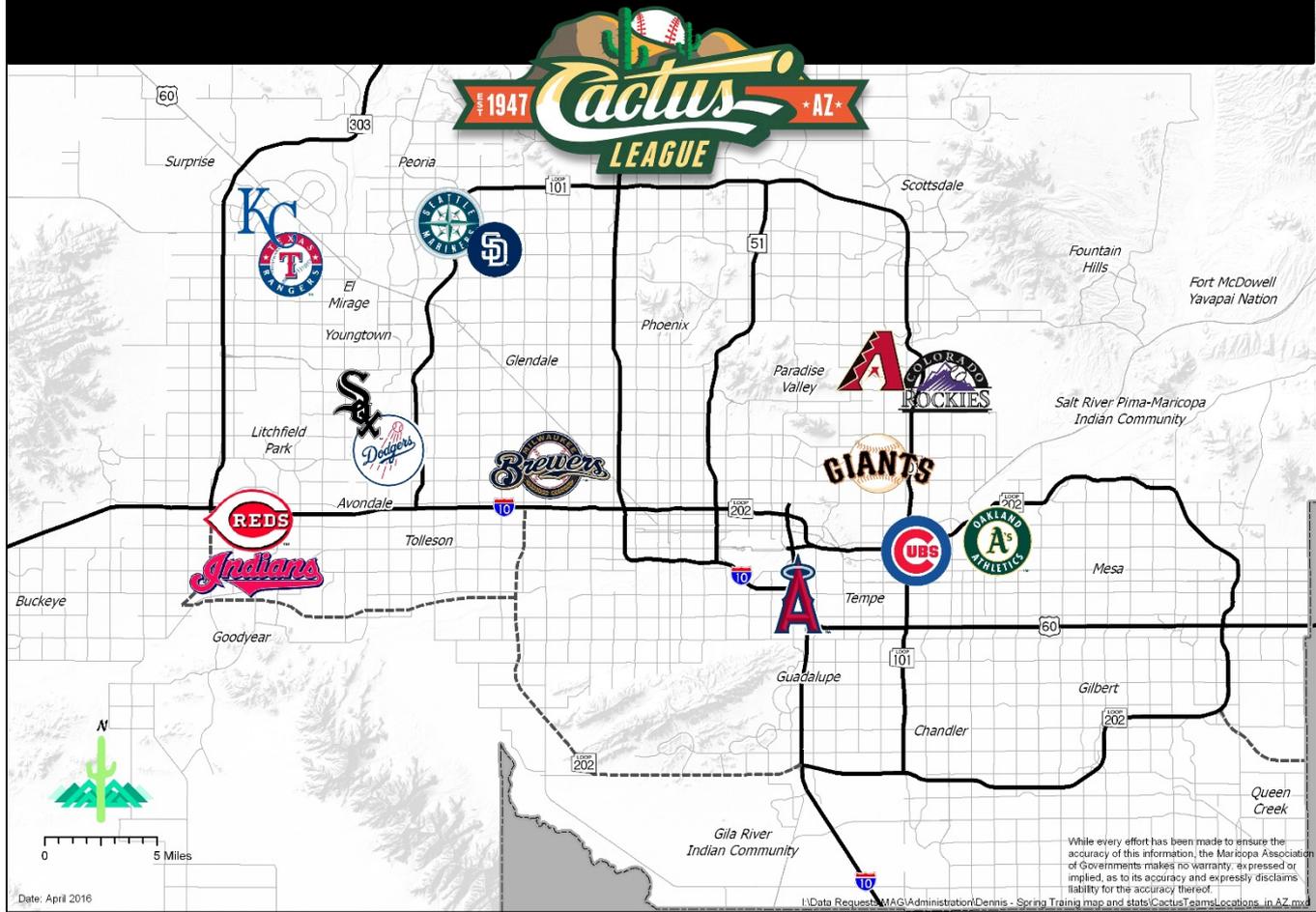




# **GloBALL • Spring Baseball Matters**

***Starting a discussion on opportunities to further leverage Spring Baseball***

# 15 Teams • 10 Stadiums



Date: April 2016

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, as to its accuracy and expressly disclaims liability for the accuracy thereof.  
I:\Data Request\MAG\Administration\Dennis - Spring Training map and stats\CactusTeamsLocations\_in AZ.mxd

Canada



GIANTS



KC



Indians



Pacific Ocean

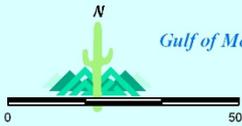
Mexico

Atlantic Ocean

Gulf of Mexico

Date: March 2016

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, as to its accuracy and expressly disclaims liability for the accuracy thereof.





