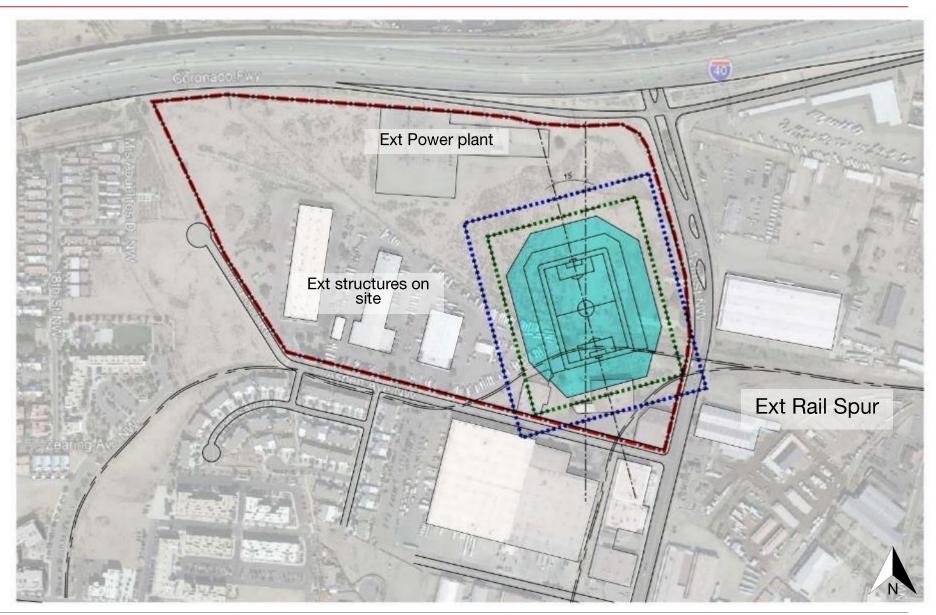
#### **Orientation**

 Shape of site will accommodate a multipurpose stadium orientation to meet FIFA recommendations within +/- 15 degrees off North/South Access

---- Property Line

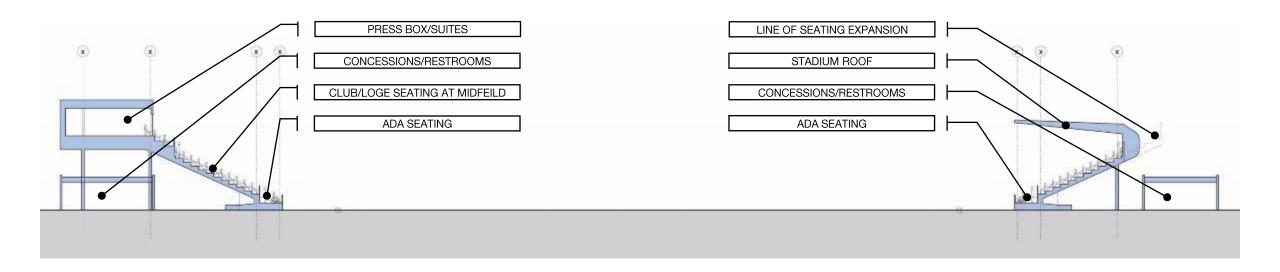
----- 30' Setback – Interior secure zone

> " 100' Setback – Industry standard for secure zone for new stadiums





Site Section - Flat Site





**Stadium Expansion Diagrams – Open End Concept** 

Base

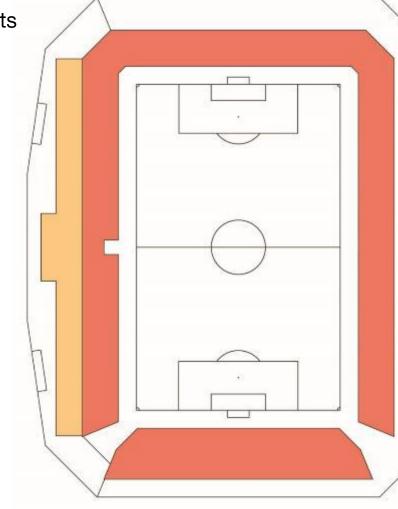
Approx. 10K to 12K seats

**Seating Expansion** 

Suites/Press Box

**Upper Bowl Seating** 

**Lower Bowl Seating** 







**Stadium Expansion Diagrams – Open End Concept** 

Expansion #1

Approx. 13k to 14k seats

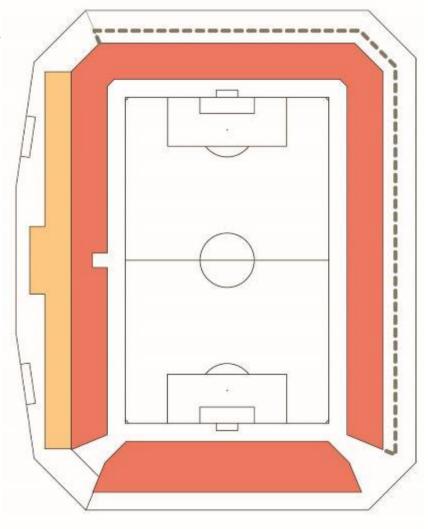
 Add 5 rows to the top of the seating bowl



Suites/Press Box

Upper Bowl Seating

Lower Bowl Seating



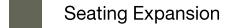




### **Stadium Expansion Diagrams – Open End Concept**

Expansion #2

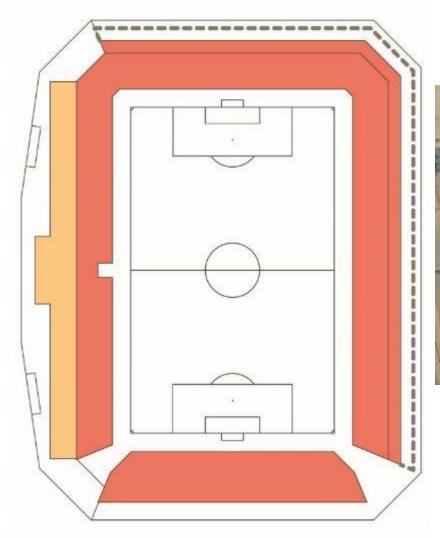
- Approx. 15K to 16K seats
- Add 5 rows to the top of the seating bowl
- Add 5 rows to the top of the seating bowl



Suites/Press Box

Upper Bowl Seating

Lower Bowl Seating



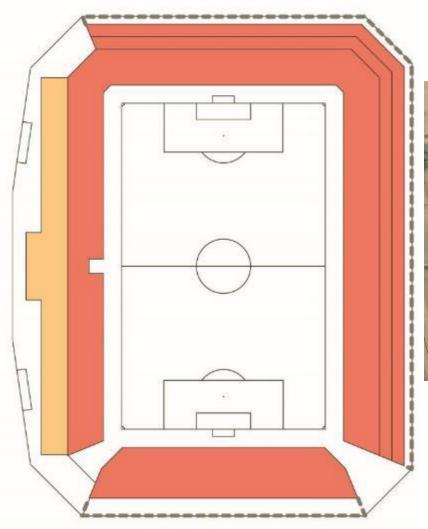




#### **Stadium Expansion Diagrams – Open End Concept**

Expansion #3

- Approx. 17K to 18K seats
- Add 5 rows to the top of the seating bowl
- Add 5 rows to the top of the seating bowl
- Add 3 rows to the top of the seating bowl and 7 rows to the standing room section
- Seating Expansion
- Suites/Press Box
- Upper Bowl Seating
- Lower Bowl Seating
- Program

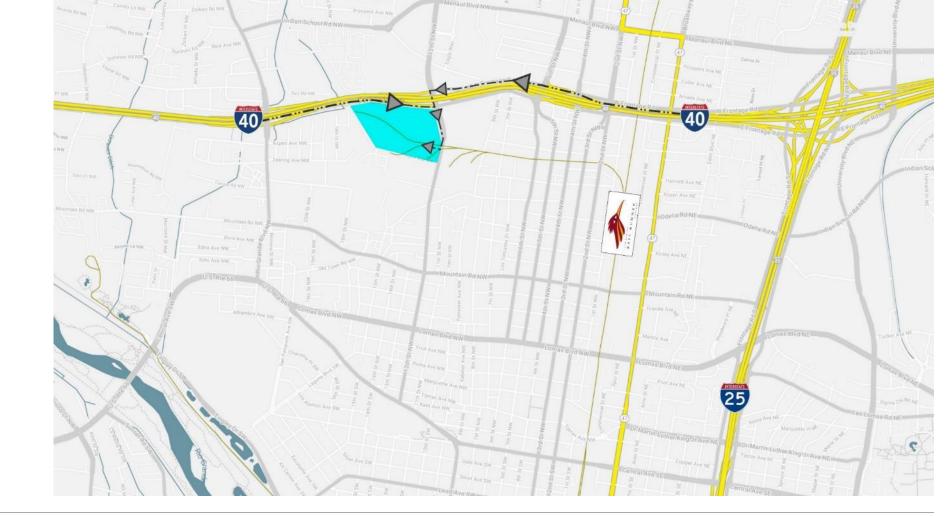






#### **Traffic**

- Traffic Ingress
  - I-40 to 12<sup>th</sup> Street
  - 12<sup>th</sup> Street to Entry

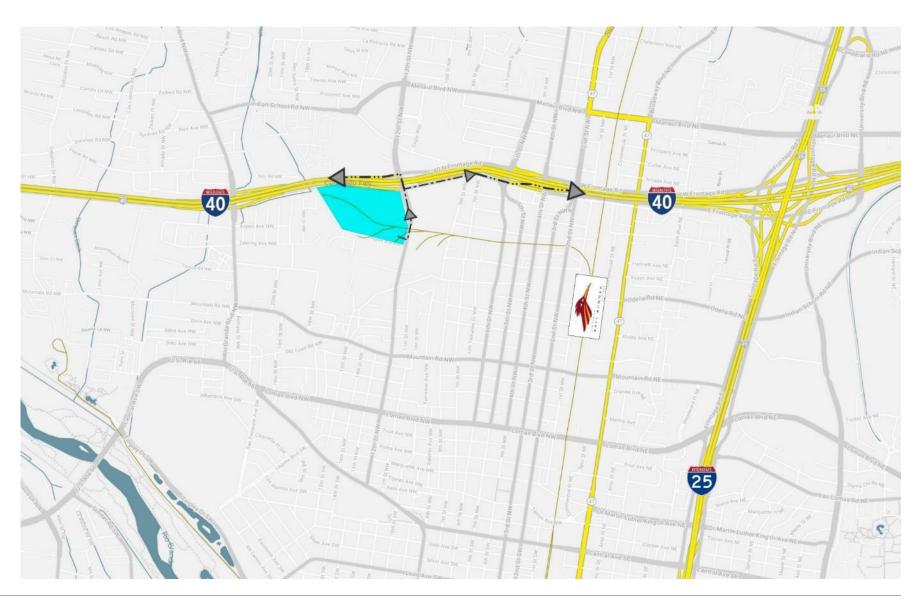




#### **Traffic**

- Traffic Egress
  - Exit to 12<sup>th</sup> Street
  - 12<sup>th</sup> Street to I-40







#### Parking Assessment (Limited Potential Spaces)

- There are no publicly owned parking lots immediately adjacent to the site
- There may be additional lots not included in this summary however, these lots are privately owned
- Impact is mitigated by the size of the site and potential for on-site parking



Surface Parking Lot

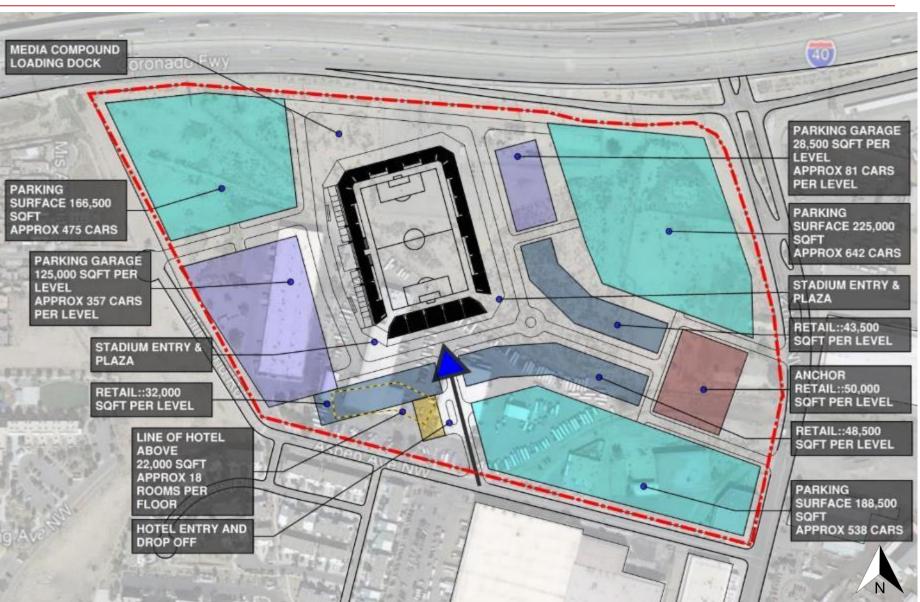
Bus Stop





#### **Commercial Development**

- Existing Parking
- Potential New Rail Runner Stop
- Green Space
- New Surface Parking
- New Parking Garage
- Potential Retail Anchor
- Potential Commercial Development
- Potential Hotel



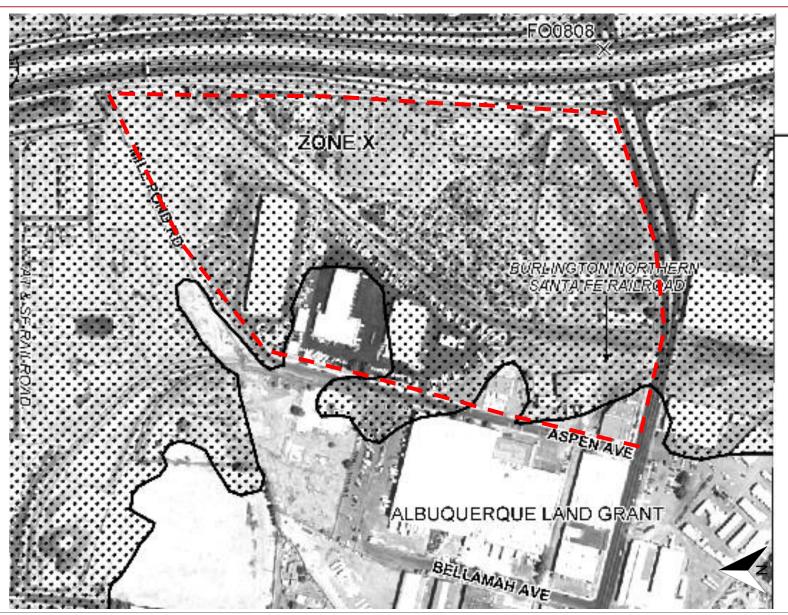


#### Floodplain Map

- Floodplain Zone X:

  Areas determined to be outside the 0.2% annual chance floodplain
- Floodplain Zone X:

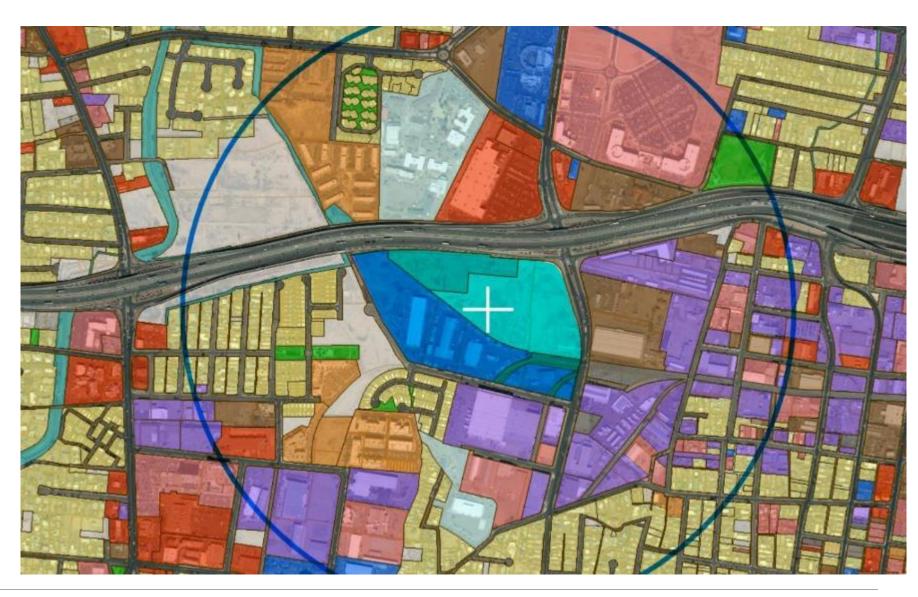
  Areas of 0.2% annual chance flood; area of 1% annual chance flood with average depth of less than 1 foot or with drainage area less than 1 square mile; and areas protected by levees from 1% annual chance flood
- Special Flood Hazard Area Zone AH:
  Subject to inundation by the 1%
  annual chance flood. Flood depths
  of 1 to 3 feet (usually areas of
  ponding); Base Flood Elevation
  Determined





### **Neighborhood Assessment**

- Low-Density Residential
- Multi-family
- Commercial Retail
- Commercial Services
- Office
- Industrial
- Institutional/Medical
- Education
- Airport
- Transportation
- Agriculture
- Parks and Open Spaces
- Drainage
- ☐ Vacant
- ☐ Utilities
- Community
- KAFB
- Prison

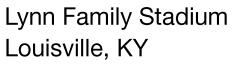




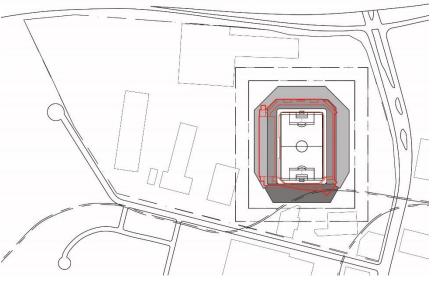
### **Benchmarking**

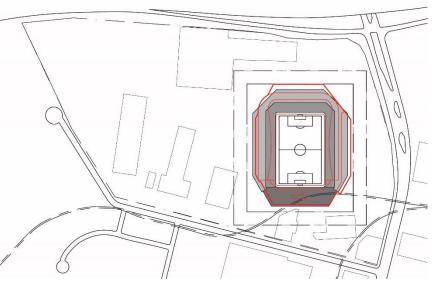
Toyota Field San Antonio, TX

- 8,296 Seats
- +/- 9 Acres
- +/- 195 on-site parking spots
- Adjacent to theme park for guests with special needs

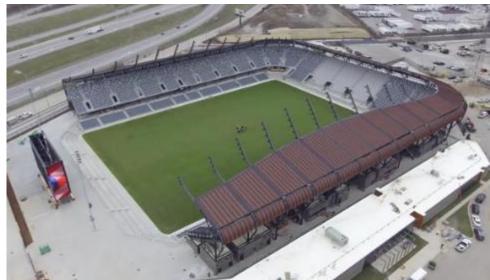


- 11,700 Seats
- +/- 22.5 Acres
- +/- 1,545 on-site parking spots
- Commercial Development adjacent to the site











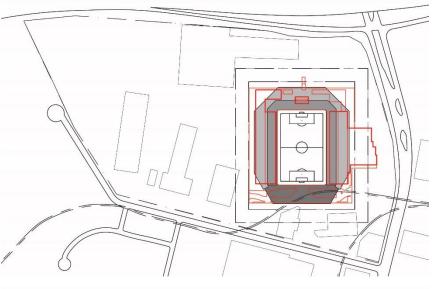
#### **Benchmarking**

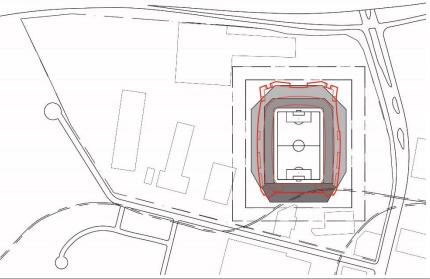
H-E-B Park Edinburg, TX

- 9,735 Seats
- +/- 41.75 Acres
- +/- 1,892 on-site parking spots
- No Commercial Development on or adjacent to the site

American Legion Memorial Stadium Charlotte, NC

- 10,500 Seats
- +/- 8.5 Acres
- No on-site parking spots
- No Commercial Development on or adjacent to the site







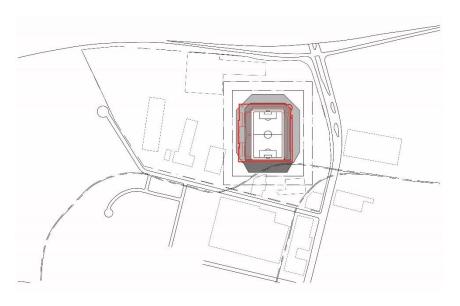




### **Benchmarking**

Weidner Field Colorado Springs, CO

- 8,000 Seats
- +/- 4.75 Acres
- No on-site parking spots
- Commercial Development adjacent to the site







#### **Site Information**

- Size: 9.5 acres
- Zoning: Mixed-Use Hight-Intensity, Mixed-Use Transition
- Primary Use: Commercial, Industrial, Residential
- Adjacent Uses: Commercial, Industrial, Residential
- Ownership: City, Private
- Existing Structures: Existing railyards, warehouses, single family homes





#### **Site Information**

	Zoning	Land Use	Easements	Owner	Acres	Max Building Height	Min. Setbacks (Front)	Min. Setbacks (Side)	Min. Setbacks (Rear)
Parcel 1	Mixed-Use – High Intensity	06 – Industrial	No	Private	0.25	75 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 2	Mixed-Use – Low Intensity	04 – Commercial Services	No	Private	0.30	75 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 3	Mixed-Use – Low Intensity	06 – Industrial	No	Private	1.08	75 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 4	Mixed-Use – Transition	01 – Low Density Residential	No	Private	0.22	30 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 5	Mixed-Use – Low Intensity	15 – Vacant	No	Private	0.27	75 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 6	Mixed-Use – Low Intensity	15 – Vacant		Private	0.3	75 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 7	Mixed-Use – Low Intensity	15 – Vacant / 01 – Low Density Residential	No	Private	0.62	75 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 8	Mixed-Use – Low Intensity	15 – Vacant	No	City	0.87	75 ft.	0 ft. / 15 ft.	0 ft. / Street side: 15 ft.	Street or Alley: 0 ft.
Parcel 9	Mixed-Use – Low Intensity	10 - Transportation	No	City	4.25	Requires approval of site plan by EPC	Requires approval of site plan by EPC	Requires approval of site plan by EPC	Requires approval of site plan by EPC



#### **Site Information (Continued)**

• Existing Utilities:

StormYes – On Site

SanitaryNo

Water MainNo

■ Power N/A

Accessibility
 Regional Access - Good

Local Access - Great

Parking
 Existing surface parking on site maybe reusable

Site requires parking on and off site

Site Adaptability
 Small, flat parcel suitable for stadium construction, may requires additional

acquisition of land adjacent on rail line, closure of 1st Street



#### **Design Opportunities**

- There is potential for an anchor tenant adjacent to the site
  - Could be a catalyst for renovation of the existing buildings for mixed-use development
- Potential on-site development opportunities
- The size of the site is acceptable for the stadium and parking
- Proximity to the rail lines provides an opportunity to have a stop near the site
- Signage and branding sightlines
  - The site is visible from the bridge over Coal Ave, as well as from the neighborhoods to the East
- The site is in an urban neighborhood within downtown
- Distance from downtown
  - The site sits less than one mile from the center of downtown
- Views
  - The site has views of the Sandia Mountains



#### **Possible Constraints / Limitations**

- Commercial development
  - There is limited opportunity for commercial development on the site
- Parking
  - There is limited parking on site. Structured parking is shown as part of commercial development.
- Railroad tracks
  - The railroad tracks to the east act as a hard boundary
- Existing buildings / current businesses
  - The site currently has multiple owners and there would be minimal displacement of current businesses
- Traffic access
  - Most vehicle access would come from the south or north on 2<sup>nd</sup> Street, which is currently a two-lane residential street
- Surrounding neighborhoods
  - Much of the context surrounding the site consists of single-family residential homes



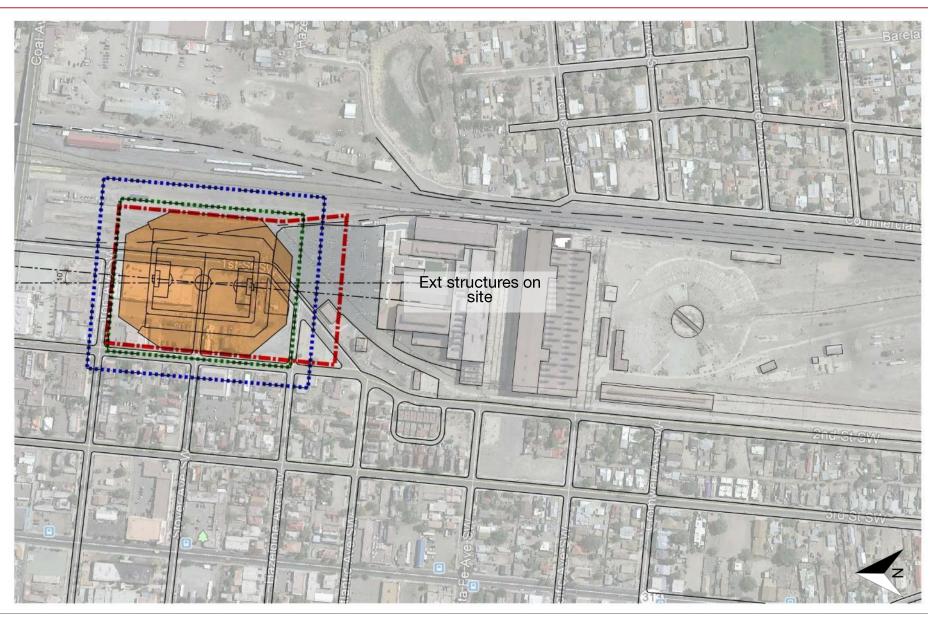
#### **Orientation**

 Shape of site will accommodate a multipurpose stadium orientation to meet FIFA recommendations within +/- 15 degrees off North/South Access

---- Property Line

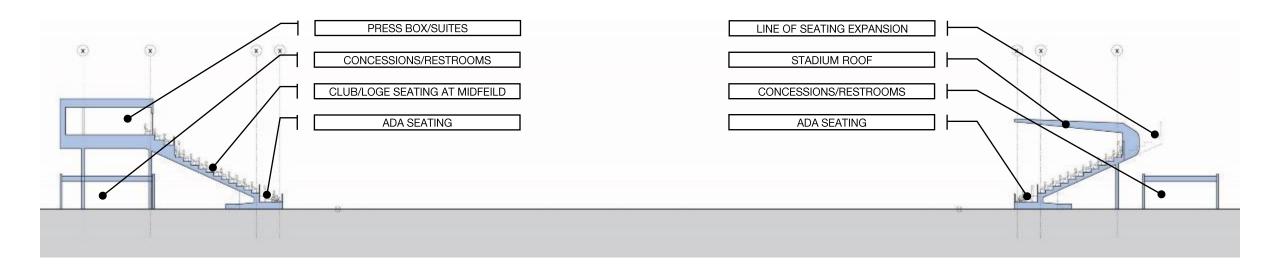
----- 30' Setback – Interior secure zone

----- 100' Setback –
Industry
standard for
secure zone for
new stadiums





Site Section - Flat Site





**Stadium Expansion Diagrams – Open End Concept** 

Base

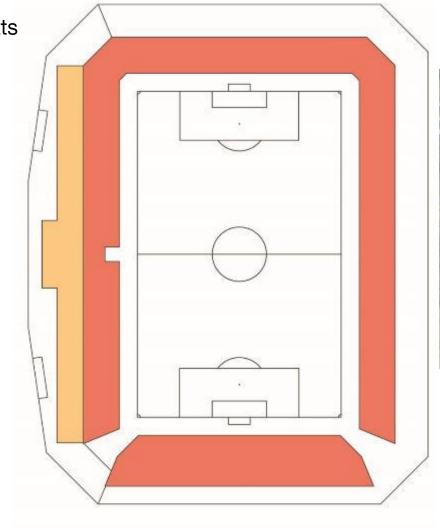
Approx. 10K to 12K seats



Suites/Press Box

Upper Bowl Seating

Lower Bowl Seating







### **Stadium Expansion Diagrams – Open End Concept**

Expansion #1

Approx. 13k to 14k seats

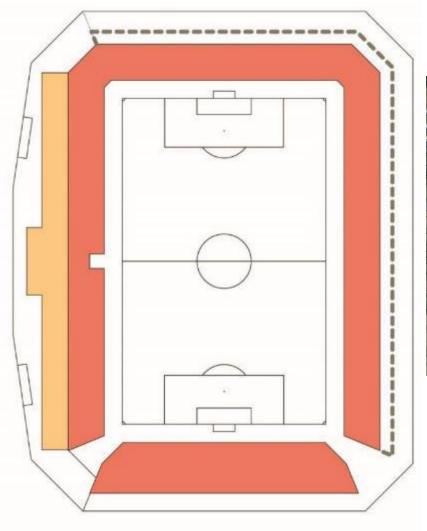
 Add 5 rows to the top of the seating bowl



Suites/Press Box

Upper Bowl Seating

Lower Bowl Seating



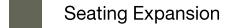




#### **Stadium Expansion Diagrams – Open End Concept**

Expansion #2

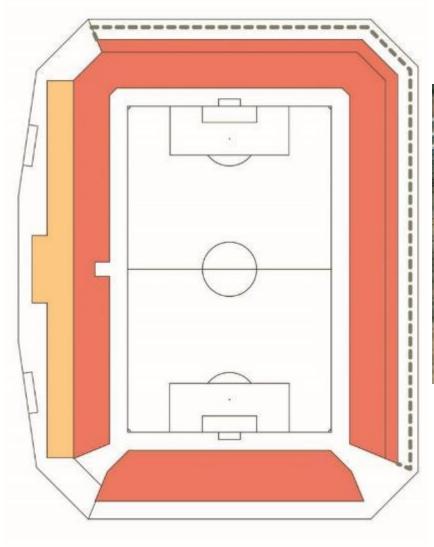
- Approx. 15K to 16K seats
- Add 5 rows to the top of the seating bowl
- Add 5 rows to the top of the seating bowl



Suites/Press Box

Upper Bowl Seating

Lower Bowl Seating







#### **Stadium Expansion Diagrams – Open End Concept**

Expansion #3

- Approx. 17K to 18K seats
- Add 5 rows to the top of the seating bowl
- Add 5 rows to the top of the seating bowl
- Add 3 rows to the top of the seating bowl and 7 rows to the standing room section
- Seating Expansion
- Suites/Press Box
- Upper Bowl Seating
- Lower Bowl Seating
- Program

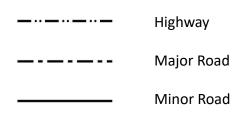


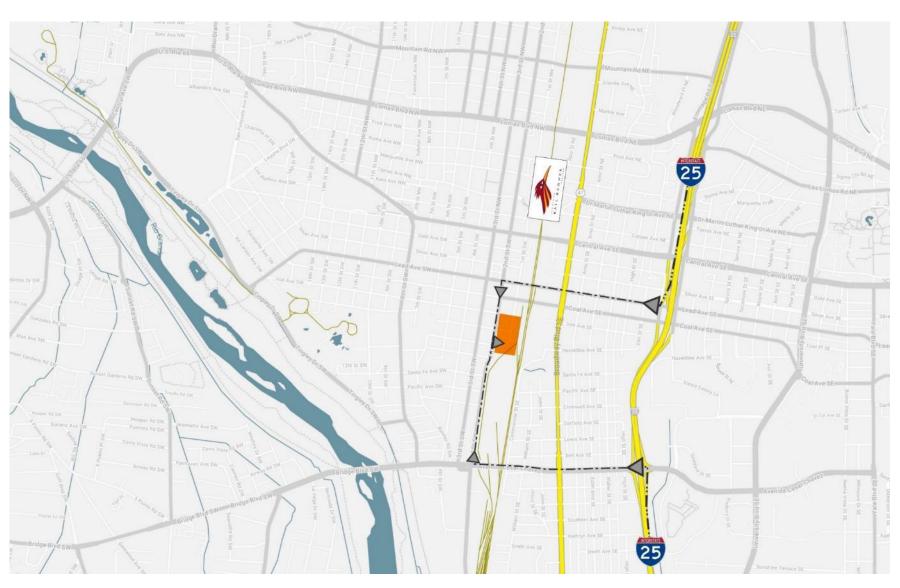




#### **Traffic**

- Traffic Ingress (North)
  - I-25 S to Lead Avenue
  - Lead Avenue to 2<sup>nd</sup>
     Street
  - 2<sup>nd</sup> Street to Entry
- Traffic Ingress (South)
  - I-25 N to Avenida Cesar Chavez Blvd
  - Avenida Cesar Chavez Blvd to 2nd Street
  - 2<sup>nd</sup> Street to Entry

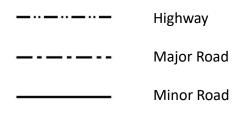


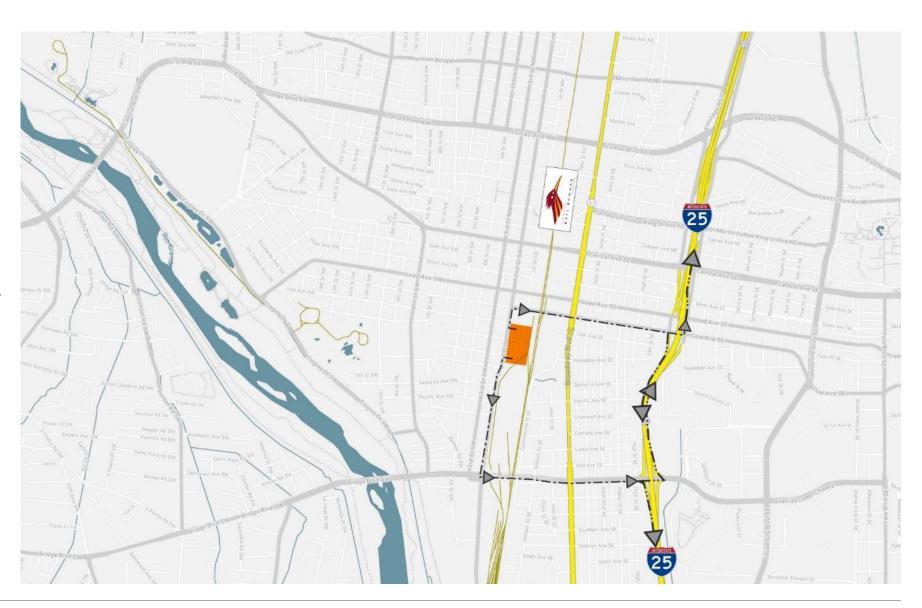




#### **Traffic**

- Traffic Egress (North)
  - Exit to 2<sup>nd</sup> Street
  - 2<sup>nd</sup> Street N to Coal Ave
  - Coal Ave to I-25
- Traffic Egress (South)
  - Exit to 2<sup>nd</sup> Street
  - 2<sup>nd</sup> Street S to Avenida Cesar Chavez Blvd
  - Avenida Cesar Chavez Blvd to I-25







### Parking Assessment (8,103 Potential Spaces)

0	L	Name	Address	Type	Approx Count	Comments
ity-Ow	vnec	d Parking				
10		Movie Theater/Gold Structure	214 2nd St SW	Structure	27	5
23		5th & Copper/Library	200 5th St NW	Structure	61	
24		Acropolis	220 Copper NW	Structure	34	
25		One Central	216 1/2 1st St NW	Structure	42	
27		Convention Center	401 2nd St NW	Structure	150	
28	3	Civic Center	321 4th St NW	Structure	44	3
29	9	Main Library Lot	510 Tijeras Ave NW	Surface	5.	2
38	3	3rd & Marquette	412 4th St NW	Surface	21	0
48	3	5th & Roma	500 Roma Ave NW	Surface	8	3
49	9	4th & Lead	410 Lead Ave NW	Structure	55	0
rivatel	y-0	wned Parking				
1		Paid Parking	220 4th St SW	Structure	30	0
2	2	Luna Bakery & Café	319 5th St SW	Surface	3	0
3	3	Premium Parking	317 Gold Ave SW	Surface	1	4
4		Premium Parking	401 Gold Ave SW	Surface	2	3
5	5	5th & Coal	423 Coal Ave SW	Surface	3	0
6	5	Imperial Building	205 Silver Ave SW	Surface	1	2
7		Casitas 2	215 Lead Ave SW	Surface	1	0
. 8		Casitas 1	215 Lead Ave SW	Surface	1	5
9	9	Silver Gardens	312 2nd St SW	Structure	21	0
11		Premium Parking	200 Gold Ave SW	Surface	8	5
12	2	Premium Parking	301 Gold Ave SW	Surface	2	2
13	3	Premium Parking	219 Gold Ave SW	Surface	1	
14		Premium Parking	200 Central Ave NW	Surface	15	0
15	5	7th & Gold - SE Corner	298 7th St SW	Surface	4	2
16		7th & Gold - NE Corner	100 7th St SW	Surface	4	8
17		Premium Parking	715 Gold Ave SW	Surface	10	0
18	3	Premium Parking	720 Copper Ave NW	Surface	1	2
19		Premium Parking	615 Central Ave NW	Surface	10	
20		Premium Parking	601 Central Ave NW	Surface	9	1
21		Premium Parking	113 6th St NW	Surface	7	
22		Copper Square	500 Copper Ave NW	Surface	3	
26		First Plaza Galleria	200 2nd St NW	Surface	13	
30		Bank of the West Building	500 Marquette NW	Structure	42	
31		Parking Co. of America	600 Marquette NW	Surface	7	
32		EZ Park	713 Tijeras Ave NW	Surface	3	
33		Premium Parking	411 8th St NW	Surface	2	
34		Premium Parking	807 Tijeras Ave NW	Surface	2	
35		Parking Co. of America	403 Marquette NW	Surface	3	
36		Parking Co. of America	415 7th St NW	Surface	3	
37		Parking Co. of America	615 Marquette NW	Surface	11	
39		Cell Theatre	702 1st St NW	Surface	8	
40		Courthouse Parking	500 4th St NW	Structure	30	
41		Parkme	520 Fruit Ave NW	Surface	8	
42		Parkme	521 Fruit Ave NW	Surface	3	
43		First Spanish Baptist Church	812 Fruit Ave NW	Surface	7	
44		Lomas Lot next to Subway	513 Lomas Blvd NW	Surface	4	
45		Metro Court Parking	412 Marble St NW	Structure	54	
46		Paid Parking	902 4th St NW	Surface	9	
47		Paid Parking	901 4th St NW	Surface	7	

Total Spots 8103

Parking Structure

Surface Parking Lot

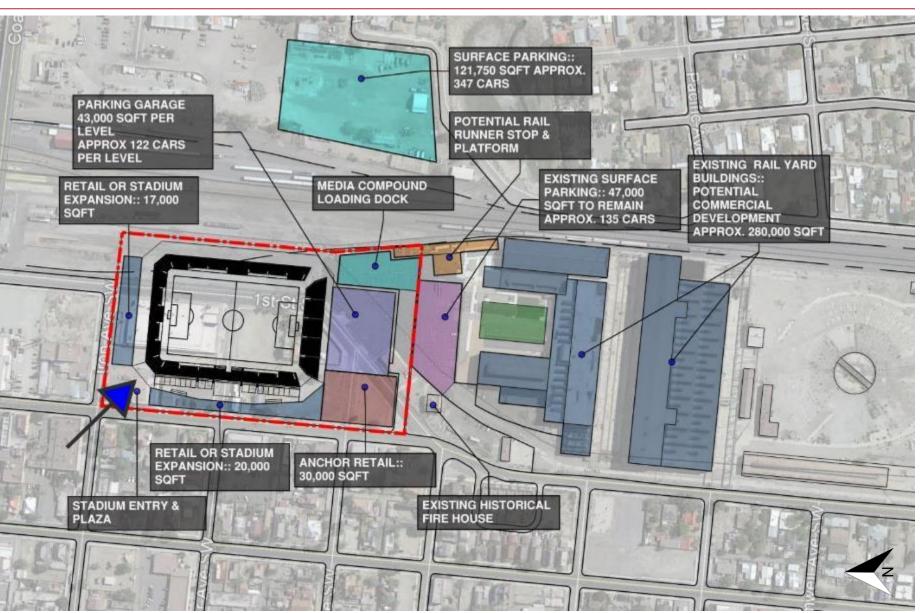
Bus Stop





#### **Commercial Development**

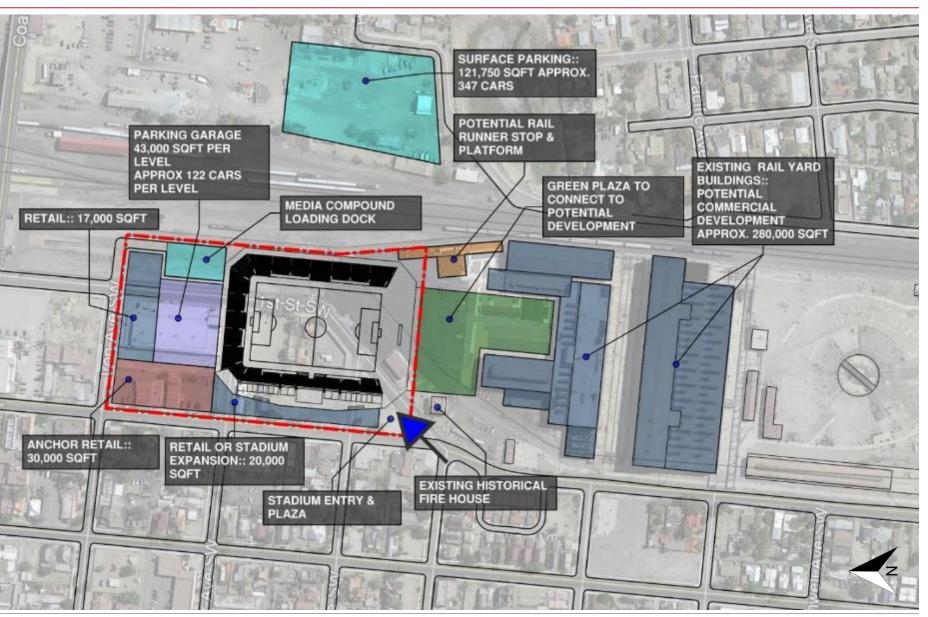
- Existing Parking
- Potential New Rail Runner Stop
- Green Space
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- New Parking Garage
- Potential Retail Anchor
- Potential Commercial Development
- Potential Hotel





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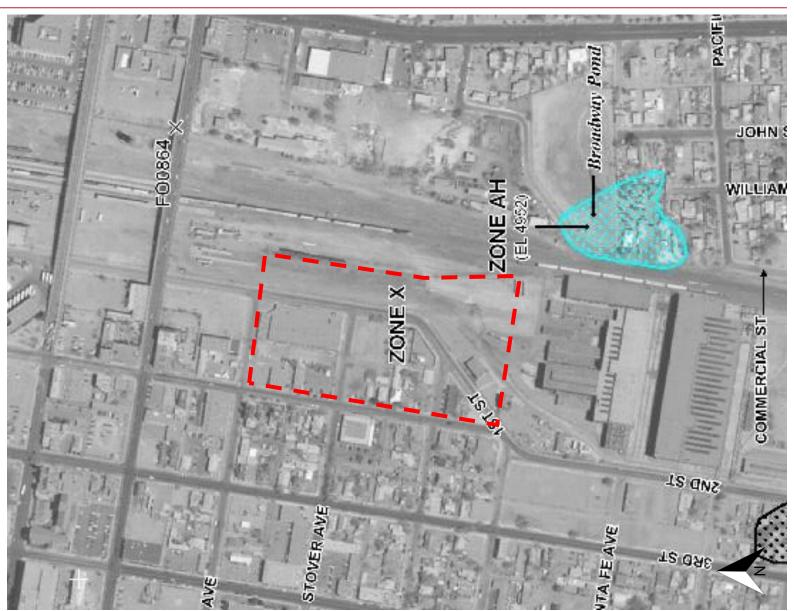


### Floodplain Map

- Floodplain Zone X:

  Areas determined to be outside the 0.2% annual chance floodplain
- Floodplain Zone X:

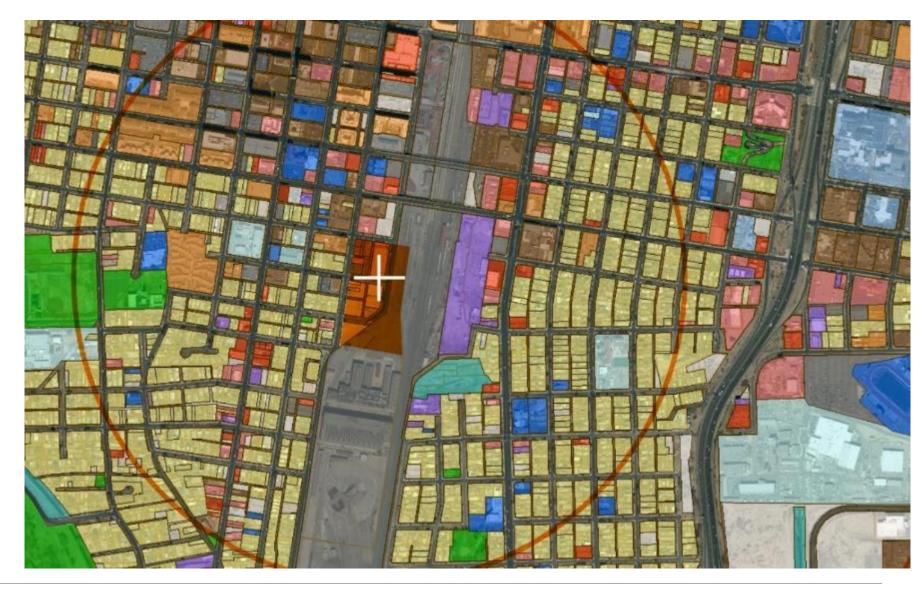
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- Special Flood Hazard Area Zone AH:
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### **Neighborhood Assessment**

- Low-Density Residential
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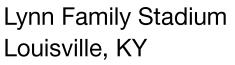




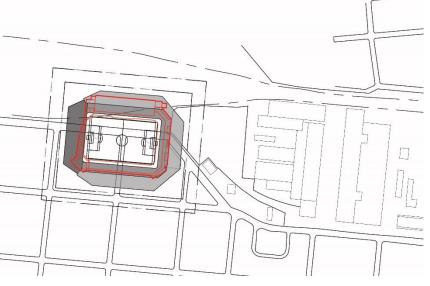
### **Benchmarking**

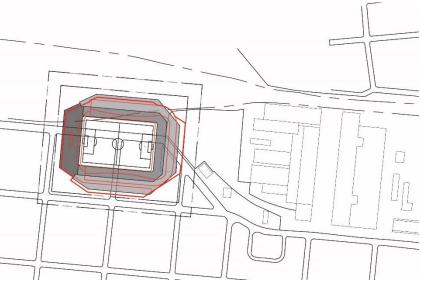
Toyota Field San Antonio, TX

- 8,296 Seats
- +/- 9 Acres
- +/- 195 on-site parking spots
- Adjacent to theme park for guests with special needs

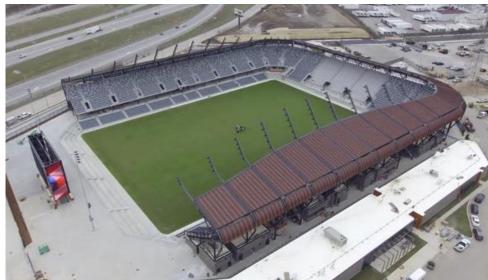


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- +/- 22.5 Acres
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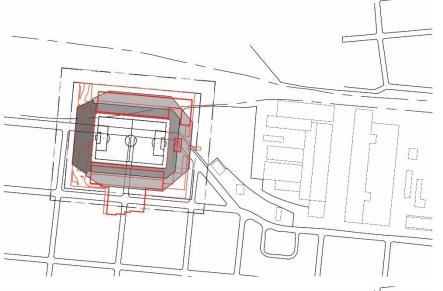
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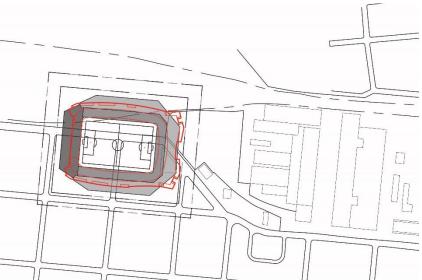
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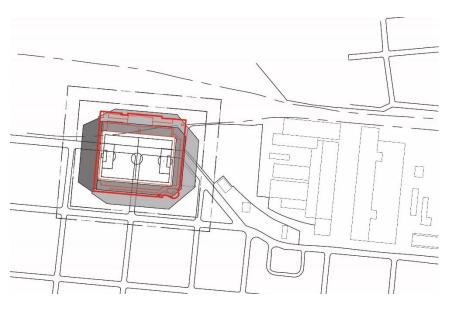