**\$809 Million**  
*economic impact*



Pacific Ocean

Mexico

Atlantic Ocean

Gulf of Mexico

Date: March 2016

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, in the use of the information.

Data source: Cactus League press release, 9/10/2015 citing EIS survey results



Canada



GIANTS



Indians

# \$544 Million

## from out of state fans

Atlantic Ocean

Pacific Ocean

Mexico

Gulf of Mexico

N

Date: March 2016

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Data source: Cactus League press release, 9/10/2015 citing EIS survey results

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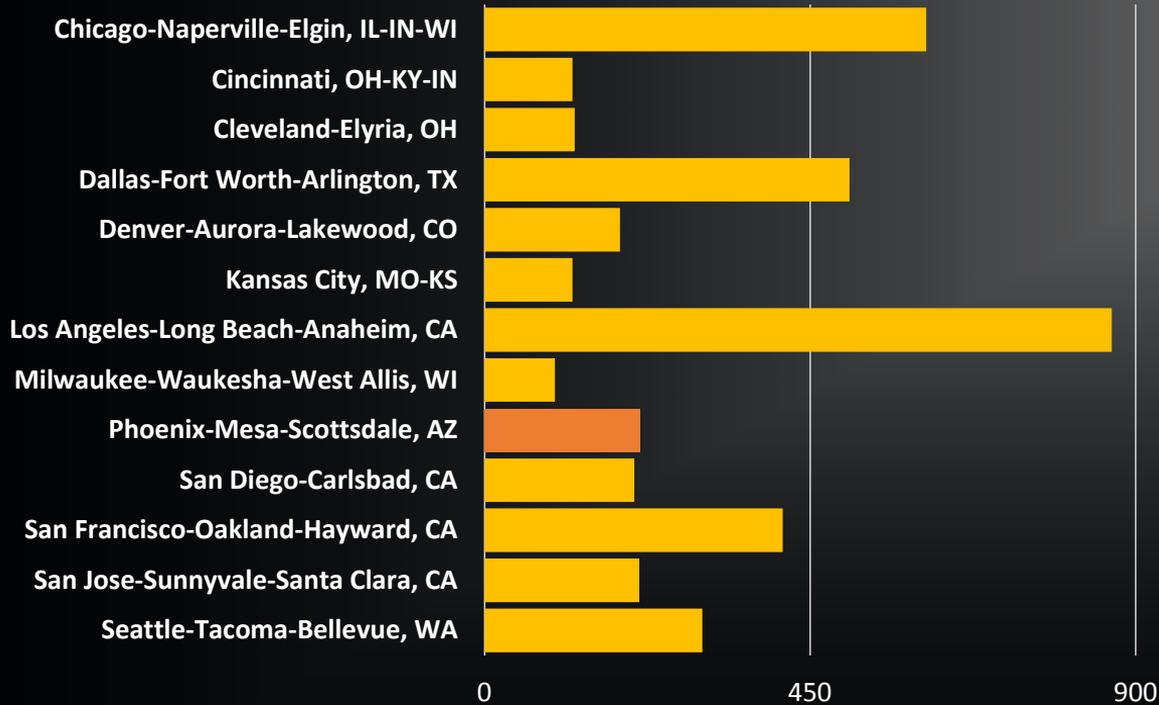