### **Benchmarking**

Weidner Field Colorado Springs, CO

- 8,000 Seats
- +/- 4.75 Acres
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- Commercial Development adjacent to the site



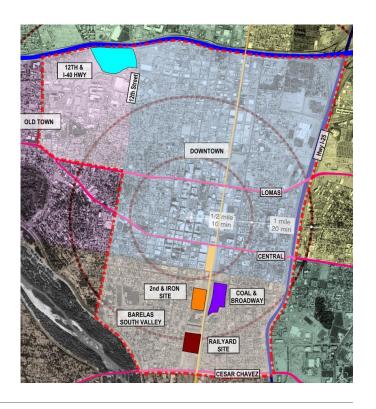






### **Overview**

- CAA ICON and Crawford Architects have completed an assessment of the previously identified four sites based on the following categories of criteria:
  - Physical Characteristics
  - Location Considerations
  - Economic Considerations
  - Financing Considerations
  - Other Considerations
- Sites Evaluated:
  - Site #1 Railyard
  - Site #2 Coal and Broadway
  - Site #3 12<sup>th</sup> and I-40
  - Site #4 2<sup>nd</sup> and Iron
- After completing the assessment, the Coal and Broadway site and 2<sup>nd</sup> and Iron site were selected as the preferred sites
  - Crawford Architects has completed a concept design for both preferred sites





### Site Criteria

### **Physical Characteristics**

- Size (Acres)/Stadium Fit
- Orientation
- Configuration
- Accessibility
- Adequacy of Existing Infrastructure
- Parking (On-Site)
- Parking (Off-Site)
- Utilities (Adequacy/Relocation)
- Topography
- **Environmental Issues**
- Zoning, Easements, Features, Geotech, **Height Restrictions**
- Design Restrictions/Limitations

#### **Location Considerations**

- Image/Visibility
- Downtown Location (Preferred Option)
- Adjacent Land Uses/Compatibility (Catalyst for Redevelopment)
- Public Sector Approval Requirements
- Community Acceptance
- Proximity to Public Transit
- Proximity to Key Demographics
- Proximity to Stakeholders/Services
- "Public Safety/Emergency Services"

#### **Economic Considerations**

- Land Ownership
- Land Acquisition Costs
- Displacement -Business/Residential Relocation/Demolition Costs
- Infrastructure Costs (On-Site/Off-Site)
- **Project Costs**
- Parking Surface vs. Structure (Cost)
- Environmental Mitigation/Remediation Costs
- Naming Rights/Sponsorship **Opportunities**
- **Premium Seating** Opportunities
- Parking Facility Controlled Stalls (Revenue)
- Economic/Fiscal Impact
- Timing/Schedule

### **Financing Considerations Other Considerations**

- Public Sector Contribution
- Private Sector Contribution
- Financing Sources/Mechanisms Available
- Incentive Areas
- Potential Third-Party Contributors

- Historic Structures
- Suitability for **Emergency Shelter**
- Unique Site Improvement Opportunities - Positive
- Anticipated Site Difficulties - Negative
- Intangibles



**Site Matrix (Physical Characteristics)** 

		Site #1 Railyard	Site #2 Coal & Broadway	Site #3 12th St & I-40 Hwy	Site #4 2nd & Iron
Category	Criteria	Score	Score	Score	Score
	Size (Acres)/Stadium Fit				
	Orientation				-
	Configuration			-	
	Accessibility				
10	Adequacy of Existing Infrastructure				
aracteristic	Parking (On-Site)				
Physical Characteristics	Parking (Off-Site)				
	Utilities (Adequacy/Relocation)				
	Topography				-
	Environmental Issues				
	Zoning, Easements, Features, Geotech, Height Restrictions				
	Design Restrictions/Limitations				



**Site Matrix (Location Considerations)** 

		Site #1 Railyard	Site #2 Coal & Broadway	Site #3 12th St & I-40 Hwy	Site #4 2nd & Iron
Category	Criteria	Score	Score	Score	Score
	Image/Visibility				
	Downtown Location (Preferred Option)				
	Adjacent Land Uses/Compatibility (Catalyst for Redevelopment)				
ations	Public Sector Approval Requirements				
Location Considerations	Community Acceptance				
Locati	Proximity to Public Transit				
	Proximity to Key Demographics				
	Proximity to Stakeholders/Services				
	Public Safety/Emergency Services	-	-	-	-



**Site Matrix (Economic Considerations)** 

Category	Criteria	Site #1 Railyard Score	Site #2 Coal & Broadway Score	Site #3 12th St & I-40 Hwy Score	Site #4 2nd & Iron Score
cutegory	Land Ownership	-		-	
	Land Acquisition Costs				
	Displacement - Business/Residential Relocation/Demolition Costs				
	Infrastructure Costs (On-Site/Off-Site)				
S	Project Costs				
Economic Considerations	Parking - Surface vs. Structure (Cost)				
onomic Co	Environmental Mitigation/Remediation Costs				
E	Naming Rights/Sponsorship Opportunities				
	Premium Seating Opportunities				
	Parking - Facility Controlled Stalls (Revenue)				
	Economic/Fiscal Impact				
	Timing/Schedule				



**Site Matrix (Financing Considerations)** 

		Site #1 Railyard	Site #2 Coal & Broadway	Site #3 12th St & I-40 Hwy	Site #4 2nd & Iron
Category	Criteria	Score	Score	Score	Score
	Public Sector Contribution (Willingness to Invest)				
rations	Private Sector Contribution (Willingness to Invest)				
Financing Considerations	Financing Sources/Mechanisms Available				
Financi	Incentive Areas				
	Potential Third-Party Contributors				



**Site Matrix (Other Considerations)** 

		Site #1 Railyard	Site #2 Coal & Broadway	Site #3 12th St & I-40 Hwy	Site #4 2nd & Iron
Category	Criteria	Score	Score	Score	Score
	Historic Structures				
	Suitability for Emergency Shelter				
Other	Unique Site Improvement Opportunities (Positive)				
	Anticipated Site Difficulties (Negative)				
	Intangibles				-

- After completing the assessment, the Coal and Broadway site and 2<sup>nd</sup> and Iron site were selected as the preferred sites
  - Crawford Architects has completed a concept design for both preferred sites



**Site Matrix (Physical Characteristics)** 

		Site #1 Railyard	Site #2 Coal & Broadway	Site #3 12th St & I-40 Hwy	Site #4 2nd & Iron
Category	Criteria	Score	Score	Score	Score
	Size (Acres)/Stadium Fit	Medium	High	Very High	High
	Orientation	Very High	Very High	Very High	Very High
SS	Configuration	Medium	Medium	Very High	Medium
Characteristics	Accessibility	Low	Medium	Medium	Medium
cter	Adequacy of Existing Infrastructure	Medium	Medium	Medium	Medium
ara	Parking (On-Site)	Low	Medium	Very High	Low
S	Parking (Off-Site)	High	High	Very Low	High
cal	Utilities (Adequacy/Relocation)	Medium	Medium	Medium	Medium
Physical	Topography	Very High	High	Very High	Very High
Ph	Environmental Issues	Very Low	Medium	Medium	Medium
	Zoning, Easements, Features, Geotech, Height Restrictions	Medium	Low	Low	Medium
	Design Restrictions/Limitations	Low	High	High	High



**Site Matrix (Location Considerations)** 

		Site #1 Railyard	Site #2 Coal & Broadway	Site #3 12th St & I-40 Hwy	Site #4 2nd & Iron
Category	Criteria	Score	Score	Score	Score
ဟ	Image/Visibility	High	Medium	Very High	Medium
Considerations	Downtown Location (Preferred Option)	Very High	Very High	Low	Very High
erat	Adjacent Land Uses/Compatibility (Catalyst for Redevelopment)	Very High	Very High	Very Low	Very High
side	Public Sector Approval Requirements	Medium	Medium	Medium	Medium
on of	Community Acceptance	Very Low	Medium	High	Medium
	Proximity to Public Transit	High	Very High	Very Low	Very High
atio	Proximity to Key Demographics	High	High	Low	High
Location	Proximity to Stakeholders/Services	Medium	High	Low	High
	Public Safety/Emergency Services	Very High	Very High	Very High	Very High



## **Site Matrix (Economic Considerations)**

		Site #1 Railyard	Site #2 Coal & Broadway	Site #3 12th St & I-40 Hwy	Site #4 2nd & Iron
Category	Criteria	Score	Score	Score	Score
	Land Ownership	Very High	Low	Low	High
	Land Acquisition Costs	Very High	Medium	Very Low	High
Suc	Displacement - Business/Residential Relocation/Demolition Costs	High	Low	Low	Low
Considerations	Infrastructure Costs (On-Site/Off-Site)	Very Low	Medium	Medium	Medium
der	Project Costs	Medium	Medium	High	High
nsi	Parking - Surface vs. Structure (Cost)	Medium	Low	High	Low
	Environmental Mitigation/Remediation Costs	Very Low	Medium	Medium	High
n ic	Naming Rights/Sponsorship Opportunities	Medium	Medium	High	Medium
Economic	Premium Seating Opportunities	Medium	Medium	Low	Medium
Ecc	Parking - Facility Controlled Stalls (Revenue)	Very Low	Medium	High	Low
	Economic/Fiscal Impact	Medium	High	Low	High
	Timing/Schedule	Medium	Medium	Medium	High



**Site Matrix (Financing Considerations)** 

		Site #1 Railyard	Site #2 Coal & Broadway	Site #3 12th St & I-40 Hwy	Site #4 2nd & Iron
Category	Criteria	Score	Score	Score	Score
ns	Public Sector Contribution (Willingness to Invest)	Very High	Very High	Very High	Very High
ing	Private Sector Contribution (Willingness to Invest)	Low	High	Low	High
idera	Financing Sources/Mechanisms Available	Medium	Medium	Medium	Medium
Fir	Incentive Areas	Low	Low	High	Low
ပိ	Potential Third-Party Contributors	Medium	Medium	Medium	Medium



**Site Matrix (Other Considerations)** 

		Site #1 Railyard	Site #2 Coal & Broadway	Site #3 12th St & I-40 Hwy	Site #4 2nd & Iron
Category	Criteria	Score	Score	Score	Score
	Historic Structures	Low	Very High	Very High	High
_	Suitability for Emergency Shelter	Very High	Very High	Very High	Very High
Other	Unique Site Improvement Opportunities - Positive	Very High	Medium	Medium	High
J	Anticipated Site Difficulties - Negative	Low	Medium	Medium	Medium
	Intangibles	Medium	Very High	Medium	Very High

- After completing the assessment, the Coal and Broadway site and 2<sup>nd</sup> and Iron site were selected as the preferred sites
  - Crawford Architects has completed a concept design for both preferred sites



- The preliminary program in this section has been generated based on a total seating capacity of 12,000
- Program total area includes seating areas, outdoor areas, and enclosed areas

SEATING CAPACITIES	Unit	Unit Area	Total Area	Remarks
General Seating	11,034	5.50	60,687	
Loge Seating	100	24.75	2,475	
Club Seating	500	6.60	3,300	
Suites	14	16.00		12 fixed + 4 bar stool
Suite Seating	224	12.00	2,688	
ADA Seating	71	23.10	1,640	
ADA   Companion Seating	71	23.10	1,640	
TOTAL SEATING	12,000	6.04	72,430	Outdoor Seating   Canopy
OUTDOOR AREAS	Unit	Unit Area	Total Area	Remarks
Turnstile & Queuing	16	150	2,400	
Concourse	11,776	3.75	44,160	TBV
Suite Concourse	224	4	896	TBV
Permanent Concessions	25	120	3,000	Ratio: 1/200 for half occupancy
Portable Concessions	10	40	400	Ratio: 1/500 for half occupancy
Concession Queuing	35	33	1,155	
TOTAL OUTDOOR AREAS		52,011		



ENCLOSED AREAS	Unit	Unit Area	Total Area	Remarks
Suites	14	375	5,250	
Club Lounge	500	18	9,000	
Loge Lounge   Club	100	18	1,800	
Suite Pantry	1	300	300	
Concessions	39	110	4,290	
Mens' Toilets	88	45	3,960	
Womens' Toilet	153	45	6,885	
Home Team Areas				
Locker Room	28	30	840	
Wet Areas	8	20	160	
Toilets & Grooming	12	45	540	
Head Coach	6	40	240	
Wet Areas	3	20	60	
Toilets & Grooming	4	45	180	
Training Room	8	100	800	
Secure Storage	1	240	240	
Visiting Team Areas				
Locker Room	28	21	588	
Wet Areas	8	20	160	
Toilets & Grooming	12	45	540	
Head Coach	6	40	240	
Wet Areas	3	20	60	
Toilets & Grooming	4	45	180	
Training Room	0	100	0	See Auxiliary training room below
Secure Storage	1	120	120	



Ancillary Locker Room 1				
Locker Room	20	15	300	
Wet Areas	6	20	120	
Toilets & Grooming	12	45	540	
Ancillary Locker Room 2				
Locker Room	20	15	300	
Wet Areas	6	20	120	
Toilets & Grooming	12	45	540	
Officials Locker Room 1				
Locker Room	5	21	105	
Wet Areas	2	20	40	
Toilets & Grooming	4	45	180	
Officials Locker Room 2				
Locker Room	5	21	105	
Wet Areas	2	20	40	
Toilets & Grooming	4	45	180	
Auxiliary Training Room	4	100	400	
Medical Room	2	100	200	
Field Toilet	1	80	80	
Laundry Room	1	300	300	
Multipurpose Room	30	20	600	
Interview Room	0	0	0	Part of Multipurpose room
Media Work Area	20	15	300	
Flash Interview room	0	0	0	Part of Circulation at locker rooms



Internet   Web	1	120	120	
Statistician Staff	2 8	18 18	36 144	
Instant Replay	1	180	180	
Writing Press	20	18	360	
Lounge	30	15	450	
Сору	1	100	100	
Toilets	2	80	160	
Head In   Tech Room	1	100	100	
Camera Positions	9	0		Located within Circulation and Seating
Show Power	3	150	450	End Stage mid-field Broadcast Compound
Admin Stadium				
Stadium Mgmt.	1	2,000	2,000	Include Security First Aid Fan Services
Ticketing   Box Office	6	120	720	6 windows and work space
Facility Ops	1	500	500	
Merchandise and Novelty	1	500	500	
Maintenance   Storage				
Field and Groundkeepers	1	1,500	1,500	
Building Maintenance offices	1	1,500	1,500	Includes Vault Offices Shops Event Staff Janitor and Housekeeping
Storage	1	3,000	3,000	Includes Gameday Novelty  Building Grounds Supports
Loading Dock   Trash & Recycling	1	500	500	Exterior dock not included
Operations and Support				
Mechanical/Plumbing/FP	1	3,000	3,000	
Electrical	1	3,000	3,000	
IT/Security	1	1,500	1,500	
Custodial	1	1,000	1,000	
Vertical Circulation	3	200	600	
Gross Up   Circ & Mechanical	30,938	0.3	9.281	TBV
· '	TOTAL ENCL	72,304		



SITE	Unit	Unit Area	Total Area	Remarks
Broadcast Compound	1	10,000	10,000	TBV
Loading Dock	1	1,500	1,500	TBV
TOTAL OUTDOOR AREAS			11,500	
UNITED PROGRAM	Unit	Unit Area	Total Area	Remarks
United Ticketing Offices	1	500	500	
United Marketing Offices	1	1,500	1,500	
United Support Offices	1	1,500	1,500	
	0	0	0	
TOTAL OUTDOOR AREAS			3,500	



### Site Plan

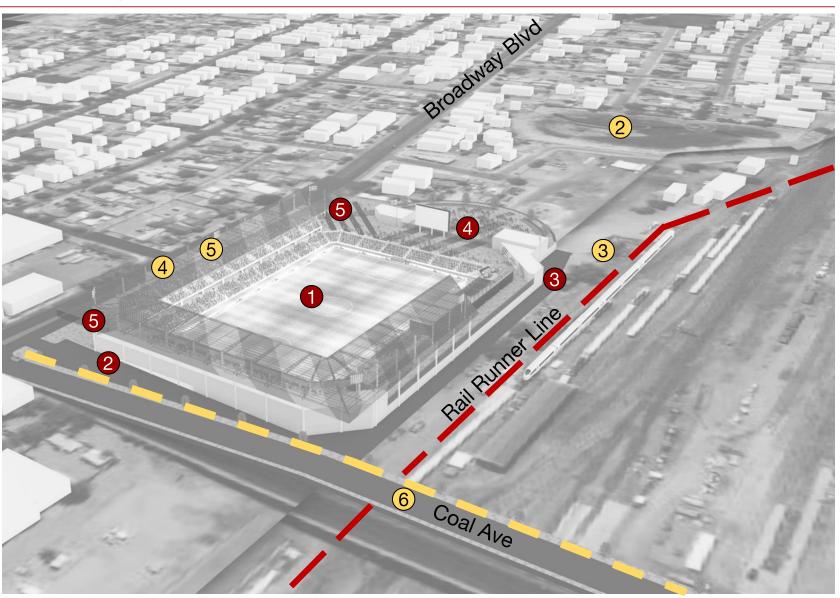
- 1 Stadium
- 2 Staff Parking
- 3 Loading Dock/ Broadcast Compound
- 4 Plaza
- **6** Entry
- 1 Surface Parking
- 2 Retention Pond
- 3 Rail Runner Station
- 4 Retail in Stadium Shell Space
- 5 Optional Solar Panels at Canopy
- 6 Pedestrian path at Coal Ave





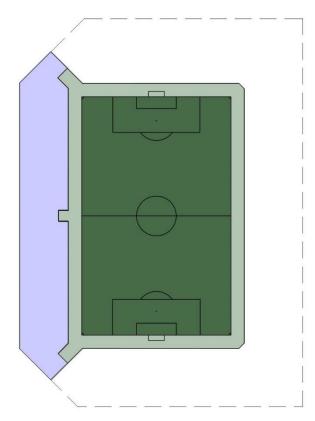
### **Conceptual Massing**

- 1 Stadium
- 2 Staff Parking
- 3 Loading Dock/ Broadcast Compound
- 4 Plaza
- **6** Entry
- 1 Surface Parking
- 2 Retention Pond
- 3 Rail Runner Station
- 4 Retail in Stadium Shell Space
- 5 Optional Solar Panels at Canopy
- 6 Pedestrian path at Coal Ave





### **Overall Plans**



**Lower Level Plan** 

- Public Stadium Program
- Team Program
- Media and Press Program



Premium Suite/Club

Premium Club Seating

General Seating



**Upper Level Plan** 

- **Supporter Seating**
- **Elevated Concourse**



### **Stadium Sections**

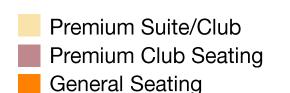


### **Typical Section with Canopy**



### Typical Section without Canopy

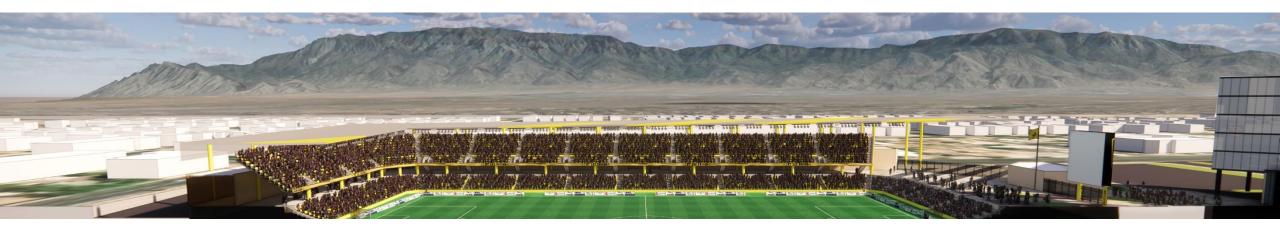








**Site Section** 



**Longitude Site Section** 



**Transverse Site Section** 



Rendering Exterior Aerial





No Canopy Option





Rendering Interior



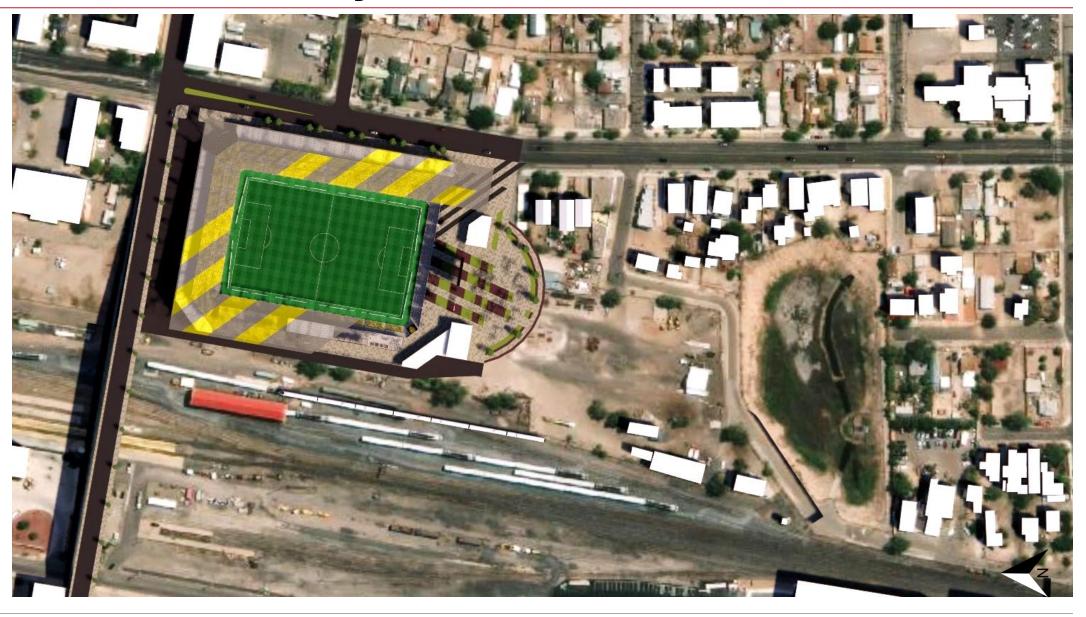


No Canopy Option





Illustrative Site Plan

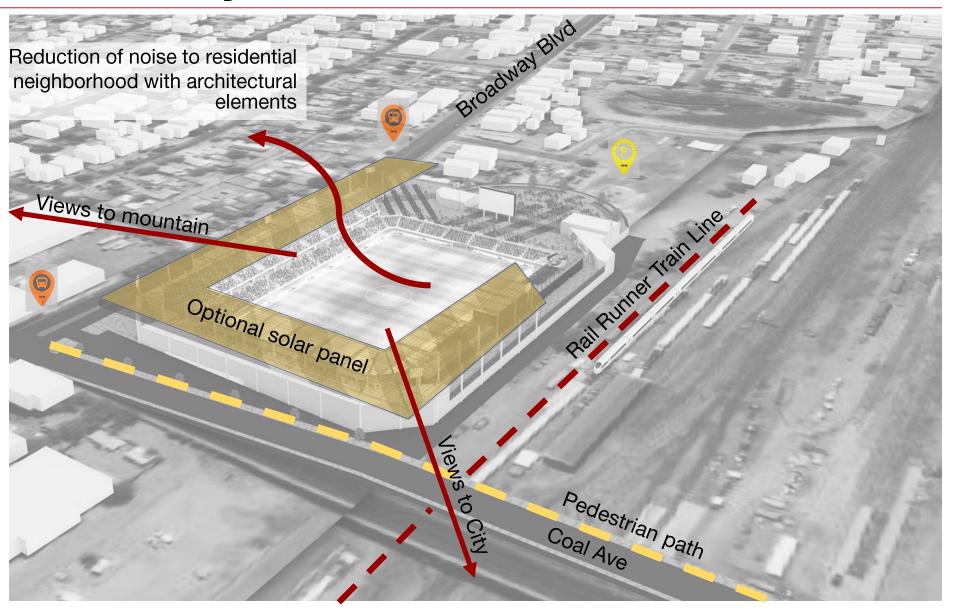


## A. Coal and Broadway Site



### **Conceptual Diagrams**

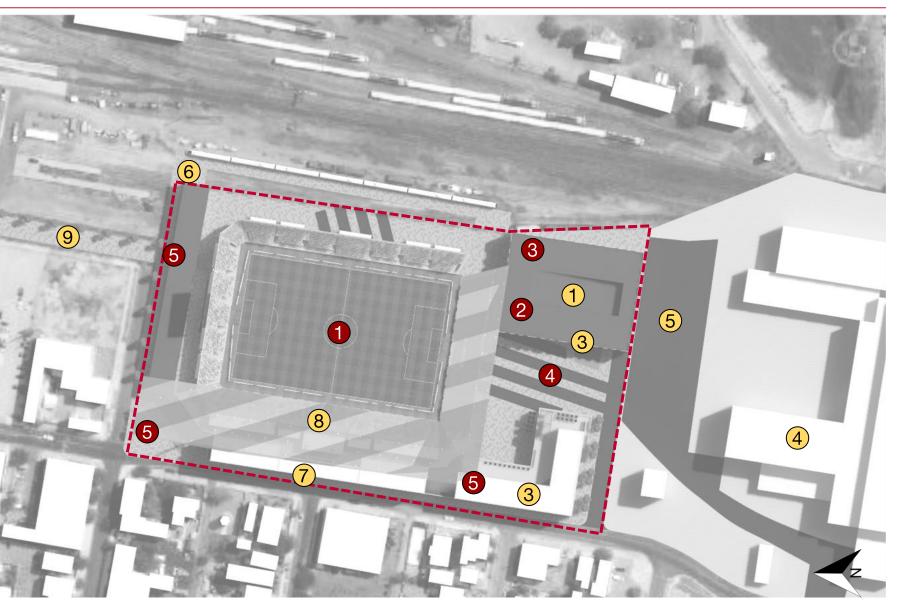
- Neighborhood
- Parking
- Public Transportation