# **Provides access to a Large Market**

*GDP, Population, Jobs*

# 2014 GDP by Metro Area

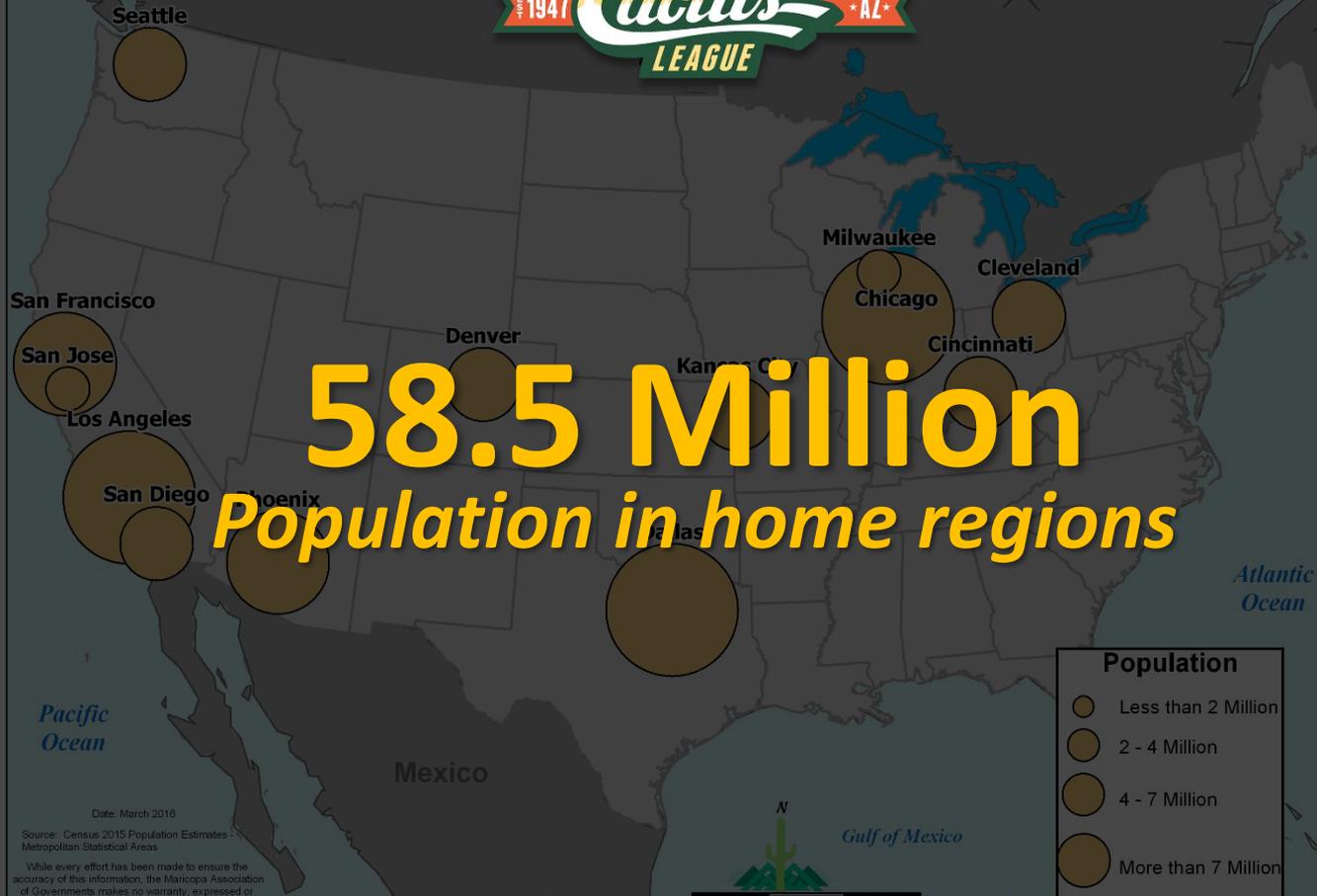
(in billions of dollars)