### Site Plan

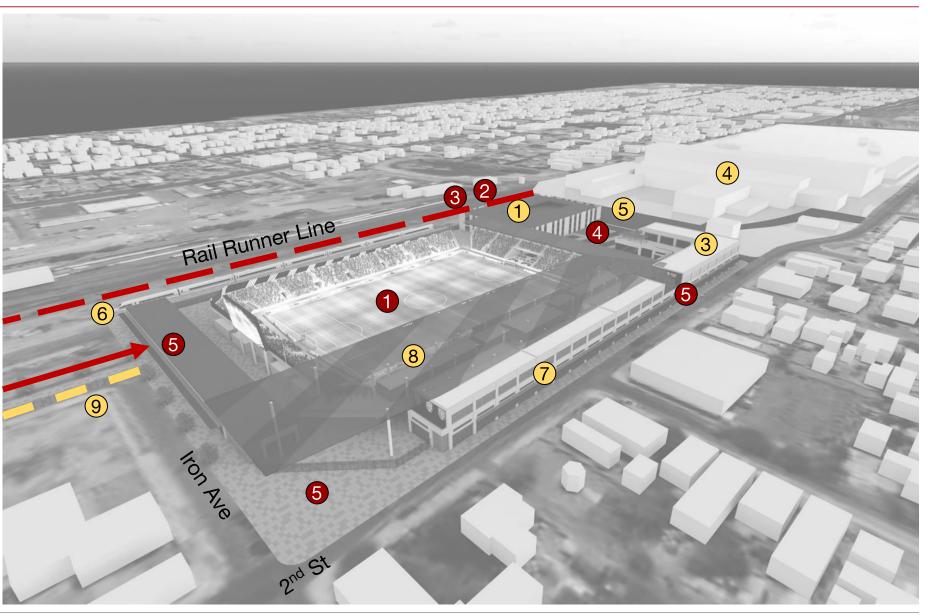
- 1 Stadium
- 2 Staff Parking
- 3 Loading Dock/ Broadcast Compound
- 4 Plaza
- **5** Entry
- 1 Parking Garage
- 2 Hotel
- 3 Retail
- 4 Railyard Development
- 5 Surface Parking
- 6 Rail Runner Station
- Retail in Stadium Shell Space
- Optional Solar Panels at Canopy
- 9 Rail Trail at 1st Street





### **Conceptual Massing**

- 1 Stadium
- Staff Parking
- Loading Dock/ Broadcast Compound
- 4 Plaza
- **5** Entry
- 1 Parking Garage
- 2 Hotel
- 3 Retail
- 4 Railyard Development
- 5 Surface Parking
- 6 Rail Runner Station
- 7 Retail in Stadium Shell Space
- Optional Solar Panels at Canopy
- 9 Rail Trail at 1st Street





### **Overall Plans**





### **Concourse Level Plan**

- Public Stadium Program
  Team Program
- Media and Press Program

- Premium Suite/Club
- Premium Club Seating
- General Seating

### **Upper Level Plan**

- Supporter Seating
- Elevated Concourse



### **Stadium Sections**



### **Typical Section with Canopy**



### Typical Section without Canopy

- Public Stadium Program
  Team Program
- Media and Press Program

- Premium Suite/Club
- Premium Club Seating
- General Seating

- Supporter Seating
  - Elevated Concourse



**Site Section** 



**Longitude Site Section** 



**Transverse Site Section** 



Rendering Exterior Aerial





No Canopy Option





Rendering Interior



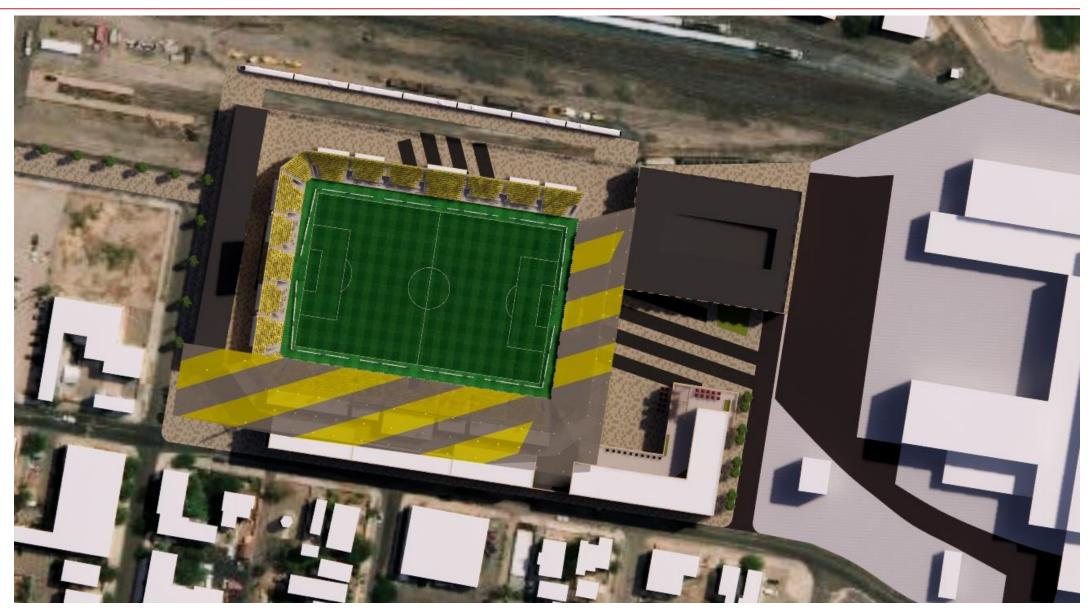


No Canopy Option





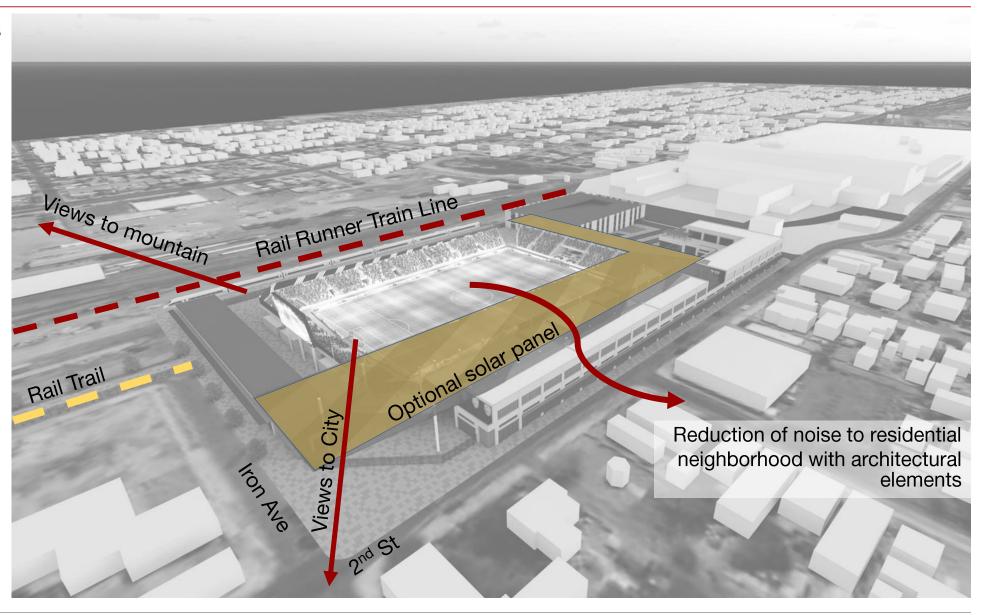
Illustrative Site Plan





### **Conceptual Diagrams**

- Neighborhood
- Parking
- PublicTransportation





### **Overview**

- Using the preliminary program recommendations in this study, together with the site features and Concept Designs for the two preferred sites identified in Phase II, CAA ICON has prepared preliminary high level cost estimates for the Stadium
- Assumptions & Exclusions:
  - Costs are provided assuming a 2022 start of construction
  - Costs for offsite improvements have not been identified and have not been included
  - Costs related to hazardous material abatement have not been identified and have not been included
  - Costs of non-stadium ancillary development identified earlier in the report with yellow keynotes are not included in these costs
  - Site acquisition costs and financing costs for either of the preferred sites are not included
  - Costs for PV solar panels are not included





### **Coal and Broadway Site – High Level Cost Estimate**

Total Project Budget: \$70.0M

Total Construction Cost: \$54.4M

Note: includes 1/3<sup>rd</sup> canopy



(\$000s)	Construction Cost Estimate	% of Total
Design / Professional Services	\$4,352	6.22%
Construction	\$54,395	77.75%
Systems / Equipment	\$2,176	3.11%
Misc. (Site Development, Project Administration, etc.)	\$2,720	3.89%
Sub-Total	\$63,643	90.97%
Contingency	\$6,317	9.03%
Total	\$69,959	100.00%

Total Project Budget With Canopy Options

■ 2/3<sup>rd</sup> Canopy: **\$77.2M** 

■ Full Canopy: **\$84.4M** 



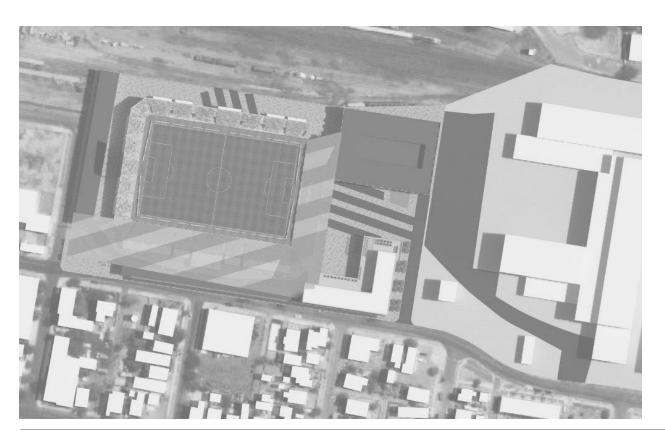


### 2<sup>nd</sup> and Iron Site – High Level Cost Estimate

Total Project Budget: \$64.6M

Total Construction Cost: \$50.2M

Note: includes 1/3<sup>rd</sup> canopy



(\$000s)	Construction Cost Estimate	
Design / Professional Services Construction	\$4,018 \$50,230	6.22% 77.75%
Systems / Equipment Misc. (Site Development, Project Administration, etc.)	\$2,009 \$2,512	3.11% 3.89%
Sub-Total	\$58,770	90.97%
Contingency	\$5,833	9.03%
Total	\$64,603	100.00%

Total Project Budget With Canopy Options

■ 2/3<sup>rd</sup> Canopy: **\$71.8M** 

• Full Canopy: **\$79.0M** 



### **Potential Cost Adjustment Approaches**

Canopy Options

Canopy Size: 1/3<sup>rd</sup> of Full Building Baseline Assumption

Canopy Size: 2/3<sup>rd</sup> of Full Building \$7.2 Million

Canopy Size: Full Building \$14.4 Million

Full Building Translucent Canopy \$22.4 Million

Capacity

Increase Capacity to 12,000 \$2

\$4.5 Million

Increase in Technology Budget

Increase Budget for Audio Visual Systems \$2.1 Million





## IX. Economic Impact Analysis

## IX. Economic Impact Analysis



#### **Overview**

- CAA ICON has completed an economic and fiscal impact study for a new multi-purpose soccer stadium in Albuquerque
- The economic and fiscal impacts of the proposed new stadium have been estimated for the City of Albuquerque
- Economic impacts typically measured by:
  - Direct spending (initial spending)
  - Indirect spending (dollars spent through interaction of local industries)
  - Induced spending (dollars spent through household spending patterns)
  - Employment impacts
  - Labor income impacts
  - Fiscal impacts (public tax revenues)
- Although assumptions appear reasonable based on current and anticipated market conditions, actual results depend on actions of management, events, and other factors both internal and external to the project, which frequently vary
- It is important to note that because events and circumstances may not occur as expected, there may be significant
  differences between actual results and those estimated in this analysis, and those differences may be material





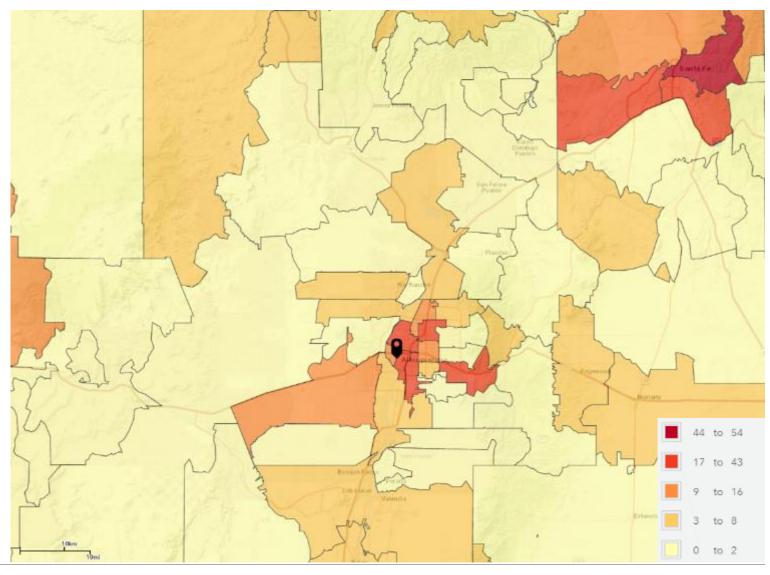
### Market Demographics – SIC Data Maps

- Esri provides reports and file extracts from the business database that include the number of businesses by industry classification and employment size or sales volume; total employment; and, when available, information about total sales
- CAA ICON has evaluated the concentration of businesses in the Albuquerque region based on certain performance metrics
- It should be noted that spending totals in the legends on the following pages are shown in \$000s and restaurant / bar data is also included within the retail category
  - Hotel / lodging
    - Number of businesses.
    - Total spending
  - Restaurant / bar
    - Number of businesses
    - Total spending
  - Retail businesses
    - Number of businesses
    - Total spending
- Analysis provides an understanding of market area's role in the regional economy



### Total Hotel / Lodging Businesses by ZIP Code

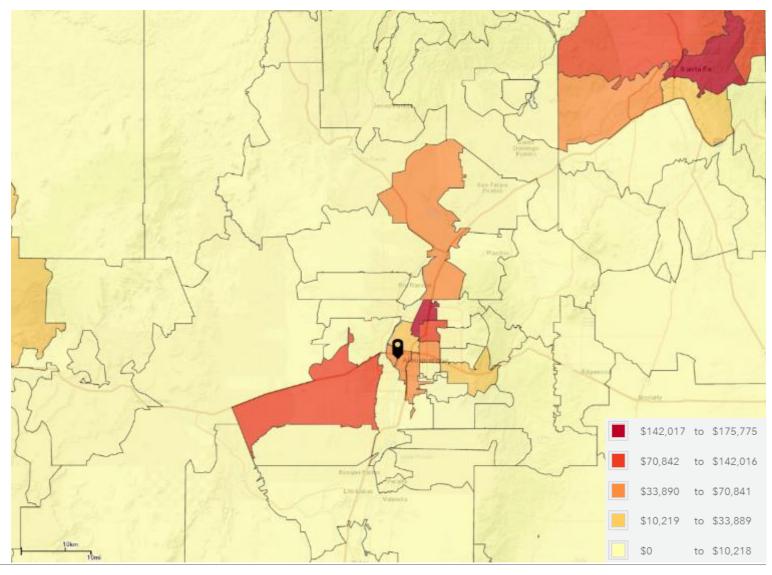
- The map shows the distribution of hotel and lodging businesses in the region
- In Albuquerque, hotel and lodging businesses are concentrated in downtown, to the east near UNM, and to the southeast near Albuquerque International Sunport
- Hotel and lodging businesses in the region are also concentrated to the northeast in Santa Fe
- Downtown Albuquerque is depicted by the black arrow





### Total Hotel / Lodging Spending (\$000s) by ZIP Code

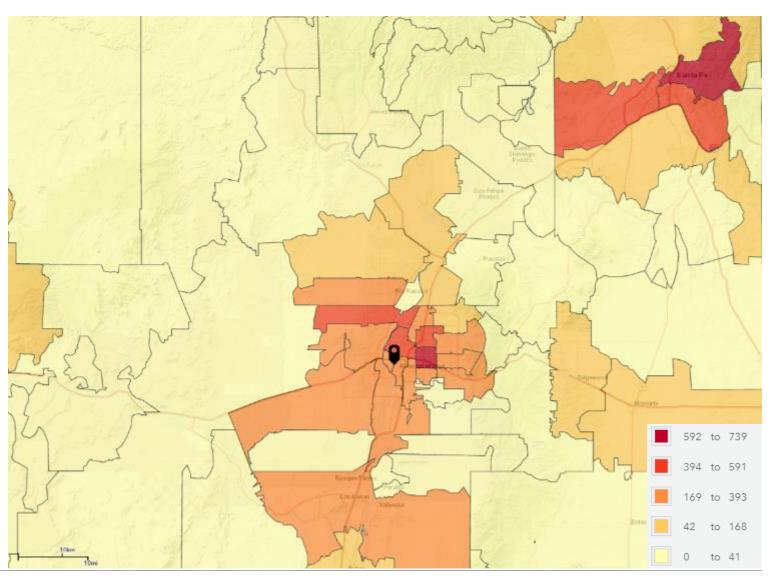
- The map shows the concentration of hotel and lodging spending in the region
- Hotel and lodging spending in Albuquerque is most concentrated to the northeast of downtown (Sandia Resort & Casino)
- Hotel and lodging spending in the region is also concentrated to the northeast in Santa Fe
- Downtown Albuquerque is depicted by the black arrow





### **Total Retail Businesses by ZIP Code**

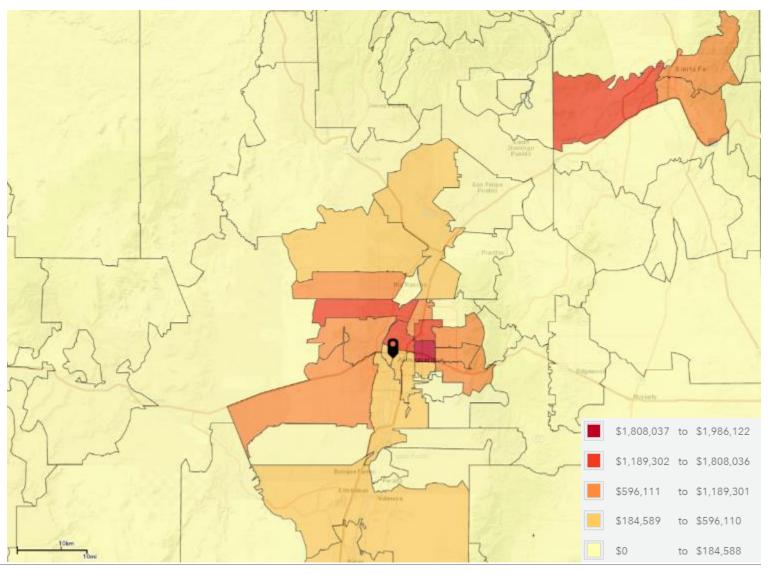
- The map shows the distribution of retail businesses in the region
- Retail businesses are dispersed throughout Albuquerque and most concentrated to the north and east of downtown
- Retail businesses in the region are also concentrated in Santa Fe
- Downtown Albuquerque is depicted by the black arrow





### Retail Spending (\$000s) by ZIP Code

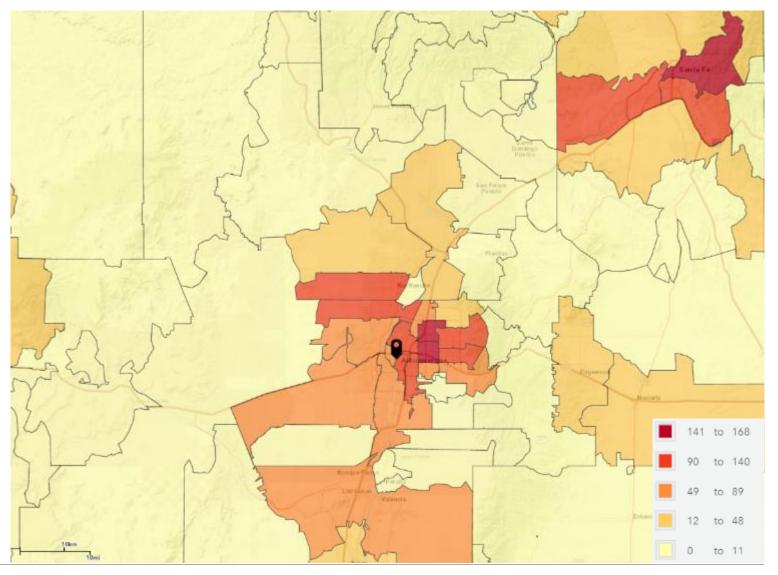
- The map shows the concentration of retail spending in the region
- In Albuquerque, the highest levels of retail spending are generally located north and east of downtown
- Downtown Albuquerque is depicted by the black arrow





### **Total Restaurant / Bar Businesses by ZIP Code**

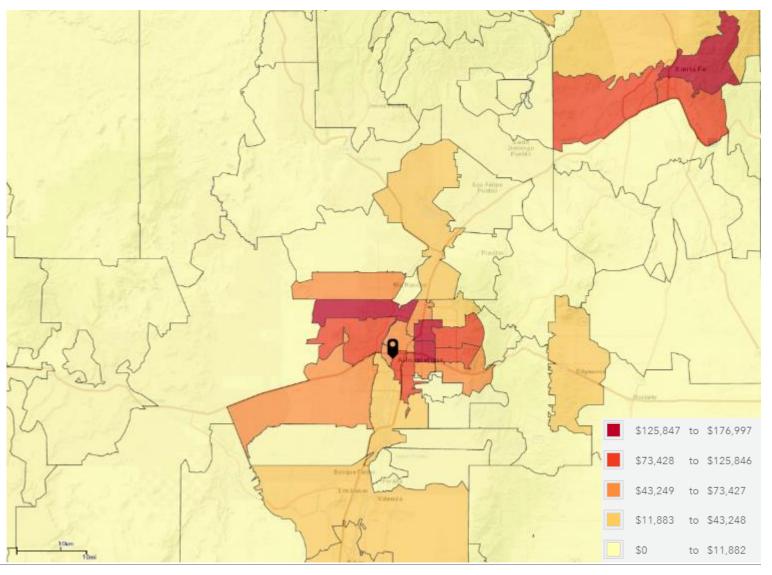
- The map shows the distribution of restaurant / bar businesses in the region
- Restaurant / bar businesses are generally well dispersed throughout the region
- Downtown Albuquerque is depicted by the black arrow





### Restaurant / Bar Spending (\$000s) by ZIP Code

- The map shows the concentration of restaurant / bar spending in the region
- Restaurant and bar spending in Albuquerque is most concentrated to the north and west of downtown
- Downtown also exhibits higher levels of restaurant and bar spending
- Downtown Albuquerque is depicted by the black arrow





### **Overview**

- Gross expenditure and economic multiplier approach were used to quantify economic impacts
- Basis of approach is that spending on goods and services creates demand within industries
- A portion of each "net new" direct dollar spent in an economy is re-spent, generating "indirect" economic impact
- Result of process is that \$1.00 in direct spending increases final demand for industries by more than \$1.00 "multiplier effect"
- Analysis utilizes the IMPLAN Type SAM multiplier
  - Accounts for the social security and income tax leakage
  - Institution savings
  - Commuting
- All resident spending is assumed to be displacement spending (also called substitution) and would have occurred without the presence of the project – such spending is not included
- Economic impacts are presented in 2021 dollars for illustrative purposes and are reflective of CAA ICON's assumed proforma



### Overview – Approach

- CAA ICON has utilized a conservative approach to estimate economic impacts focus on estimating net new impacts:
  - All spending outside of the stadium by in-market residents is considered substitution spending
  - All spending outside the stadium is adjusted for the event's impact on the significance of the purchase
  - Team and stadium operational expenditures (instead of revenues) are used to model team- and stadium-related impacts – reflects actual purchases and does not include profits and margins



### **Reporting – Economic Impacts**

- There are three types of economic impacts types below are summed and represent total impact:
  - Direct Impacts: Represents the initial change in an economy
  - Indirect Impacts: Subsequent rounds of economic activity generated by the initial change
  - Induced Impacts: Spending patterns from the labor income that is supported by the initial change
- Economic impacts are <u>reported</u> in terms of three categories:
  - Output: The total value of goods and services produced by a final demand industry
  - Employment: The total number of jobs (includes both full- and part-time positions) supported by the initial change
  - Labor Income: Earnings that are supported by the initial change; sum of employee compensation (wages and benefits) and proprietor income



### **Substitution Effect**

- Direct spending can lead to reduced spending within other sectors of the economy
- Economic event which generates \$1.00 of economic output actually generates less than \$1.00 in subsequent rounds of net new spending
- Magnitude varies significantly depending upon circumstances:
  - Demand
  - Alternatives
  - Expenditure size
  - Disposable income
  - Savings
- Magnified when demand is relatively fixed, many alternatives are available, and the expenditure is large



### **Overview – Multiplier Effect**

- Introduction of the net new direct spending into an economy begins a cycle in which money is re-spent several times
- Turnover of each \$1.00 is projected through use of economic multipliers applied to initial net new direct spending
- Multiplier conveys that additional spending into a finite economy will lead to secondary spending
- Cycle continues until initial \$1.00 has experienced leakage sufficient to end its economic cycle, including:
  - Purchases outside region
  - Taxes paid outside region
  - Individual savings
- Multiplier illustrates a more realistic image of economic system where direct consumption leads to various levels of indirect consumption



### **Estimated Multipliers**

- Regional economic impact model developed by the Minnesota IMPLAN group (IMPLAN)
- Economic multipliers estimate impacts associated with gross expenditures
- Use of multipliers requires identification of each industry or economic event
- IMPLAN combines national averages for industries and production functions with data from the federal government, including:
  - U.S. Bureau of Labor Statistics
  - U.S. Bureau of Economic Analysis
  - U.S. Census Bureau
  - U.S. Department of Agriculture Census
- IMPLAN has identified approximately 536 economic sectors
- IMPLAN provides two different types of multipliers: Type I and Type SAM
  - Type SAM multiplier is utilized in our analysis
    - Type SAM Multiplier = (Direct Effect + Indirect Effect + Induced Effect) / (Direct Effect)



### **Estimated Multipliers**

- The size of multipliers are estimated based on several factors:
  - Size of the market area As the market area expands, its ability to support the initial change within supplying industries generally expands, resulting in lower levels of leakage during additional rounds of spending and larger multipliers
  - The specific industry in a market area Larger industries are more capable of supplying the initial change in an industry, so its multiplier expands because the supply chain is larger and more connected
  - The market's role in the regional economy Multipliers may be larger as a result of an area's role in the regional economy due to unique factors
  - **Multiplier year** Multipliers are based on an economy at any given time; as the economy expands or contracts, multipliers will generally grow or shrink due to changes in the economy's ability to accommodate the initial change



#### **Estimated Multipliers – Albuquerque, NM**

Type SAM Multipliers for the City of Albuquerque are summarized below

		City of Albuquerque		
Industry		Output	Employment	Labor Income
Code	Description	Multipliers	Multipliers	Multipliers
47	Electric power transmission and distribution	1.454	2.461	1.692
56	Construction of other new nonresidential structures	1.669	1.599	1.525
60	Maintenance and repair construction of nonresidential structures	1.608	1.757	1.639
103	All other food manufacturing	1.476	2.051	2.686
406	Retail - Food and beverage stores	1.660	1.320	1.410
408	Retail - Gasoline stores	1.688	1.456	1.648
411	Retail - General merchandise stores	1.615	1.307	1.440
412	Retail - Miscellaneous store retailers	1.741	1.244	1.406
414	Air transportation	1.442	2.144	1.921
418	Transit and ground passenger transportation	1.639	1.115	1.409
431	Radio and television broadcasting	1.625	2.726	1.782
444	Insurance carriers, except direct life	1.821	2.809	2.385
448	Tenant-occupied housing	1.105	1.319	1.852
450	Automotive equipment rental and leasing	1.362	1.666	1.744
456	Accounting, tax preparation, bookkeeping, and payroll services	1.546	1.582	1.417
465	Advertising, public relations, and related services	1.646	1.574	1.822
468	Marketing research and all other miscellaneous professional, scientific, and technical services	1.453	1.952	1.634
469	Management of companies and enterprises	1.730	1.917	1.466
487	Medical and diagnostic laboratories	1.555	1.581	1.391
497	Commercial sports except racing	2.022	1.353	1.761
507	Hotels and motels, including casino hotels	1.594	1.381	1.600
509	Full-service restaurants	1.621	1.250	1.474
511	All other food and drinking places	1.632	1.251	1.453

Source: IMPLAN.



#### **Key Adjustments**

- Economic impact estimates are calculated based on estimates of gross expenditures, less key adjustments, to estimate
  net new direct spending
- Gross and direct spending estimates are summarized in two categories:
  - Gross team and <u>in-stadium</u> operational spending
    - Operational spending estimates are based on detailed information provided by New Mexico United, USL Championship, and CAA ICON's internal database
  - Gross patron spending <u>outside the stadium</u>
    - Patron spending estimates are based on CAA ICON's database of patron survey per day spending ratios
- A detailed description of key adjustments is provided on the following pages



#### **Expenditure Type – Team and In-Stadium Operational Spending**

- Gross team and in-stadium operational spending is subject to non-local purchases or initial "leakage"
- Initial leakage generally becomes smaller (as a percentage of gross spending) as the market area expands greater the likelihood the purchase is satisfied locally, or wages are paid to in-market residents
- Team and stadium expenses are used instead of revenues to estimate net new direct spending
  - Revenue approach is commonly utilized gross revenues, after similar adjustments, are applied and the model "spends" the revenue in the economy, including estimating direct jobs and wages based on regional multipliers
  - Revenue approach may also include margins and profits that generally do not occur locally or are reinvested elsewhere – expense approach captures local impact



#### **Expenditure Type – Team and In-Stadium Operational Spending (Continued)**

- Expenditure types include the following categories:
  - Personnel
    - Players
    - Non-player (professional staff, front office staff, etc.)
  - Operations
    - Contracted services
    - Maintenance and capital expenditures
    - Utilities
    - General and administrative
    - Supplies
    - Marketing and sponsorship
    - Team- and game-related expenses
    - Hospitality
    - Travel expenditures



#### **Expenditure Type – Patron Spending Outside the Stadium**

- Patron spending outside the stadium is estimated based on CAA ICON's internal database of patron surveys collected at other similar venues and events
- Data is extrapolated across annual turnstile attendance and adjusted for location of ticket buyers to estimate gross patron spending outside the stadium
- Gross patron spending outside the stadium is adjusted for "substitution" (also known as displacement) and significance
- Substitution
  - All resident spending in the market area is removed from the model to adjust for substitution spending
- Significance
  - CAA ICON has made reasonable assumptions related to the significance of stadium events on patron spending decisions based on our database
  - Significance accounts for patrons at an event who are attending for other reasons (e.g. business trip, vacation, visiting family and friends, etc.)



#### **Fiscal Impacts**

- City of Albuquerque impacts in this analysis include:
  - Gross receipts tax
    - Gross receipts in the City of Albuquerque are subject to a gross receipts tax of approximately 7.875%, depending on location
    - The City of Albuquerque receives 1.5625% and 1.225% of the State of New Mexico's portion
    - CAA ICON has estimated spending at the stadium in order to estimate the gross receipts tax generated from tickets, concessions, and other revenue streams
  - Hotel / motel tax
    - Hotel stays in the City are subject to a 6.0% Lodgers Tax

#### **Overview**

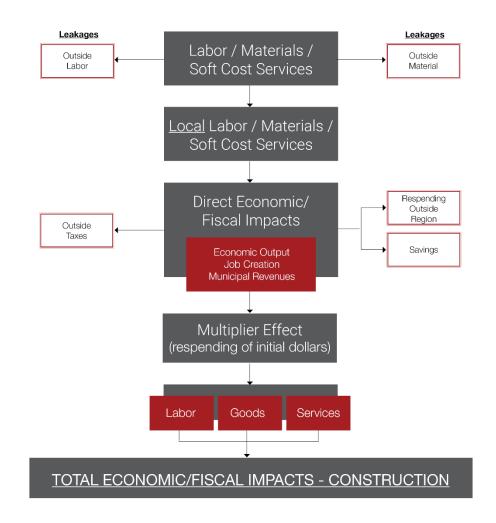
- Construction period will generate one-time economic and fiscal impacts
- Construction period expenditures are made on materials, labor, and soft cost services
- CAA ICON adjusted gross labor expenditures in the market area according to the likelihood that laborers would be sourced from outside the City
- Similar adjustments were also made to account for procurement of materials and soft cost services from outside the City
- After adjustments are made, net new direct spending in the market was quantified
- Totals provide the basis for application of economic multipliers and calculation of fiscal impacts according to local tax structures
- Figures are presented in 2021 dollars



#### Flow Chart - Construction

 The chart summarizes the linkage between initial spending and indirect economic impacts from the construction period

#### ECONOMIC/FISCAL IMPACT SUMMARY - CONSTRUCTION





#### **Assumptions**

- Assumptions for the construction period are summarized
- We have utilized a \$67.3 million project cost represents midpoint of the cost estimates provided
  - \$52.3 million in hard costs (78% of construction costs)
    - \$36.6 million in materials (70% of hard costs)
    - \$15.7 million in labor (30% of hard costs)
  - \$15.0 million in soft cost services (22% of construction costs)

(\$000s)	Construction Cost Estimate	% of Total
Design / Professional Services	\$4,185	6.22%
Construction	\$52,313	77.75%
Systems / Equipment	\$2,093	3.11%
Misc. (Site Development, Project Administration, etc.)	\$2,616	3.89%
Sub-Total	\$61,206	90.97%
Contingency	\$6,075	9.03%
Total	\$67,281	100.00%

Construction Period Spending Ass (\$ Millions)	sumptions	City of Albuquerque
Construction Costs		\$67.3
	% of Construction Costs	
Hard Costs	78%	\$52.3
Soft Costs	22%	\$15.0
	% of Hard Costs	
Materials	70%	\$36.6
Labor	30%	\$15.7
Duration of Construction (Years)	2.0	
Sales & Use Tax Exempt?	Yes	



#### **Assumptions**

 Approximately 30% of gross spending is excluded to account for materials, labor, and soft costs sourced outside of the City

Construction Period Assumptions (\$ Millions)	City of Albuquerque	% of Gross
Spending (Gross)		
Materials	\$36.6	
Labor	\$15.7	
Soft Costs	\$15.0	
Total Spending (Gross)	\$67.3	
Excluded/Non-Local Spending		
Materials	\$9.2	25%
Labor	\$3.9	25%
Soft Costs	\$7.0	47%
Total Excluded/Non-Local Spending	\$20.1	30%
Total Net New Direct Spending		
Materials	\$27.5	75%
Labor	\$11.8	75%
Soft Costs	\$8.0	53%
Total Net New Direct Spending	\$47.2	70%



#### Results

- The proposed project will support the following construction period economic impacts in the City
- CAA ICON has assumed that the stadium would be exempt from the gross receipts tax – per City instructions

Construction Period Impact Summary (\$ Millions)	City of Albuquerque
Direct Economic Output Indirect Economic Output Induced Economic Output	\$47.2 \$16.7 \$14.4
Total Economic Output	\$78.4
Employment	500
Labor Income - (1)	\$26.7

<sup>(1) -</sup> Includes all forms of employment income, including employee compensation (wages/benefits) and proprietor income.



#### **Overview**

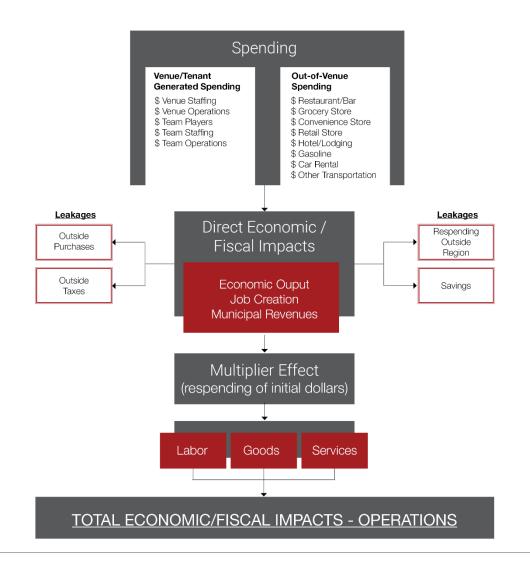
- Ongoing operations of the Team/Stadium will generate annual economic and fiscal impacts
  - In-Stadium generated spending (personnel, utilities, general and administrative, etc.)
  - Out-of-Stadium visitor spending (restaurants, hotels, gasoline stations, grocery, etc.)
- For the purpose of this analysis, we have only included new spending in the City of Albuquerque
- In order to estimate new spending, we first started with an evaluation of the estimated gross spending levels for: 1) In-Stadium generated spending and 2) Out-of-Stadium spending
  - Gross In-Stadium operational spending was quantified and adjusted to account for non-local purchases and wages paid to employees residing outside of the City
    - Operational spending estimates are based on detailed information provided by New Mexico United, USL Championship, and CAA ICON's internal database
  - Gross Out-of-Stadium spending was quantified and adjusted to account for substitution spending by local patrons
    - CAA ICON evaluated our internal database and the demographic makeup of the region as a proxy for resident/non-resident spending
- Total net new direct spending is utilized as the basis for application of appropriate economic multipliers and applicable tax rates
- Figures are presented in 2021 dollars



#### Flow Chart – Operations

 The chart summarizes the linkage between initial spending – divided into inside and out-of-facility – and indirect and induced economic impacts

#### ECONOMIC/FISCAL IMPACT SUMMARY - OPERATIONS





#### **In-Stadium**

- The operation of the Team/Stadium will generate economic impacts through purchases of goods/services and wages paid to employees
- Estimated direct operational spending to be generated in the Stadium
- The Stadium operations assumptions reflect staffing costs, administrative, and operations expenses
- In-Stadium gross spending is estimated at \$8.8 million
- Operational expenditures and wages paid to employees adjusted accounts for expenditures/labor outside of City
- Approximately 8% of spending is excluded
  - Net new direct spending is estimated at \$8.1 million



#### **Out-of-Stadium Spending**

- For Out-of-Stadium visiting spending, we have only included new spending in both market areas
- New spending is defined as spending that would not occur in the market without the presence of the Stadium
  - For example, expenditures made by a patron from the City of Santa Fe would represent new spending in the City of Albuquerque
- For out-of-Stadium visiting patron spending, substitution spending will be high since a significant portion of patrons originate from within the City of Albuquerque



#### **Out-of-Stadium Spending**

The following attendance assumptions were utilized in this analysis

Event Type	Events	Average Turnstile Attendance	Total Turnstile Attendance
New Mexico United	18	9,250	166,500
Concerts	2	5,500	11,000
Sporting Events - Friendlies	2	10,500	21,000
Sporting Events - Other	2	2,500	5,000
Total	24		203,500

- Event and attendance assumptions were further evaluated based on patron origination assumptions to develop spending assumptions
  - We have assumed that approximately 25% of patrons would originate outside the City
- Does not include year-round activities at the stadium meetings, banquets, weddings, farmers markets, carnivals, charity events, community events, etc.



#### **Out-of-Stadium Spending**

- Out-of-Stadium gross spending is estimated based on the per person, per day spending ratios
- For all events, the average visitor spending assumed at approximately \$34 per capita (gross) – before adjustments for event significance and leakage to outside markets
- Approximately \$4.2 million (66%) in spending is excluded
  - \$3.8 million in resident spending / \$0.4 million occurring outside City or not related to event
- Net new direct spending is estimated at \$2.2 million

Per Capita Spending (Unadjusted)				
	Visitor	Resident		
Spending	Spending	Spending		
Restaurant and Bars	\$12.00	\$10.00		
Grocery	\$3.00	\$3.00		
Retail	\$3.00	\$3.00		
Hotel	\$4.00	\$0.50		
Gas	\$3.00	\$3.00		
Rental Car	\$1.00	\$0.10		
Transportation	\$3.00	\$2.00		
Other Purchase	\$5.00	\$3.00		
Total	\$34.00	\$24.60		

(\$ Millions)	Out-of-Stadium Spending			
	Total Spending	Excluded	<b>Net New Direct</b>	
Spending	(Gross)	Spending	Spending	
Restaurant and Bars	\$2.4	(\$1.7)	\$0.7	
Grocery	\$0.7	(\$0.5)	\$0.2	
Retail	\$0.7	(\$0.5)	\$0.2	
Hotel	\$0.4	(\$0.1)	\$0.3	
Gas	\$0.7	(\$0.5)	\$0.2	
Rental Car	\$0.1	(\$0.0)	\$0.1	
Transportation	\$0.5	(\$0.4)	\$0.2	
Other Purchase	\$0.8	(\$0.5)	\$0.3	
Total	\$6.3	(\$4.2)	\$2.2	



#### **Total Spending**

- The combined gross recurring spending for Out-of-Stadium and In-Stadium operations is estimated at \$15.1 million
- Total net new direct spending is estimated at \$10.3 million per year (approximately 32% of spending is excluded)

Out-of-Stadium Visiting Patron Spending (\$) Millions	City of Albuquerque	% of Gross
Total Spending (Gross)	\$6.3	
Excluded Spending Residents	\$3.8	59%
Spending Outside Market Area/Not Related to Event	\$0.4	16%
Total Excluded Spending	\$4.2	66%
Total Net New Direct Spending	\$2.2	34%

In-Stadium/Team Spending Assumptions (\$ Millions)	City of Albuquerque	% of Gross
Total Spending (Gross)	\$8.8	
Total Excluded/Non-Local Spending	\$0.7	8%
Total Net New Direct Spending	\$8.1	92%

Recurring Operations Assumptions (\$ Millions)	City of Albuquerque	% of Gross
	· ·	
Spending (Gross)		
Out-of-Stadium Spending	\$6.3	
In-Stadium/Team Operational Spending	\$8.8	
Total Spending (Gross)	\$15.1	
Excluded/Non-Local Spending		
Out-of-Stadium Spending	\$4.2	66%
In-Stadium/Team Operational Spending	\$0.7	8%
Total Excluded/Non-Local Spending	\$4.9	32%
Total Net New Direct Spending		
Out-of-Stadium Spending	\$2.2	34%
In-Stadium/Team Operational Spending	\$8.1	92%
Total Net New Direct Spending	\$10.3	68%

Note: We have assumed patron origination will remain consistent.



#### **Results**

- The proposed project will generate the following economic impacts as outlined herein
- Direct fiscal impacts are estimated at approximately \$1.25 million on an annual basis and are made up primarily of the ticket surcharge (see below), gross receipts tax collections from stadium operations and external patron spending and hotel / lodging tax collections (except for ticket surcharge, fiscal impacts exclude resident spending)
  - Per the City, the stadium is assumed to be subject to the existing Arena Surcharge of 10% of gross receipts or a similar surcharge to be enacted.

Recurring Impact Summary (\$ Millions)	City of Albuquerque
_	
Direct Economic Output (Adjusted) - (1)	\$9.7
Indirect Economic Output	\$4.4
Induced Economic Output	\$3.3
Total Economic Output	\$17.5
·	
Employment	280
Labor Income - (2)	\$6.0
Total Direct Fiscal Impacts	\$1.25

- (1) Direct economic output is lower than net new direct spending because retail margins are not considered a direct impact.
- (2) Includes all forms of employment income, including employee compensation (wages/benefits) and proprietor income.



#### Results

- The proposed stadium project will support the following economic and fiscal impacts over a 30-year period
- Net present value (NPV) assumes 2.5% annual growth and 5.0% discount rate

Impact Summary	City of
(\$ Millions)	Albuquerque
Total Economic Output - Construction	\$78.4
Total Economic Output - Operations 1 Year	\$17.5
Total Economic Output - 30 Years (Total)	\$775.6
Total Economic Output - 30 Years (NPV)	\$384.3
Labor Income - Construction	\$26.7
Labor Income - Operations 1 Year	\$6.0
Labor Income - 30 Years (Total)	\$265.0
Labor Income - 30 Years (NPV)	\$131.2
Direct Fiscal Impacts - Construction	\$0.0
Direct Fiscal Impacts - 1 Year	\$1.2
Direct Fiscal Impacts - 30 Years (Total)	\$49.7
Direct Fiscal Impacts - 30 Years (NPV)	\$22.2



#### **Intangible Benefits**

- The Stadium will generate other significant impacts for the City that are less explicit and more difficult to quantify
  - Regional and national exposure due to the projected event mix
  - Prestige associated with a state-of-the-art new Stadium and premier sporting and entertainment venue
    - New Stadium would be one of only a few newly constructed multi-purpose soccer stadiums in the USL Championship
  - Ancillary development opportunities proximate to the Stadium
  - Potential to contribute to revitalization of downtown (see Appendix C for case studies)
  - Catalyst for economic development (attract / retain business)
  - Civic / community pride and identity
  - Improves quality of life / additional entertainment alternatives for residents and visitors
  - Provides community gathering space
  - Stadium / event contributions and donations to local charities / causes
  - New marketing / advertising opportunities for local (and national) businesses
  - Other



#### **Charitable Donations – Somos Unidos Foundation**

- The Somos Unidos Foundation is a charitable non-profit organization launched by New Mexico United in 2020 that is committed to transforming the Albuquerque community through art and sport
- Somos Unidos Foundation's specific areas of focus include the following:
  - Access to positive outcomes through soccer
  - Combining art and sport
  - Social justice and equity
  - Health and wellness
  - Youth empowerment and care
- From May 2020 to May 2021, the Somos Unidos Foundation collected approximately \$200,000 in donations from over 800 donors (average donation of \$245.54)



#### **Charitable Donations – Somos Unidos Foundation**

- Donations were utilized to make the following community impacts:
  - 24 full scholarships for New Mexican youth soccer players into the New Mexico United Academy Program
  - 1,200 deliveries of distance learning packages, books, and PPE to youth in the Navajo Nation
  - 550 backpacks filled with books and soccer balls donated across New Mexico (Albuquerque, Santa Fe, Grants, Roswell, and Zuni Pueblo)
  - Over 1,000 ticket vouchers given to incentivize COVID-19 vaccine inoculation and blood giving
  - Over \$20,000 raised for distance learning supplies and art materials through the Shirts Off Our Backs Project
  - Monthly free community soccer clinics conducted by United coaching staff and players
- Key community partnerships include: Working Classroom, La Plazita Institute, HopeWorks, New Day Youth & Family Services, Zuni Youth Enrichment Project, Notah Begay III Foundation, Reading Quest, Burque Against Racism, the Mexican Consulate, Vertical Church Barelas, and McKinney-Vento





#### Population and Households – 25 Mile Ring

	2020		2025		Est. %		2020		2025		Est. %	
	Population		Population		Growth		Households		Households		Growth	
Team	(000s)	Rank	(000s)	Rank	2020-2025	Rank	(000s)	Rank	(000s)	Rank	2020-2025	Rank
Queensboro FC	13,576.3	1	13,770.4	1	1.40%	25	5,046.7	1	5,120.9	1	1.50%	25
Orange County SC	4,767.0	2	4,899.9	2	2.80%	21	1,513.8	3	1,550.4	3	2.40%	21
Oakland Roots SC	4,326.2	3	4,463.0	3	3.20%	18	1,632.8	2	1,683.0	2	3.10%	18
Phoenix Rising FC	3,494.1	4	3,754.3	4	7.40%	7	1,265.5	4	1,359.0	4	7.40%	7
The Miami FC	3,482.8	5	3,644.4	5	4.60%	13	1,216.2	5	1,268.8	5	4.30%	14
San Diego Loyal SC	2,600.3	6	2,675.3	6	2.90%	20	924.6	7	951.5	7	2.90%	20
Tampa Bay Rowdies	2,382.7	7	2,544.4	7	6.80%	9	994.6	6	1,057.7	6	6.30%	10
San Antonio FC	2,274.6	8	2,462.1	8	8.20%	6	808.5	10	874.9	10	8.20%	5
Las Vegas Lights FC	2,236.0	9	2,424.8	9	8.40%	5	812.5	9	879.0	9	8.20%	5
Sacramento Republic FC	2,143.5	10	2,241.5	11	4.60%	13	767.8	12	800.2	11	4.20%	16
Charlotte Independence	2,119.0	11	2,325.1	10	9.70%	2	812.5	8	892.1	8	9.80%	2
USLC Rhode Island	1,903.3	12	1,937.8	12	1.80%	24	727.5	13	740.5	13	1.80%	24
Indy Eleven	1,792.0	13	1,898.0	13	5.90%	11	693.8	14	734.3	14	5.80%	11
Pittsburgh Riverhounds SC	1,782.0	14	1,781.6	15	0.00%	28	777.2	11	780.4	12	0.40%	27
Hartford Athletic	1,720.5	15	1,724.5	16	0.20%	27	669.2	15	671.0	16	0.30%	28
Austin Bold FC	1,611.6	16	1,807.3	14	12.10%	1	620.7	16	695.3	15	12.00%	1
OKC Energy FC	1,268.1	17	1,339.4	17	5.60%	12	492.7	17	519.1	17	5.40%	12
Memphis 901 FC	1,196.8	18	1,222.3	19	2.10%	23	449.0	19	458.5	19	2.10%	23
Louisville City FC	1,189.3	19	1,226.9	18	3.20%	18	478.4	18	493.3	18	3.10%	18
Rio Grande Valley FC	940.3	20	1,004.1	20	6.80%	9	263.2	26	280.7	27	6.70%	9
El Paso Locomotive FC	930.4	21	969.6	21	4.20%	16	297.4	23	310.2	23	4.30%	14
Birmingham Legion FC	920.1	22	942.5	22	2.40%	22	362.5	20	371.1	20	2.40%	21
New Mexico United	880.9	23	921.8	23	4.60%	13	346.7	21	362.2	21	4.50%	13
FC Tulsa	868.1	24	900.3	24	3.70%	17	338.6	22	350.4	22	3.50%	17
Colorado Springs Switchbacks	752.5	25	807.8	25	7.30%	8	284.2	24	305.3	25	7.40%	7
Charleston Battery	706.3	26	774.8	26	9.70%	2	278.3	25	305.4	24	9.70%	3
USLC Des Moines	669.8	27	728.0	27	8.70%	4	262.1	27	284.9	26	8.70%	4
Monterey Bay FC	521.2	28	527.0	28	1.10%	26	171.1	28	172.9	28	1.00%	26
Average (Ex. Albuquerque)	2,302.8		2,399.9		4.99%		850.4		885.6		4.92%	





#### Income – 25 Mile Ring

Team	Per Capita Income	Pank	Average Household Income	Rank	Median Household Income	Pank	HHs w/ Income \$100,000+ (000s)	Rank	Average Disposable Income	Dank	Median Disposable Income	Dank	HHs w/ Disposable Income \$100,000+ (000s)	Rank
Oakland Roots SC	\$58,488	naiik 1	\$154,581	nank 1	\$109,576	narik 1	889.6	2	\$103,856	1	\$86,397	1	718.1	2
Orange County SC	\$38,422	7	\$120,840	2	\$89,865	2	689.7	3	\$87,380	2	\$71,611	2	508.7	3
San Diego Loyal SC	\$40,946	3	\$114,163	3	\$83,394	3	392.5	4	\$82,927	3	\$66,073	3	285.1	4
Queensboro FC	\$41,060	2	\$110,167	4	\$72,742	8	1,909.2	1	\$75,444	7	\$54,822	10	1,310.1	1
Monterey Bay FC	\$35,210	13	\$106,902	5	\$76,306	4	64.7	26	\$78,791	5	\$60,740	4	47.0	26
Austin Bold FC	\$40,676	4	\$105,443	6	\$74,506	6	231.1	13	\$80,589	4	\$60,469	5	171.9	11
Sacramento Republic FC	\$36,340	12	\$101,119	7	\$76,069	5	287.0	7	\$75,504	6	\$59,781	6	201.6	7
Hartford Athletic	\$38,951	5	\$99,768	8	\$73,109	7	245.4	11	\$72,239	10	\$55,625	9	156.9	14
USLC Rhode Island	\$38,263	8	\$99,588	9	\$72,709	9	267.0	9	\$73,409	8	\$56,118	8	181.9	9
Charlotte Independence	\$37,325	9	\$97,099	10	\$67,776	12	272.0	8	\$72,364	9	\$54,180	13	187.4	8
USLC Des Moines	\$36,825	11	\$93,865	11	\$72,574	10	89.9	22	\$71,802	11	\$57,037	7	57.7	23
Charleston Battery	\$36,997	10	\$93,529	12	\$67,069	13	86.5	23	\$70,845	12	\$54,560	11	58.6	22
Colorado Springs Switchbacks I	\$34,706	14	\$91,050	13	\$68,547	11	90.4	21	\$69,927	14	\$54,503	12	59.3	21
Phoenix Rising FC	\$32,288	19	\$88,927	14	\$63,383	14	374.6	5	\$70,082	13	\$52,869	14	261.3	5
Pittsburgh Riverhounds SC	\$38,617	6	\$88,200	15	\$62,094	16	236.1	12	\$67,636	15	\$51,878	15	157.5	13
Indy Eleven	\$33,510	17	\$86,429	16	\$62,690	15	203.4	16	\$65,911	18	\$50,981	16	133.8	16
Birmingham Legion FC	\$34,117	15	\$86,308	17	\$60,704	17	104.4	20	\$66,334	16	\$50,571	17	72.1	20
Louisville City FC	\$33,971	16	\$84,092	18	\$59,364	18	131.6	17	\$64,721	20	\$49,576	19	86.3	17
The Miami FC	\$29,030	24	\$82,945	19	\$55,702	23	317.8	6	\$65,485	19	\$47,452	23	235.1	6
FC Tulsa	\$31,952	20	\$81,829	20	\$57,717	21	86.2	24	\$63,590	23	\$49,149	22	57.7	24
Las Vegas Lights FC	\$29,717	22	\$81,642	21	\$58,059	19	215.8	14	\$66,027	17	\$50,320	18	160.6	12
OKC Energy FC	\$31,557	21	\$80,984	22	\$57,949	20	124.6	18	\$63,178	24	\$49,347	20	82.7	18
San Antonio FC	\$28,584	25	\$80,037	23	\$56,932	22	206.5	15	\$63,840	22	\$49,282	21	143.8	15
Tampa Bay Rowdies	\$33,359	18	\$79,750	24	\$55,425	24	250.7	10	\$63,913	21	\$47,359	24	178.8	10
Memphis 901 FC	\$28,186	26	\$74,945	25	\$51,953	26	106.2	19	\$60,618	25	\$44,136	26	77.3	19
New Mexico United	\$29,407	23	\$74,540	26	\$52,416	25	79.5	25	\$58,317	26	\$44,671	25	52.9	25
El Paso Locomotive FC	\$19,672	27	\$61,134	27	\$42,626	27	51.2	27	\$50,308	27	\$36,752	27	33.9	27
Rio Grande Valley FC	\$15,999	28	\$57,110	28	\$39,300	28	40.8	28	\$47,315	28	\$34,282	28	26.5	28
Average (Ex. Albuquerque)	\$34,621		\$92,683		\$66,227		295.0		\$70,149		\$53,921		209.3	





Age - 25 Mile Ring

Team         Age Rank           Rio Grande Valley FC         29.7         1           El Paso Locomotive FC         32.7         2           Austin Bold FC         33.3         3           Phoenix Rising FC         34.5         4           San Antonio FC         35.2         5           Monterey Bay FC         35.3         6           OKC Energy FC         36.1         7           San Diego Loyal SC         36.2         8           Colorado Springs Switchbacks         36.3         9           Sacramento Republic FC         36.3         9           Memphis 901 FC         36.5         11           USLC Des Moines         36.7         12           Indy Eleven         36.8         13           Las Vegas Lights FC         36.9         14           Charleston Battery         37.0         15           Orange County SC         37.0         15           Charlotte Independence         37.1         17           FC Tulsa         37.8         19           Queensboro FC         37.9         20           Birmingham Legion FC         38.9         21           The Miami FC         39.5		Median	
El Paso Locomotive FC       32.7       2         Austin Bold FC       33.3       3         Phoenix Rising FC       34.5       4         San Antonio FC       35.2       5         Monterey Bay FC       35.3       6         OKC Energy FC       36.1       7         San Diego Loyal SC       36.2       8         Colorado Springs Switchbacks       36.3       9         Sacramento Republic FC       36.3       9         Memphis 901 FC       36.5       11         USLC Des Moines       36.7       12         Indy Eleven       36.8       13         Las Vegas Lights FC       36.9       14         Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       2	Team	Age	Rank
Austin Bold FC Phoenix Rising FC San Antonio FC Monterey Bay FC OKC Energy FC San Diego Loyal SC Colorado Springs Switchbacks I Sacramento Republic FC Memphis 901 FC USLC Des Moines Indy Eleven Las Vegas Lights FC Charleston Battery Orange County SC Charlotte Independence FC Tulsa New Mexico United Queensboro FC Birmingham Legion FC The Miami FC Oakland Roots SC Louisville City FC Hartford Athletic USLC Rhode Island Tampa Bay Rowdies Pittsburgh Riverhounds SC  34.5 4 34.5 4 34.5 4 34.5 4 34.5 4 34.5 4 35.2 5 Monterey Bay FC 36.1 7 36.2 8 36.3 9 36.3	Rio Grande Valley FC	29.7	1
Austin Bold FC       33.3       3         Phoenix Rising FC       34.5       4         San Antonio FC       35.2       5         Monterey Bay FC       35.3       6         OKC Energy FC       36.1       7         San Diego Loyal SC       36.2       8         Colorado Springs Switchbacks       36.3       9         Sacramento Republic FC       36.3       9         Memphis 901 FC       36.5       11         USLC Des Moines       36.7       12         Indy Eleven       36.8       13         Las Vegas Lights FC       36.9       14         Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       38.9       21         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25 </td <td>El Paso Locomotive FC</td> <td>32.7</td> <td></td>	El Paso Locomotive FC	32.7	
San Antonio FC       35.2       5         Monterey Bay FC       35.3       6         OKC Energy FC       36.1       7         San Diego Loyal SC       36.2       8         Colorado Springs Switchbacks I       36.3       9         Sacramento Republic FC       36.3       9         Memphis 901 FC       36.5       11         USLC Des Moines       36.7       12         Indy Eleven       36.8       13         Las Vegas Lights FC       36.9       14         Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       <	Austin Bold FC	33.3	3
Monterey Bay FC       35.3       6         OKC Energy FC       36.1       7         San Diego Loyal SC       36.2       8         Colorado Springs Switchbacks I       36.3       9         Sacramento Republic FC       36.3       9         Memphis 901 FC       36.5       11         USLC Des Moines       36.7       12         Indy Eleven       36.8       13         Las Vegas Lights FC       36.9       14         Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0<	Phoenix Rising FC	34.5	4
OKC Energy FC       36.1       7         San Diego Loyal SC       36.2       8         Colorado Springs Switchbacks I       36.3       9         Sacramento Republic FC       36.3       9         Memphis 901 FC       36.5       11         USLC Des Moines       36.7       12         Indy Eleven       36.8       13         Las Vegas Lights FC       36.9       14         Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0       28	San Antonio FC	35.2	5
San Diego Loyal SC       36.2       8         Colorado Springs Switchbacks I       36.3       9         Sacramento Republic FC       36.3       9         Memphis 901 FC       36.5       11         USLC Des Moines       36.7       12         Indy Eleven       36.8       13         Las Vegas Lights FC       36.9       14         Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0       28	Monterey Bay FC	35.3	
Colorado Springs Switchbacks         36.3         9           Sacramento Republic FC         36.3         9           Memphis 901 FC         36.5         11           USLC Des Moines         36.7         12           Indy Eleven         36.8         13           Las Vegas Lights FC         36.9         14           Charleston Battery         37.0         15           Orange County SC         37.0         15           Charlotte Independence         37.1         17           FC Tulsa         37.6         18           New Mexico United         37.8         19           Queensboro FC         37.9         20           Birmingham Legion FC         38.9         21           The Miami FC         39.5         22           Oakland Roots SC         39.7         23           Louisville City FC         40.0         24           Hartford Athletic         41.2         25           USLC Rhode Island         41.2         25           Tampa Bay Rowdies         43.0         27           Pittsburgh Riverhounds SC         44.0         28	OKC Energy FC	36.1	7
Sacramento Republic FC       36.3       9         Memphis 901 FC       36.5       11         USLC Des Moines       36.7       12         Indy Eleven       36.8       13         Las Vegas Lights FC       36.9       14         Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         VISLO Rhode Island       43.0       27         Pittsburgh Riverhounds SC       44.0       28	San Diego Loyal SC	36.2	8
Memphis 901 FC       36.5       11         USLC Des Moines       36.7       12         Indy Eleven       36.8       13         Las Vegas Lights FC       36.9       14         Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0       28	Colorado Springs Switchbacks I	36.3	9
USLC Des Moines       36.7       12         Indy Eleven       36.8       13         Las Vegas Lights FC       36.9       14         Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0       28	Sacramento Republic FC	36.3	9
Indy Eleven       36.8       13         Las Vegas Lights FC       36.9       14         Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0       28		36.5	
Las Vegas Lights FC       36.9       14         Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0       28	USLC Des Moines	36.7	
Charleston Battery       37.0       15         Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0       28	Indy Eleven	36.8	-
Orange County SC       37.0       15         Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0       28	Las Vegas Lights FC	36.9	14
Charlotte Independence       37.1       17         FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0       28	Charleston Battery	37.0	15
FC Tulsa       37.6       18         New Mexico United       37.8       19         Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0       28	Orange County SC		-
New Mexico United         37.8         19           Queensboro FC         37.9         20           Birmingham Legion FC         38.9         21           The Miami FC         39.5         22           Oakland Roots SC         39.7         23           Louisville City FC         40.0         24           Hartford Athletic         41.2         25           USLC Rhode Island         41.2         25           Tampa Bay Rowdies         43.0         27           Pittsburgh Riverhounds SC         44.0         28	Charlotte Independence		
Queensboro FC       37.9       20         Birmingham Legion FC       38.9       21         The Miami FC       39.5       22         Oakland Roots SC       39.7       23         Louisville City FC       40.0       24         Hartford Athletic       41.2       25         USLC Rhode Island       41.2       25         Tampa Bay Rowdies       43.0       27         Pittsburgh Riverhounds SC       44.0       28		37.6	18
Birmingham Legion FC The Miami FC Oakland Roots SC Louisville City FC Hartford Athletic USLC Rhode Island Tampa Bay Rowdies Pittsburgh Riverhounds SC  38.9 21 39.5 22 40.0 24 40.0 24 41.2 25 41.2 25 43.0 27 44.0 28			
The Miami FC Oakland Roots SC Louisville City FC Hartford Athletic USLC Rhode Island Tampa Bay Rowdies Pittsburgh Riverhounds SC  39.7 23 40.0 24 41.2 25 41.2 25 43.0 27 27		37.9	
Oakland Roots SC Louisville City FC Hartford Athletic USLC Rhode Island Tampa Bay Rowdies Pittsburgh Riverhounds SC  39.7 23 40.0 24 41.2 25 41.2 25 43.0 27 44.0 28			
Louisville City FC 40.0 24 Hartford Athletic 41.2 25 USLC Rhode Island 41.2 25 Tampa Bay Rowdies 43.0 27 Pittsburgh Riverhounds SC 44.0 28	The Miami FC	39.5	
Hartford Athletic USLC Rhode Island Tampa Bay Rowdies Pittsburgh Riverhounds SC  41.2 41.2 25 41.2 25 41.2 25 41.2 25 41.2 25 44.0 27	Oakland Roots SC	39.7	23
USLC Rhode Island 41.2 25 Tampa Bay Rowdies 43.0 27 Pittsburgh Riverhounds SC 44.0 28	Louisville City FC	40.0	24
Tampa Bay Rowdies 43.0 27 Pittsburgh Riverhounds SC 44.0 28	Hartford Athletic		
Pittsburgh Riverhounds SC 44.0 28	USLC Rhode Island	41.2	25
	Tampa Bay Rowdies	43.0	27
Average (Ex. Albuguergue) 37.3	Pittsburgh Riverhounds SC	44.0	28
	Average (Ex. Albuquerque)	37.3	





#### **Corporate Base – 25 Mile Ring**

	Companies w/ \$20mm		Companies w/ \$50mm		Companies w/ 500+		Fortune 1000	
Team	Sales	Rank	W/ \$5011111 Sales	Rank		Rank		Rank
Queensboro FC	7,694	1	4,064	1	1,442	1	87	1
Orange County SC	2,528	2	1,207	2	329	5	11	6
Oakland Roots SC	2,321	3	1,163	3	362	2	32	2
The Miami FC	1,385	4	635	6	249	6	9	7
San Diego Loyal SC	1,377	5	652	4	348	3	8	8
Phoenix Rising FC	1,347	6	650	5	332	4	17	3
Pittsburgh Riverhounds SC	1,160	7	564	7	206	7	13	5
Hartford Athletic	973	8	451	9	182	10	5	14
Charlotte Independence	966	9	522	8	161	14	17	3
Tampa Bay Rowdies	928	10	432	11	199	8	5	14
USLC Rhode Island	911	11	405	12	169	12	8	8
Indy Eleven	910	12	446	10	180	11	8	8
Austin Bold FC	720	13	364	13	130	16	3	20
San Antonio FC	703	14	350	14	185	9	5	14
Louisville City FC	634	15	311	15	113	17	4	18
Sacramento Republic FC	595	16	274	17	153	15	0	23
Las Vegas Lights FC	569	17	265	18	162	13	7	11
FC Tulsa	542	18	265	18	76	21	7	11
OKC Energy FC	541	19	292	16	105	18	5	14
Memphis 901 FC	529	20	252	21	91	19	6	13
Birmingham Legion FC	506	21	258	20	85	20	3	20
USLC Des Moines	389	22	212	22	68	22	4	18
New Mexico United	251	23	98	24	63	23	0	23
Charleston Battery	193	24	84	25	45	26	0	23
El Paso Locomotive FC	188	25	100	23	61	24	0	23
Colorado Springs Switchbacks	181	26	81	26	59	25	0	23
Monterey Bay FC	171	27	76	27	35	27	1	22
Rio Grande Valley FC	124	28	64	28	27	28	0	23
Average (Ex. Albuquerque)	1,077		535		206		10	

Source: Hoovers 2021.





#### Population and Households – 50 Mile Ring

	2020		2025		Est. %		2020		2025		Est. %	
	Population		Population		Growth		Households		Households		Growth	
Team	(000s)	Rank	(000s)	Rank	2020-2025	Rank	( <b>000s</b> ) Ra	ank	(000s)	Rank	2020-2025	Rank
Queensboro FC	19,441.9	1	19,693.3	1	1.30%	26	7,091.6	1	7,183.8	1	1.30%	26
Orange County SC	15,286.8	2	15,662.6	2	2.50%	22	4,920.1	2	5,028.1	2	2.20%	23
Oakland Roots SC	7,362.0	3	7,596.5	3	3.20%	17	2,667.1	3	2,748.8	3	3.10%	17
USLC Rhode Island	6,356.8	4	6,528.5	4	2.70%	21	2,457.0	4	2,523.8	4	2.70%	20
The Miami FC	4,942.3	5	5,174.5	6	4.70%	12	1,811.9	5	1,890.5	6	4.30%	13
Phoenix Rising FC	4,878.4	6	5,260.3	5	7.80%	6	1,772.1	6	1,908.1	5	7.70%	7
Tampa Bay Rowdies	4,105.8	7	4,399.6	7	7.20%	8	1,684.4	7	1,796.6	7	6.70%	8
Hartford Athletic	3,988.0	8	3,999.0	8	0.30%	27	1,538.6	8	1,542.6	8	0.30%	27
Sacramento Republic FC	3,748.5	9	3,907.8	9	4.30%	14	1,308.4	9	1,359.7	9	3.90%	16
San Diego Loyal SC	3,369.7	10	3,473.9	10	3.10%	18	1,175.2	12	1,210.7	11	3.00%	18
Charlotte Independence	3,148.9	11	3,393.6	11	7.80%	6	1,210.2	10	1,304.9	10	7.80%	5
Pittsburgh Riverhounds SC	2,814.9	12	2,794.5	14	-0.70%	28	1,205.9	11	1,202.2	12	-0.30%	28
San Antonio FC	2,805.9	13	3,061.3	12	9.10%	3	997.6	14	1,088.9	14	9.20%	3
Austin Bold FC	2,617.1	14	2,973.8	13	13.60%	1	987.0	15	1,120.4	13	13.50%	1
Indy Eleven	2,597.3	15	2,716.8	15	4.60%	13	1,012.5	13	1,059.6	15	4.60%	12
Las Vegas Lights FC	2,282.3	16	2,473.4	16	8.40%	4	828.6	16	896.1	16	8.10%	4
Monterey Bay FC	2,087.5	17	2,133.7	17	2.20%	24	681.5	18	696.0	18	2.10%	24
Louisville City FC	1,723.6	18	1,774.0	18	2.90%	19	684.5	17	704.5	17	2.90%	19
OKC Energy FC	1,544.0	19	1,624.0	19	5.20%	11	595.8 <sup>-</sup>	19	625.5	19	5.00%	11
Birmingham Legion FC	1,506.0	20	1,541.7	20	2.40%	23	591.0 2	20	605.1	20	2.40%	22
Memphis 901 FC	1,481.0	21	1,508.8	21	1.90%	25	552.6	21	563.1	21	1.90%	25
Rio Grande Valley FC	1,340.5	22	1,420.1	22	5.90%	10	380.7 2	24	402.7	25	5.80%	10
Colorado Springs Switchbacks	1,295.1	23	1,398.1	23	8.00%	5	481.1 2	22	518.8	22	7.80%	5
FC Tulsa	1,178.1	24	1,211.4	24	2.80%	20	458.0 2	23	470.1	23	2.60%	21
El Paso Locomotive FC	1,111.7	25	1,157.7	25	4.10%	16	366.4	27	382.1	27	4.30%	13
USLC Des Moines	969.2	26	1,033.6	26	6.70%	9	379.7	25	405.2	24	6.70%	8
New Mexico United	966.6	27	1,008.4	27	4.30%	14		26	393.4	26	4.20%	15
Charleston Battery	889.5	28	972.5	28	9.30%	2	347.6	28	380.3	28	9.40%	2
Average (Ex. Albuquerque)	3,884.2		4,032.8		4.86%		1,414.3		1,467.3		4.78%	





#### Income – 50 Mile Ring

	Per Capita		Average Household		Median Household		HHs w/ Income \$100,000+		Average Disposable		Median Disposable	HHs w/ Disposable Income \$100,000+	
Team	Income	Rank		Rank	Income	Rank	(000s)	Rank		Rank	<b>Income</b> Ra	•	
Oakland Roots SC	\$56,002	1	\$154,255	1	\$110,866	1	1,471.8	3	\$104,266	1	\$87,415	.,	
Monterey Bay FC	\$47,263	2	\$144,477	2	\$103,403	2	352.2	12	\$99,462	2	\$81,328		
Queensboro FC	\$43,712	4	\$119,571	3	\$80,715	5	2,967.8	1	\$81,421	5	\$60,112	•	
USLC Rhode Island	\$44,601	3	\$114,852	4	\$81,014	4	1,023.0	4	\$81,503	4		733.4	
San Diego Loyal SC	\$39,089	6	\$111,067	5	\$81,412	3	485.5	8	\$81,292	6	\$64,533	350.3	8
Austin Bold FC	\$40,066	5	\$106,095	6	\$77,021	6	378.4	11	\$81,638	3	\$62,385	1 280.9	12
Orange County SC	\$33,514	14	\$103,889	7	\$74,097	9	1,815.1	2	\$76,365	7	\$58,855	7 1,295.6	2
Colorado Springs Switchbacks I	\$37,840	8	\$101,241	8	\$74,822	7	174.4	18	\$76,292	8	\$58,189	122.0	18
Sacramento Republic FC	\$34,689	11	\$99,128	9	\$74,576	8	476.0	9	\$74,395	9	\$58,737	331.9	9
Hartford Athletic	\$38,351	7	\$98,850	10	\$71,308	10	549.3	5	\$71,660	11	\$54,849 1	0 357.0	7
Phoenix Rising FC	\$33,257	16	\$91,217	11	\$66,001	11	543.8	6	\$71,840	10	\$54,444 1	1 380.3	5
Charleston Battery	\$34,719	10	\$88,540	12	\$62,813	13	100.3	25	\$67,606	12	\$52,154 1	3 67.1	25
USLC Des Moines	\$34,227	12	\$87,055	13	\$65,819	12	115.5	23	\$67,173	14	\$53,348 1	2 72.6	23
Charlotte Independence	\$33,455	15	\$86,848	14	\$60,485	14	343.3	13	\$65,796	16	\$49,977 1	6 229.7	13
The Miami FC	\$31,484	18	\$85,718	15	\$56,801	21	490.6	7	\$67,391	13	\$48,652 1	9 365.7	6
Tampa Bay Rowdies	\$33,676	13	\$81,923	16	\$57,178	19	439.9	10	\$65,556	17	\$49,149 1	7 315.8	10
Las Vegas Lights FC	\$29,609	23	\$81,358	17	\$57,945	16	218.9	17	\$65,845	15	\$50,247 1	4 162.9	17
Indy Eleven	\$31,706	17	\$81,153	18	\$59,501	15	268.7	15	\$62,483	20	\$48,616 2	0 172.9	16
Pittsburgh Riverhounds SC	\$34,880	9	\$81,045	19	\$57,571	17	323.4	14	\$62,956	19	\$48,691 1	8 209.8	14
San Antonio FC	\$28,805	25	\$80,659	20	\$57,550	18	257.6	16	\$64,349	18	\$49,991 1	5 180.0	15
OKC Energy FC	\$30,626	21	\$79,127	21	\$56,942	20	145.6	21	\$61,978	21	\$48,339 2	1 95.8	21
Louisville City FC	\$31,445	19	\$78,777	22	\$56,743	22	170.0	19	\$61,249	22	\$47,020 2	2 107.9	19
Birmingham Legion FC	\$30,845	20	\$78,340	23	\$55,385	23	147.7	20	\$60,941	23	\$45,396 2	4 99.8	20
FC Tulsa	\$30,164	22	\$77,415	24	\$54,910	24	107.0	24	\$60,634	24	\$46,364 2	3 70.6	24
New Mexico United	\$28,880	24	\$73,665	25	\$51,878	25	84.7	26	\$57,748	26	\$44,131 2	5 56.4	26
Memphis 901 FC	\$27,062	26	\$72,306	26	\$50,615	26	122.7	22	\$58,637	25	\$42,643 2	6 88.2	22
El Paso Locomotive FC	\$20,202	27	\$60,925	27	\$41,831	27	63.4	27	\$49,929	27	\$36,249 2	7 41.7	27
Rio Grande Valley FC	\$15,988	28	\$56,246	28	\$38,775	28	56.2	28	\$46,663	28	\$33,781 2	8 37.0	28
Average (Ex. Albuquerque)	\$34,344		\$92,670		\$66,152		504.0		\$69,975		\$53,818	360.0	)





Age - 50 Mile Ring

	Median	
Team		Rank
Rio Grande Valley FC	30.2	1
El Paso Locomotive FC	32.9	2
Austin Bold FC	35.1	
San Antonio FC	35.5	4
Orange County SC	35.6	5
San Diego Loyal SC	35.9	6
Phoenix Rising FC	36.1	7
OKC Energy FC	36.6	8
USLC Des Moines	36.7	9
Sacramento Republic FC	36.7	9
Monterey Bay FC	36.8	11
Memphis 901 FC	37.0	12
Las Vegas Lights FC	37.1	13
Colorado Springs Switchbacks I	37.4	14
Indy Eleven	37.5	
Charleston Battery	37.7	16
New Mexico United	38.1	
Charlotte Independence	38.3	-
FC Tulsa	38.4	
Queensboro FC	38.7	
Birmingham Legion FC	38.9	21
Oakland Roots SC	39.0	
USLC Rhode Island	39.8	23
Louisville City FC	39.9	24
The Miami FC	40.7	25
Hartford Athletic	41.4	26
Tampa Bay Rowdies	44.1	
Pittsburgh Riverhounds SC	44.5	28
Average (Ex. Albuquerque)	37.7	





#### **Corporate Base – 50 Mile Ring**

	Companies w/ \$20mm		Companies w/ \$50mm		Companies w/ 500+		Fortune 1000	
Team	· ·	Rank		Rank		Rank		Rank
Queensboro FC	11,435	1	5,966	1	1,966	1	121	1
Orange County SC	6,894	2	3,242	2	1,121	2	30	4
Oakland Roots SC	3,869	3	1,966	3	659	4	71	2
USLC Rhode Island	3,655	4	1,805	4	729	3	37	3
The Miami FC	2,225	5	1,034	5	378	6	16	7
Hartford Athletic	1,857	6	842	6	343	8	11	9
San Diego Loyal SC	1,559	7	717	7	444	5	8	11
Pittsburgh Riverhounds SC	1,547	8	701	9	264	10	13	8
Phoenix Rising FC	1,524	9	716	8	366	7	19	5
Tampa Bay Rowdies	1,339	10	601	11	274	9	7	12
Charlotte Independence	1,291	11	679	10	224	12	19	5
Indy Eleven	1,167	12	568	12	244	11	9	10
Austin Bold FC	919	13	454	13	157	16	4	20
Sacramento Republic FC	886	14	403	14	215	13	0	24
Louisville City FC	800	15	380	16	145	17	4	20
San Antonio FC	799	16	390	15	206	14	5	17
Birmingham Legion FC	664	17	317	17	125	18	3	22
FC Tulsa	616	18	296	19	90	24	7	12
OKC Energy FC	609	19	316	18	110	19	5	17
Memphis 901 FC	588	20	273	20	104	20	6	16
Las Vegas Lights FC	578	21	269	21	163	15	7	12
USLC Des Moines	498	22	257	22	94	23	5	17
Monterey Bay FC	467	23	216	23	97	21	7	12
Colorado Springs Switchbacks	319	24	153	24	97	21	3	22
New Mexico United	259	25	100	27	63	26	0	24
Charleston Battery	238	26	102	26	49	27	0	24
El Paso Locomotive FC	214	27	112	25	72	25	0	24
Rio Grande Valley FC	158	28	80	28	41	28	0	24
Average (Ex. Albuquerque)	1,730		846		325		15	

Source: Hoovers 2021.





#### Population and Households – 30 Minute Drive Time

	2020		2025		Est. %		2020		2025		Est. %	
Team	Population (000s)	Rank	Population (000s)	Rank	Growth 2020-2025	Rank	Households (000s)	Rank	Households (000s)	Rank	Growth 2020-2025	Rank
Queensboro FC	4,002.7	1	4,040.5	1	0.90%	26	1,400.2	1	1,414.2	1	1.00%	
Orange County SC	2,731.6	2	2,809.4	2	2.80%	20	886.0	2	909.7	2	2.70%	
San Diego Loyal SC	2,241.8	3	2,302.4	4	2.70%	21	804.5	3	827.1	4	2.80%	
Las Vegas Lights FC	2,183.6	4	2,366.9	3	8.40%	5	791.8	4	856.3	3	8.10%	
The Miami FC	2,179.5	5	2,291.9	5	5.20%	11	736.4	6	774.0	6	5.10%	
Phoenix Rising FC	1,975.4	6	2,132.8	6	8.00%	6	738.6	5	798.2	5	8.10%	
Sacramento Republic FC	1,849.4	7	1,931.7	8	4.50%	13	666.9	7	694.2	8	4.10%	
San Antonio FC	1,830.8	8	1,950.6	7	6.50%	9	661.2	9	705.2	7	6.70%	9
Oakland Roots SC	1,710.3	9	1,773.0	9	3.70%	16	661.5	8	687.2	9	3.90%	15
Charlotte Independence	1,285.3	10	1,413.5	10	10.00%	2	503.0	10	553.8	10	10.10%	2
Indy Eleven	1,263.0	11	1,318.3	11	4.40%	14	500.9	11	522.5	11	4.30%	13
Austin Bold FC	1,161.8	12	1,310.2	12	12.80%	1	436.4	13	491.9	12	12.70%	1
OKC Energy FC	1,103.1	13	1,165.4	13	5.70%	10	429.7	14	452.6	13	5.30%	10
Louisville City FC	1,047.1	14	1,078.0	14	2.90%	19	425.8	15	438.1	15	2.90%	19
Hartford Athletic	1,045.3	15	1,050.9	15	0.50%	27	417.5	16	420.0	16	0.60%	27
USLC Rhode Island	1,006.2	16	1,021.7	16	1.50%	24	391.6	17	397.5	17	1.50%	24
Pittsburgh Riverhounds SC	996.0	17	995.8	17	0.00%	28	447.3	12	449.5	14	0.50%	28
Memphis 901 FC	977.8	18	993.0	18	1.60%	23	372.2	18	378.1	18	1.60%	23
Rio Grande Valley FC	853.8	19	912.7	19	6.90%	8	239.3	26	255.6	26	6.80%	8
El Paso Locomotive FC	817.0	20	846.9	20	3.70%	16	266.4	24	276.5	24	3.80%	16
New Mexico United	809.2	21	840.4	21	3.90%	15	321.2	20	333.2	20	3.70%	17
FC Tulsa	806.5	22	836.1	22	3.70%	16	315.8	21	326.6	21	3.40%	18
Birmingham Legion FC	771.3	23	786.1	23	1.90%	22	308.6	22	314.5	22	1.90%	22
Tampa Bay Rowdies	744.1	24	780.9	24	4.90%	12	334.2	19	350.2	19	4.80%	12
Colorado Springs Switchbacks	708.1	25	760.2	25	7.30%	7	267.6	23	287.5	23	7.50%	7
USLC Des Moines	621.3	26	675.8	26	8.80%	4	243.4	25	264.7	25	8.80%	4
Charleston Battery	516.3	27	563.8	27	9.20%	3	207.3	27	226.5	27	9.30%	
Monterey Bay FC	395.9	28	400.8	28	1.20%	25	123.7	28	125.2	28	1.20%	25
Average (Ex. Albuquerque)	1,363.9		1,426.3		4.80%		502.9		525.8		4.80%	





#### **Income – 30 Minute Drive Time**

	Per Capita		Average Household		Median Household		HHs w/ Income \$100,000+		Average Disposable		Median Disposable		HHs w/ Disposable Income \$100,000+	
Team	Income	Rank	Income	Rank		Rank	(000s)	Rank	Income	Rank	Income	Rank	(000s)	Rank
Oakland Roots SC	\$52,475	1	\$135,427	1	\$91,535	2	310.9	4	\$92,471	1	\$72,954	2	245.2	3
Orange County SC	\$40,928	2	\$126,123	2	\$91,654	1	412.5	2	\$89,817	2	\$73,109	1	312.0	1
San Diego Loyal SC	\$39,380	5	\$108,857	3	\$79,763	3	323.3	3	\$79,805	3	\$63,079	3	231.3	4
Hartford Athletic	\$40,180	3	\$100,530	4	\$73,497	4	153.4	10	\$72,587	7	\$55,737	8	97.7	12
Monterey Bay FC	\$31,314	20	\$99,871	5	\$71,714	7	42.9	27	\$74,758	4	\$57,841	4	30.2	27
Charlotte Independence	\$38,125	6	\$97,349	6	\$67,367	11	167.6	9	\$72,175	8	\$53,756	12	115.3	9
Sacramento Republic FC	\$35,021	11	\$97,173	7	\$72,661	5	237.5	5	\$73,038	6	\$57,698	5	164.9	5
Queensboro FC	\$33,863	17	\$96,640	8	\$68,485	9	485.5	1	\$69,086	13	\$52,528	13	306.3	2
Austin Bold FC	\$36,099	9	\$96,138	9	\$68,780	8	147.5	12	\$74,639	5	\$56,937	7	106.0	10
USLC Des Moines	\$36,991	8	\$94,151	10	\$72,471	6	83.7	20	\$71,939	9	\$57,006	6	53.9	22
Charleston Battery	\$37,751	7	\$93,856	11	\$65,424	13	64.1	25	\$70,824	11	\$53,773	11	43.9	25
Phoenix Rising FC	\$34,175	16	\$91,063	12	\$66,039	12	232.4	6	\$71,719	10	\$54,467	9	162.4	6
USLC Rhode Island	\$35,465	10	\$90,628	13	\$64,853	14	126.3	14	\$67,669	14	\$51,707	14	83.4	14
Colorado Springs Switchbacks I	\$34,473	14	\$90,330	14	\$67,693	10	83.9	19	\$69,388	12	\$54,021	10	55.0	20
Pittsburgh Riverhounds SC	\$39,632	4	\$87,737	15	\$59,798	15	131.6	13	\$66,809	15	\$50,555	15	89.0	13
Birmingham Legion FC	\$34,548	13	\$86,074	16	\$59,016	16	86.6	18	\$65,812	16	\$49,206	18	60.7	18
Louisville City FC	\$34,396	15	\$84,250	17	\$58,819	17	116.9	16	\$64,725	19	\$49,087	20	77.2	15
FC Tulsa	\$32,225	18	\$82,200	18	\$57,722	19	80.9	21	\$63,772	20	\$49,145	19	54.3	21
The Miami FC	\$27,775	24	\$81,941	19	\$55,915	21	192.1	8	\$64,893	18	\$47,604	21	141.0	8
OKC Energy FC	\$31,810	19	\$81,453	20	\$57,998	18	108.8	17	\$63,432	21	\$49,420	17	72.5	17
Las Vegas Lights FC	\$29,344	23	\$80,789	21	\$57,517	20	206.7	7	\$65,415	17	\$49,970	16	153.6	7
Tampa Bay Rowdies	\$34,926	12	\$77,737	22	\$53,563	23	78.7	22	\$62,350	22	\$45,613	22	56.3	19
Indy Eleven	\$29,916	21	\$75,342	23	\$54,822	22	117.1	15	\$58,347	25	\$44,513	24	74.3	16
New Mexico United	\$29,755	22	\$74,754	24	\$52,234	25	74.5	23	\$58,396	24	\$44,504	25	49.5	24
San Antonio FC	\$26,998	25	\$74,327	25	\$52,718	24	148.9	11	\$59,662	23	\$44,801	23	102.5	11
Memphis 901 FC	\$25,499	26	\$66,839	26	\$45,973	26	72.5	24	\$54,734	26	\$39,551	26	51.7	23
El Paso Locomotive FC	\$20,343	27	\$61,992	27	\$42,895	27	47.1	26	\$50,910	27	\$36,950	27	31.4	26
Rio Grande Valley FC	\$16,040	28	\$57,152	28	\$39,479	28	37.1	28	\$47,351	28	\$34,453	28	24.1	28
Average (Ex. Albuquerque)	\$33,692		\$89,480		\$63,636		159.1		\$68,079		\$52,055		111.0	

## **Appendix A – USL Market Demographics**





**Age – 30 Minute Drive Time** 

	Median	
Team	Age	Rank
Rio Grande Valley FC	29.7	1
Austin Bold FC	32.4	2
El Paso Locomotive FC	33.1	
Monterey Bay FC	33.8	4
Phoenix Rising FC	34.5	5
San Antonio FC	34.7	6
Sacramento Republic FC	35.7	7
San Diego Loyal SC	35.8	8
Colorado Springs Switchbacks I	35.8	8
Memphis 901 FC	35.9	10
Charlotte Independence	35.9	10
OKC Energy FC	36.4	12
USLC Des Moines	36.4	
Indy Eleven	36.4	
Charleston Battery	36.6	15
Las Vegas Lights FC	36.7	16
Orange County SC	36.9	17
FC Tulsa	37.4	
New Mexico United	37.8	
Oakland Roots SC	38.2	
Queensboro FC	38.5	
Birmingham Legion FC	38.7	
The Miami FC	39.5	
Louisville City FC	39.8	
USLC Rhode Island	40.0	
Hartford Athletic	41.3	
Pittsburgh Riverhounds SC	42.3	
Tampa Bay Rowdies	46.8	28
Average (Ex. Albuquerque)	37.0	

Source: Esri 2021.



#### **Overview**

- We have selected four recently constructed USL Championship stadiums to highlight for illustrative purposes:
  - Colorado Springs Switchbacks FC New Stadium
  - Louisville City FC Lynn Family Stadium
  - Rio Grande Valley FC H-E-B Park
  - San Antonio FC Toyota Field
- We have also included the proposed stadium in Oklahoma City and the recently renovated stadium in Charlotte for examples of publicly funded projects:
  - Charlotte Independence American Legion Memorial Stadium
  - Oklahoma City Energy FC Proposed Stadium





### Colorado Springs Switchbacks FC – Weidner Field

Colorado Springs Switchbacks FC's new stadium, Weidner Field, opened in spring 2021. The "Weidner Field" name was formerly used for the club's old stadium, which will now be known as Switchbacks Training Stadium after the name is transferred to the new stadium. The stadium will be part of the City for Champions development in downtown Colorado Springs, which is funded primarily with state sales tax rebates. Final approval for the stadium came from City Council in November 2019, and the club officially broke ground the following month. In addition to Switchbacks matches, Weidner Field will also reportedly host a variety of additional sports and entertainment events. The new stadium cost approximately \$42.0 million and will be part of a new entertainment district. Approximately \$13.5 million was funded by bonds issued by the Colorado Springs Urban Renewal Authority (approved by the Colorado Economic Development Commission) and debt will be serviced by state sales tax revenues collected in Colorado Springs and rebated to the City. The remainder of the \$35.0 million stadium (approximately \$21.5 million) will be funded by the Stadium Partnership of the Ragain Family (club owner) and Weidner Apartment Homes. The City for Champions (see case study) development initiative will receive the remainder of the \$120.5 million in state tax rebates over 30 years. Weidner Field and associated ancillary development is just a portion of the larger City for Champions initiative. Weidner originally planned for 250 housing units, but that total has reportedly increased to more than 1,000. The stadium was originally projected to cost \$20.0 million.

Weidner Field		
Year Opened / Renovated:	2021	
Soccer-Specific:	Yes	
Stadium Owner:	Stadium Partnership (Ragain/Weidner)	
Management:	Switchbacks Entertainment	
Total Cost:	\$42.0 Million	
Lease Term:	NA	
Total Seating Capacity:	8,000 (Expandable to 15,000)	
Luxury Suites:	13	
Loge / Theater Boxes:	NA	
Club Seats:	1,200	
Controlled Parking:	TBD	







### Colorado Springs Switchbacks FC – Weidner Field

- Sources and uses of funds
- Note: does not include land

Sources of Funds	
State Sales Tax Rebates	\$13,500,000
Stadium Partnership	\$28,500,000
Total Sources of Funds	\$42,000,000
Uses of Funds	
Stadium (Hard/Soft Costs)	\$42,000,000
Total Uses of Funds	\$42,000,000

Source: Industry research.



#### **Louisville City FC – Lynn Family Stadium**

Louisville City FC moved into their new stadium, Lynn Family Stadium, in 2020. The stadium has a capacity of 11,300 seats and is expandable to 20,000+ for concerts. It includes 18 suites, 12 loge boxes, 14 ledge tables, and 350 club seats. The club previously played its home matches at Louisville Slugger Field, home of the Triple-A Louisville Bats. The Louisville-Jefferson County Metro Government agreed to spend \$29.9 million for land, infrastructure, and site cleanup. Stadium construction (excluding infrastructure and site work) reportedly was expected to cost \$50.0 million, but costs later rose to over \$67 million (actual costs were higher than publicly reported figure). The club has a ground lease for the land of 20 years, with two consecutive 15-year extensions and the right to purchase the site at any time during the ground lease. The stadium is part of a reported \$200.0 million (including the original \$50.0 million for the stadium) development that includes office, retail, and two hotels. The Kentucky Economic Development Finance Authority approved up to \$21.7 million in taxincrement financing for the stadium. The City will be reimbursed \$14.5 million of its investment through a reimbursement payment in exchange for the land at the end of the lease term.

Lynn Family Stadium		
Year Opened / Renovated:	2020	
Soccer-Specific:	Yes	
Stadium Owner:	Louisville City FC	
Management:	ASM Global	
Total Cost:	\$67.0 Million (Excluding Land/Infrastructure)	
Lease Term:	20 Years (Ground Lease)	
Total Seating Capacity:	11,300 (Expandable to 20,000)	
Luxury Suites:	18	
Loge / Theater Boxes:	26	
Club Seats:	350	
Controlled Parking:	TBD	







#### **Louisville City FC – Lynn Family Stadium**

- Sources and uses of funds
- It is important to note that these figures are approximate and actual costs are higher
- Does not include city contributions of \$24.1 million for land, \$5 million for infrastructure improvements, and \$800,000 for demolition and site cleanup for the entire development. Stadium share of these contributions is not clear.
- The club will pay a Reimbursement Amount of \$14.5 million for the land at the end of the lease term.

Sources of Funds	
State Tax-Increment Financing	\$21,700,000
Private Debt Financing	\$45,300,000
Total Sources of Funds	\$67,000,000
Uses of Funds	
Stadium (Hard/Soft Costs)	\$67,000,000
Total Uses of Funds	\$67,000,000

Sources: Louisville-Jefferson County Metro Government, Louisville City FC, industry research.



### **Louisville City FC – Lynn Family Stadium**

- Stadium occupancy costs
  - The terms included summarize the occupancy costs for the club, except where noted (lease terms for other events are not included):
  - Please note that the club will enter into a PILOT agreement
- 1) Ground Lease rent is defined as \$300,000 per acre, multiplied by the Ground Rent Multiplier. The Ground Rent Multiplier is 2% for the first ten years of the Ground Lease and 4% the remainder of the term. By this calculation, annual rent for the 15-acre stadium site is \$90,000 for the first ten years and \$180,000 thereafter. If portions of the site are sold, there is a formula to determine rent payments. Rent for the remainder of the 40-acre development parcel is calculated separately.
- 2) The stadium will pay the city 10% of its operating cash flow in excess of \$750,000 up to a cap \$2 million in the aggregate.

Term			
Term of Operating Agreement		TBD	
Term Extension		TBD	
Commencement Date		TBD	
		Paid by Team	
Stadium Rent			
Minimum Rent		Not Applicable	
Base Rent		See Note	(1)
Additional Rent		See Note	(2)
Taxes / Surcharges			
Ticket Sales Tax		6.00%	
Ticket Tax / Surcharge		Not Applicable	
Admissions Tax		Not Applicable	
Parking Tax / Surcharge		Not Applicable	
	Public Share	Team Share	
Revenue Sharing			
Concessions	0.0%	100.0%	
Novelties	0.0%	100.0%	
Advertising - Gameday	0.0%	100.0%	
Advertising - Permanent	0.0%	100.0%	
Television	0.0%	100.0%	
Naming Rights	0.0%	100.0%	
Parking (Gross)	0.0%	100.0%	
Luxury Suites - Tickets	0.0%	100.0%	
Luxury Suites - Premium	0.0%	100.0%	
Club Seats - Tickets	0.0%	100.0%	
Club Seats - Premium	0.0%	100.0%	
Stadium Expenses			
Gameday Operating Expenses	0.0%	100.0%	
Annual Operating Expenses	0.0%	100.0%	
Capital Expenditures	0.0%	100.0%	

Source: Louisville-Jefferson County Metro Government.



### **Rio Grande Valley FC – H-E-B Park**

H-E-B Park opened in 2017 and is the home of Rio Grande Valley FC. The stadium was 100% privately financed at a cost between \$40.0 million and \$50.0 million. Ownership of the club constructed the stadium for the benefit of the community. It is our understanding that the City of Rio Grande had indicated that it would contribute \$12.0 million to the project, but ultimately that contribution was not made. However, the City constructed a practice facility for \$10.5 million. The stadium features 9,700 seats and 33 luxury suites. It houses a full-service restaurant and amphitheater. Rio Grande Valley FC was announced as an expansion club in 2015, pending plans for a stadium. H-E-B Park was originally scheduled to open in 2016, before construction and weather delays pushed back the opening by a year.

H-E-B Park		
Year Opened / Renovated:	2017	
Soccer-Specific:	Yes	
Stadium Owner:	Rio Grande Valley FC	
Management:	Rio Grande Valley FC	
Total Cost:	\$40-\$50 Million (Reported)	
Lease Term:	NA	
Total Seating Capacity:	9,735	
Luxury Suites:	38	
Loge / Theater Boxes:	NA	
Club Seats:	32	
Controlled Parking:	TBD	







### San Antonio FC – Toyota Field

San Antonio FC plays its home matches at Toyota Field, which opened in 2013 and is part of the S.T.A.R. Soccer Complex. The stadium was originally owned and operated by Gordon Hartman's S.O.A.R. Inc., a non-profit organization. The San Antonio Scorpions of the NASL played at the stadium until 2015, when the stadium and complex were sold to the City of San Antonio and Bexar County. Both the City and County paid \$9 million, with Spurs Sports & Entertainment paying \$3 million (total purchase price of \$21 million). The deal was accompanied by the shutdown of the Scorpions and Spurs Sports & Entertainment securing the rights for an expansion USL Championship franchise and signing a 20-year lease. The deal was part of an attempt to secure an MLS club in San Antonio. Toyota Field has a capacity of 8,296 for soccer and 14,000 for concerts and was built to be expandable for MLS. Original construction costs were not disclosed but reports indicate that the stadium was built for approximately \$40 million.

Toyota Field		
Year Opened / Renovated:	2013	
Soccer-Specific:	Yes	
Stadium Owner:	Bexar County / City of San Antonio	
Management:	Spurs Sports & Entertainment	
Total Cost:	\$40 Million (Approximate)	
Lease Term:	20 Years	
Total Seating Capacity:	8,296	
Luxury Suites:	16	
Loge / Theater Boxes:	TBD	
Club Seats:	TBD	
Controlled Parking:	TBD	









### San Antonio FC – Toyota Field

- Stadium occupancy costs
  - The terms included summarize the occupancy costs for the club, except where noted (lease terms for other events are not included):
- Spurs Sports & Entertainment agreed to pay reimbursement payments to the City and County totaling \$5 million if a MLS club was not awarded. If a club is later awarded, the previous payments will be credited back.
  - \$250,000 in years 6-8
  - \$500,000 in year 9
  - \$750,000 in year 10
  - \$1 million in years 11-13
- 1) 50% placed in Improvements and Maintenance Fund, remaining 50% placed in Capital Reserve Fund.
- 2) Increases by 25 cents after year 7 and 14 of the term.

Term			
Term of Operating Agreement		TBD	
Term Extension		TBD	
Commencement Date		TBD	
		Paid by Team	
Stadium Rent		<u> </u>	•
Minimum Rent		Not Applicable	
Base Rent		\$100,000	(1)
Additional Rent		Not Applicable	( )
Taxes / Surcharges			
Ticket Sales Tax		Not Applicable	
Ticket Tax / Surcharge		\$1.00	(1)(2)
Admissions Tax		Not Applicable	. , , ,
Parking Tax / Surcharge		Not Applicable	
	Public Share	Team Share	
Revenue Sharing			•
Concessions	0.0%	100.0%	
Novelties	0.0%	100.0%	
Advertising - Gameday	0.0%	100.0%	
Advertising - Permanent	0.0%	100.0%	
Television	0.0%	100.0%	
Naming Rights	0.0%	100.0%	
Parking (Gross)	0.0%	100.0%	
Luxury Suites - Tickets	0.0%	100.0%	
Luxury Suites - Premium	0.0%	100.0%	
Club Seats - Tickets	0.0%	100.0%	
Club Seats - Premium	0.0%	100.0%	
Stadium Expenses			
Gameday Operating Expenses	0.0%	100.0%	
Annual Operating Expenses	0.0%	100.0%	(1)
Capital Expenditures	See Note	See Note	(1)

Sources: Bexar County, City of San Antonio.





#### **Charlotte Independence – American Legion Memorial Stadium**

The Charlotte Independence moved into American Legion Memorial Stadium in 2021. In 2017, Mecklenburg County approved a \$32.0 million renovation plan for the stadium. An additional \$3.0 million was previously approved to add artificial turf through City tourism tax dollars. In late 2019, the County approved an additional \$5.5 million from a savings fund for the project to cover material and labor cost overruns. Total costs of the renovation are now estimated at \$40.5 million. Groundbreaking occurred in late 2019 and was completed in June 2021. The Charlotte Independence previously played at The Sportsplex at Matthews. As part of the renovation of American Legion Memorial Stadium, the stadium's capacity will be reduced from 17,000 to 10,500. The club signed a 10-year lease. It is important to note that in December 2019, Charlotte was awarded a Major League Soccer (MLS) expansion club that is set to begin play in 2021. No announcement has been made about the future of the Independence.

American Legion Memorial Stadium		
Veer Opened / Renewated:	1936 / 2021	
Year Opened / Renovated:		
Soccer-Specific:	Yes	
Stadium Owner:	City of Charlotte	
Management:	Mecklenburg County Park & Recreation	
Total Cost:	\$40.5 Million (Estimate)	
Lease Term:	10 Years	
Total Seating Capacity:	10,500	
Luxury Suites:	0	
Loge / Theater Boxes:	0	
Club Seats:	0	
Controlled Parking:	TBD	







### **Charlotte Independence – American Legion Memorial Stadium**

Sources and uses of funds (renovation)

Sources of Funds	
City of Charlotte Tourism Tax	\$3,000,000
Mecklenburg County Funding	\$32,000,000
Mecklenburg County Savings Fund	\$5,500,000
Total Sources of Funds	\$40,500,000
Uses of Funds	
Field Turf Replacement	\$3,000,000
Stadium Renovation (Hard/Soft Costs)	\$37,500,000
Total Uses of Funds	\$40,500,000

Sources: Mecklenburg County, industry research.



### **Charlotte Independence – American Legion Memorial Stadium**

- Stadium occupancy costs
  - The terms included summarize the occupancy costs for the teams, except where noted (lease terms for other events are not included):
    - Lease includes both Charlotte Independence and Charlotte Hounds (MLL); collectively known as "QCSC"
      - The Charlotte Hounds are currently on hiatus impacts to lease agreement unknown
  - Term is for 10 years with two mutual 5-year extension options

Term			
Term of Operating Agreement		10 Years	
Term Extension		2 5-Year Terms	
Commencement Date		See Note	(1)
		Paid by Team	
Stadium Rent			
Minimum Rent		Not Applicable	
Base Rent		\$185,000	(2)
Additional Rent		See Note	(3)
Taxes / Surcharges			
Ticket Sales Tax		7.25%	
Ticket Tax / Surcharge		\$3.00 Per Package	
Admissions Tax		Not Applicable	
Parking Tax / Surcharge		Not Applicable	
	Public Share	Team Share	
Revenue Sharing			
Concessions	15.0%	85.0%	
Novelties	0.0%	100.0%	(4)
Advertising - Gameday	0.0%	100.0%	
Advertising - Permanent	15.0%	85.0%	
Television	0.0%	100.0%	
Naming Rights	Stadium	Field/Other Areas	
Parking (Gross)	15.0%	85.0%	
Luxury Suites - Tickets	0.0%	100.0%	
Luxury Suites - Premium	0.0%	100.0%	
Club Seats - Tickets	0.0%	100.0%	
Club Seats - Premium	0.0%	100.0%	
Stadium Expenses			
Gameday Operating Expenses	0.0%	100.0%	(5)
Annual Operating Expenses	100.0%	0.0%	
Capital Expenditures	100.0%	0.0%	

Source: Mecklenburg County.



### **Charlotte Independence – American Legion Memorial Stadium**

- 1) Term to commence on the latest of (i) the date that the stadium construction is completed a certificate of occupancy is issued; (ii) the date on which the County's Board of Commissioners has approved the terms of the Agreement; or (iii) the first day of the Team's substantial occupancy of the stadium.
- 2) Base rent increases by 3% each year.
- 3) In addition to base rent, QCSC is required to pay for Event Rental and an Event Marketing Fee for each home match at the stadium.
  - QCSC pays \$8,000 per home match for Event Rental.
  - QCSC pays an Event Marketing Fee of \$800 per match for first five years; 3% escalation per year thereafter.
- 4) County receives 50% of novelties revenue for items that display the Stadium Image.
- 5) County is responsible for providing janitorial services and cleaning the stadium before and after events.





### Oklahoma City Energy FC – New Stadium

Oklahoma City Energy FC is currently finalizing plans for a new stadium, although a construction timeline and site have not been finalized. The club originally submitted plans to Oklahoma City's mayor in February 2019 for a 10,000-seat stadium with construction costs ranging from \$65-\$80 million and land acquisition costs ranging from \$6-\$12 million (approximately \$71-\$92 million potential project cost in total). The club later provided two options, for consideration for Oklahoma City's MAPS 4 funding package. More than 70% of voters approved the MAPS 4 project in December 2019, which extended a one cent sales tax that began in 1993. The first was an 8,000-seat, \$37-\$42 million stadium. The second was a 10,000-seat, \$67-\$72 million stadium. Eventually, \$37 million in funding toward the facility was included in MAPS 4. This would not include infrastructure – club has indicated that it will pursue tax-increment financing. The funding package will include 16 projects, including a new State Fairgrounds coliseum and improvements to Chesapeake Energy Arena. Construction will not commence for 3-4 years, until taxes are collected. The club currently plays its home matches at the 7,500-seat Taft Stadium, and is expected to remain at the stadium through 2022. Taft stadium received \$9.7 million in upgrades from MAPS 2, which was completed in 2015. The club contributed an additional \$1.5 million for other stadium upgrades.

New Stadium	
Year Opened / Renovated:	TBD
Soccer-Specific:	Yes
Stadium Owner:	City of Oklahoma City
Management:	TBD
Total Cost:	TBD - \$37 Million Secured
Lease Term:	TBD
Total Seating Capacity:	8,000
Luxury Suites:	TBD
Loge / Theater Boxes:	TBD
Club Seats:	TBD
Controlled Parking:	TBD









#### **Overview**

- Ancillary development around stadiums and arenas has occurred not only at the major league level in large markets, but also at the minor league level in small to mid-sized markets
- Communities are attempting to capitalize on the critical mass of individuals who come into downtown areas for events in order to capture economic and fiscal impacts
- Stadiums and arenas can serve as the anchor for developments that can spur significant economic growth
- The following mixed-use development case studies are provided focus placed on projects with downtown revitalization components
  - Segra Stadium Mixed-Use Development (Fayetteville, NC)
  - City Center Allentown / The Waterfront (Allentown, PA)
  - Downtown North (Hartford, CT)
  - Savannah Canal District (Savannah, GA)
  - City for Champions / Weidner Field Ancillary Development (Colorado Springs, CO)
  - Louisville Butchertown Stadium District (Louisville, KY)
  - El Paso Urban Redevelopment (El Paso, TX)
  - The Vista (Columbia, SC)





### **Segra Stadium Mixed-Use Development – Overview (Fayetteville, NC)**

Segra Stadium, which opened in 2019 for a reported cost of \$40 million, is a 4,750-seat ballpark for the Class-A Fayetteville Woodpeckers. The Stadium is a part of a broader mixed-use development that is expected to be a catalyst for the city's economic growth and development plans for Downtown Fayetteville. Over \$100 million in new investment is reportedly planned for the downtown area adjacent to the ballpark. The overall development plans include a new 119-room Hyatt Place Hotel, a 59-unit apartment building, a seven-story, 90,000 square foot office building, retail and restaurant space, and a 490-space parking structure. A key component of the project is the historic renovation of the Prince Charles Hotel which was built in the mid 1920's. Renovation of the existing building will include first floor retail / restaurant space, 59 apartment units from the second to sixth floors, and transformation of the seventh-floor ballroom space to high-end office space. The Hyatt Place Hotel and seven-story office building are currently being built atop the five-story parking structure. Originally planned to be completed in fall of 2020, certain project elements have been delayed due to COVID-19, specifically the Hyatt Place Hotel and seven-story office building. The Residences at the Prince Charles is completed and nearly fully occupied, and retail and restaurant spaces in the building are beginning to open.





Sources: Fayetteville Observer, Populous.





### City Center Allentown – Overview (Allentown, PA)

Opened in 2014, the PPL Center is a 10,000-seat multi-purpose arena that is home to the Lehigh Valley Phantoms hockey team (AHL). Additionally, the arena hosts a significant number of concerts, family shows, community events, and NCAA sporting events. The arena is part of the "Downtown Revitalization District", which was established by the Allentown Neighborhood Improvement Zone Development Authority (ANIZDA) and includes the PPL Center Arena Block and City Center Allentown. Development in the downtown core was incentivized by the Pennsylvania state law that created the Neighborhood Improvement Zone (NIZ). The District is anchored by the publicly-financed PPL Center Arena Block, which helped catalyze private development of the fully integrated City Center mixed-use development. Private development is being led by the City Center Investment Corporation.

Currently, City Center includes 1.4 million square feet of Class A office space, the Renaissance Allentown Hotel, STRATA West and East apartment towers, The Shops at City Center, restaurant space, and additional coworking spaces. Revitalization components of the development include the expansion of the Butz Corporate Center as well as the conversion of the early 20<sup>th</sup> Century, 40,000 square foot Trifecta building into a creative loft-style Class A office and retail building. Total investment in Allentown's City Center has surpassed a reported \$400 million, and development of additional commercial, residential, and retail space is currently ongoing.



Source: City Center Allentown.





### The Waterfront Mixed-Use Development – Overview (Allentown, PA)

"The Waterfront" is a \$425 million mixed-use development currently being developed across the Lehigh Valley River from Coca-Cola Park, ballpark of Triple-A Lehigh Valley IronPigs which opened in 2008. The development will reimagine the former 29-acre site of Lehigh Valley Structural Steel Company, which shut down operations in 1992. The development is included in the Neighborhood Improvement Zone (NIZ), allowing developers to utilize state and local tax subsidies to offset debt incurred for development and rehabilitation costs of existing buildings. Initial plans for the mixed-use campus included 1.2 million square feet of commercial, retail, and multi-family residential space. Developers estimate that the project could provide up to 2,900 permanent jobs and 400 apartments. By September 2019, Waterfront Development Partners had reportedly spent \$18 million on infrastructure and road improvements in addition to a reported \$5 million in project design costs. If fully developed, including all phases of construction, The Waterfront could reportedly include five office buildings totaling 690,000 square feet of commercial space, three apartment buildings totaling 554 units, and 165,000 square feet of retail and restaurant space.

In addition to The Waterfront, additional investment on the riverfront is being led by Manhattan Building Company. The Company is moving forward with its first phase of redevelopment of a vacant furniture warehouse. The first phase includes a 6,000 square foot distribution warehouse as well as a 25-unit apartment building, "Riverfront Lofts," which will include 11,000 square feet of ground-floor commercial space. In May 2021, Manhattan Building Company secured conditional rezoning of the land for "urban commercial" development.

Source: The Morning Call.







The Waterfront Mixed-Use Development – Overview (Allentown, PA)





Sources: The Waterfront, local news.





#### **Downtown North – Overview (Hartford, CT)**

Downtown North (DoNo) is a mixed-use development currently being built adjacent to Dunkin' Donuts Park, home of the Hartford Yard Goats (Double-A Northeast). Originally, the ballpark was envisioned to be the anchor of a larger mixed-use community scheduled to open in 2016; however, the development experienced delays and cost overruns, leading to a change in developer. In March 2020, the City hired Stamford-based RMS Cos. to lead to the development of parcel C located beyond the ballpark's right field wall. This first phase of development is estimated to cost approximately \$50 million and will include the development of 270 apartment units as well as 11,000 square feet of ground-floor retail and flex space. The developer broke ground on parcel C in October 2020 and is targeting completion in early 2022. RMS Cos. is in preliminary discussions with the City of Hartford on the development's next phase, parcel B. Development of parcel B will provide an additional 532 apartment units and a 541-space garage. Work on parcel B will likely be split into two phases. The first phase, estimated to cost \$52.8 million, will include the construction of 228 apartment units and the parking garage. The second phase, estimated to cost approximately \$56.0 million, will include the construction of an additional 304 apartment units. RMS Cos. recently submitted a \$13.6 million funding request to the city for the first phase of parcel B development, and the company plans to fund the remaining portion of the first phase with a \$33.2 million mortgage and \$6 million in equity. In total, the DoNo mixed-use development could provide a total of 1,000 apartment units and retail space adjacent to the ballpark.



Sources: Ballpark Digest, Hartford Business Journal









### Savannah Canal District Master Plan – Overview (Savannah, GA)

Savannah's Canal District is a master planned mixed-use development that is intended to transform 600 acres of vacant, underutilized industrial land into a regional sports and entertainment destination. The Canal District will be anchored by a new 9,500-seat multi-purpose arena, which will reportedly open in 2022 at a reported cost of \$165 million. The arena will be funded by \$120 million in special-purpose local option sales taxes (SPLOST) and \$45 million in bonds, which will be backed by auto rental car tax revenue. An ECHL expansion hockey franchise will be the anchor tenant at the arena. While the 600acre master plan could reportedly take 10 to 15 years to complete, initial phases of construction will include the repurposing of the historical 1890s Water Works Pump House for retail and commercial use. Other key components of the initial phases of development are public works and greenspace improvements, including a 55-acre park, canal bridges, and a network of pedestrian and bike paths. The City of Savannah expects that the arena and initial public improvements will incentivize further development and private investment in the historic West Savannah neighborhoods.

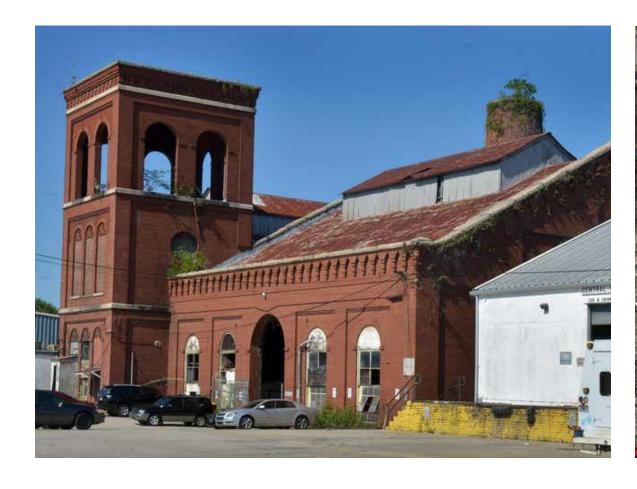








Savannah Canal District Master Plan – Overview (Savannah, GA)





Source: Savannah Morning News.





### City for Champions – Overview (Colorado Springs, CO)

The City for Champions mixed-use development initiative will receive an estimated \$120.5 million in State Sales Tax Increment Financing (SSTIF) over a 30-year period and will include a suite of five specific project elements located throughout Colorado Springs. Projects located in the Southwest Downtown Urban Renewal Area include the U.S. Olympic & Paralympic Museum and Hall of Fame and the Colorado Sports and Event Center, which includes Weidner Field and Edward J. Robson Arena at Colorado College. The Colorado Sports and Event Center has a designated SSTIF allocation of \$27.7 million to host outdoor stadium and indoor arena events and is estimated to attract 118,000 net new out-of-state visitors annually. Other projects included in the City for Champions development initiative include the William J. Hybl Sports Medicine & Performance Center, located at the North Nevada Avenue Campus of the University of Colorado, Colorado Springs, and the U.S. Air Force Academy Gateway Visitor Center. The visitor center is a 51-acre development that includes a \$86 million visitor center, a 375-room hotel and conference center, a 180,000 square-foot office building, and a 30,000 square-foot retail center. Overall, the entire City for Champions project is expected to attract 1.2 million visitors annually (500,000 net new out-of-state visitors), increase retail sales by \$140 million annually, and increase metropolitan GDP by \$217 million annually.







Sources: Colorado Springs Government, Colorado Springs Forward, Colorado Springs Business Journal, Colorado Springs Gazette.





### Weidner Field Ancillary Development – Overview (Colorado Springs, CO)

Weidner Apartments initially committed to build a minimum of 250 apartment units adjacent to Weidner Field totaling more than \$45 million in development costs. Weidner Apartments had the option to expand the development to contain 500 to 1,000 apartments, which would reportedly add an additional \$100 million in development costs. Since initial plans were announced two years ago, Weidner has since acquired more land to the south and west of the stadium site and envisions expanding the scope of the development to include more than 1,000 apartment units that will be completed in three phases. The company's initial apartment building concept on the south side of the stadium (Phase 1) was expanded from approximately 200 units to 408 units. The building will also contain a 711-space parking structure as well as first floor retail and commercial space. A 60-foot-wide plaza will connect the south side of the stadium to the north face of the Weidner apartment building, creating an environment for pre-game and post-game events. The second phase of development will reportedly be developed southwest of the stadium and the third phase to the west of the stadium.



Sources: The Gazette, Colorado Springs Government.





### Louisville Butchertown Stadium District – Overview (Louisville, KY)

Lynn Family Stadium, which opened in 2020 at a reported cost of over \$67 million, is part of a reported \$200.0 million (including the original \$50.0 million budgeted for the stadium) development plan that includes office, retail, and two hotels. Initial plans for the mixed-use development district included a proposed 343,000 square feet of office space, 70,000 square feet of combined restaurant and retail, and 308 hotel rooms. The Louisville-Jefferson County Metro Government (City) agreed to spend \$29.9 million for 40 acres of land, infrastructure, and site cleanup. The club agreed to reimburse the City \$14.5 million in exchange for the land at the end of the club's 20-year lease term. The Kentucky Economic Development Finance Authority also approved up to \$21.7 million in tax-increment financing for the stadium and surrounding development. The stadium and planned ancillary development are expected to serve as a gateway to Downtown Louisville and is part of a larger city initiative to increase investment and commerce activity in the historic Butchertown community.



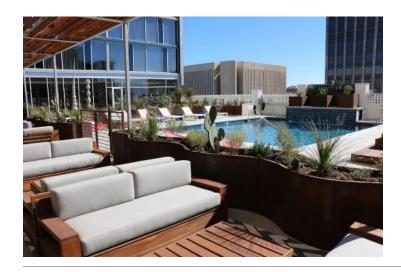






### El Paso Urban Development – Overview (El Paso, TX)

Southwest University Park, home ballpark of the El Paso Chihuahua's of the Triple-A West, opened in 2014 at a reported cost of \$78 million. The ballpark is located in Downtown El Paso adjacent to the Judson F. Williams Convention Center. Although the ballpark was not a part of a larger mixed-use development masterplan when it opened in 2014, the ballpark has acted as a catalyst for downtown redevelopment and attracting new businesses to the city. In 2016, Hotel Indigo opened in downtown following a reported \$12 million transformation of an existing 53-year-old office building. By 2018, five more new hotels had been completed or were currently being developed and six apartment buildings had reportedly opened. In 2020, Esperanto Developments, owner of the Hotel Indigo building, announced the redevelopment of a 13-story office building into an 80-unit luxury apartment complex, which will be partially subsidized by approximately \$3.6 million in city and county tax rebates. According to the Economic and International Development Office, \$329 million in private investment was being used to develop five historical projects, 300,000 square feet of new or renovated commercial space, 300 residential units, and 875 hotel rooms by the end of 2020. The WestStar Tower is a 20story high-rise building that is expected to be completed in 2021 at a projected cost of \$85 million. The tower will be the tallest building built in El Paso in approximately 50 years and will reportedly include 262,000 square feet of Class A office space in addition to ground-floor retail and flex office space.











#### The Vista – Overview (Columbia, SC)

The Vista is a vibrant arts, dining, and entertainment district located along the Congaree River and within walking distance to the University of South Carolina and Colonial Life Arena. Formerly a warehouse district for textile mills and railyards, The Vista has played an important role in the revitalization and growth of downtown Columbia. Utilizing existing historic buildings, warehouses, and mills that were built in the late 1800s and early 1900s, the development now includes more than 45 restaurants and bars, 60 artists' galleries, and a diverse mix of commercial and retail space. Much of The Vista development was built in the late 1990s and early 2000s, while Colonial Life Arena opened in 2001.

In 2020, it was announced that a 7-acre site of a former steel fabrication factory located a half-mile west of Colonial Life Arena would be redeveloped as part of an expansion of the existing Vista development. According to reports, the Windsor/Aughtry Company plans to redevelop 4.2 acres of the 7-acre site into a mixed-use development. Preliminary plans for the reported \$92 million development include two hotels, 35,000 square feet of retail space, 75,000 square feet of office space, and a 350-space parking structure. The first hotel will be a 146-room AC Hotel by Marriott, which includes a 10,000 square foot rooftop bar, while the second hotel will include a proposed 114 rooms. The project was approved by Richland County Council in February 2020.

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Sources: Experience Columbia, industry research.

## **Limiting Conditions and Assumptions**

## **Limiting Conditions and Assumptions**



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- The analysis has been prepared for internal decision making purposes of the Client only and shall not be used for any other purposes without the prior written permission of CAA ICON.
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- Ownership and management of the stadium are assumed to be in competent and responsible hands. Ownership and management can materially impact the findings of this analysis.
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- Our work has been based in part on review and analysis of information provided by unrelated sources which are believed accurate, but cannot be assured to be accurate. No audit or other verification has been completed.
- Current and anticipated market conditions are influenced by a large number of external factors. We have not knowingly withheld any pertinent facts, but we do
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