**\$3.8**  
**Trillion**  
**Total GDP**

**Economic Activity**  
**In Home Regions**



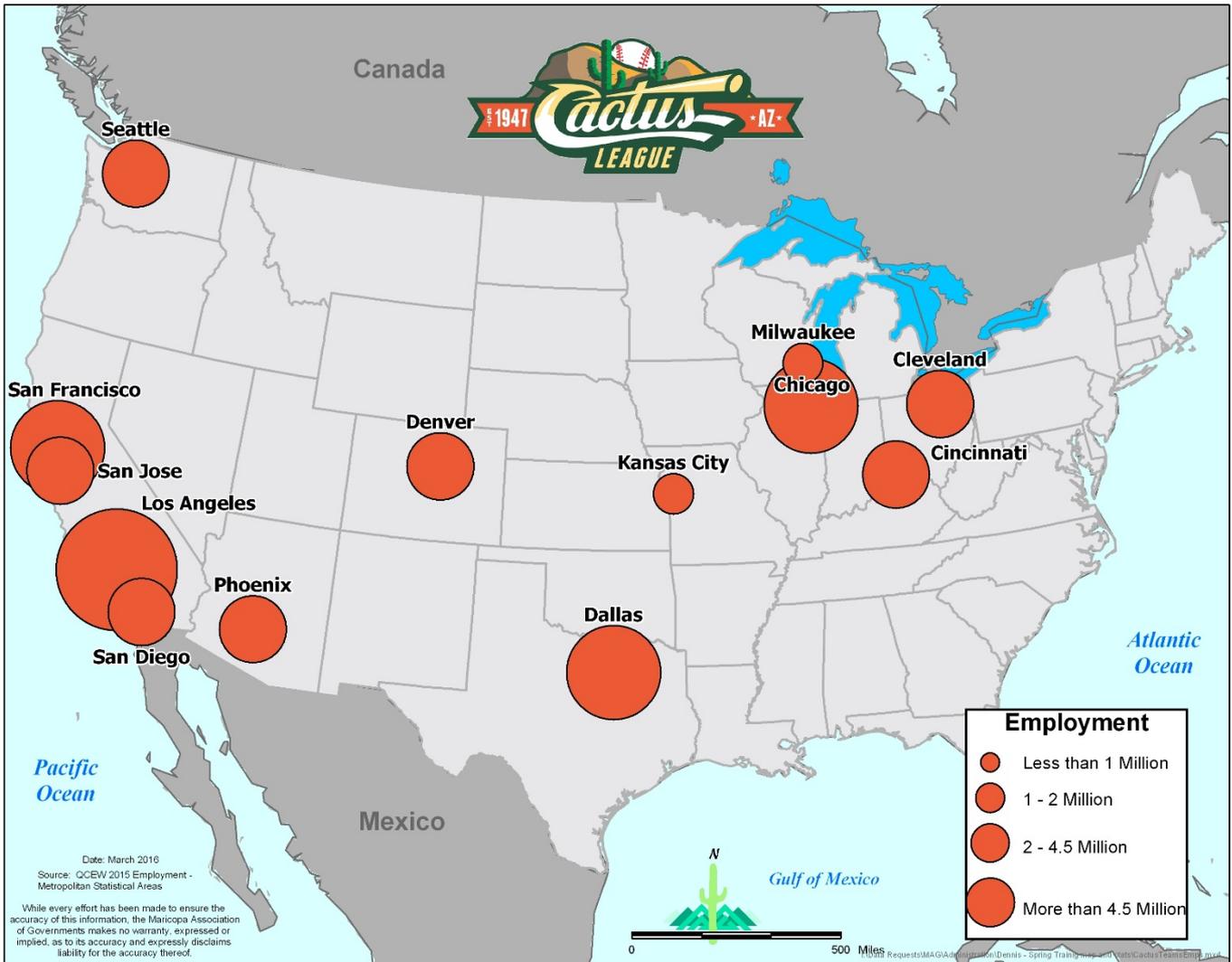


Date: March 2016

Source: Census 2015 Population Estimates - Metropolitan Statistical Areas

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, in the use of the data herein.

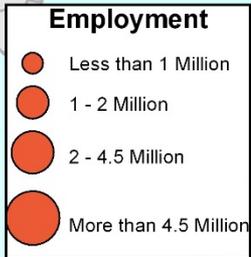
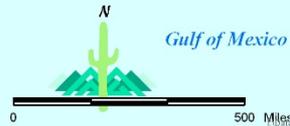
**Data source: U.S. Census Bureau, July 1, 2015 MSA estimates (released March 2016)**

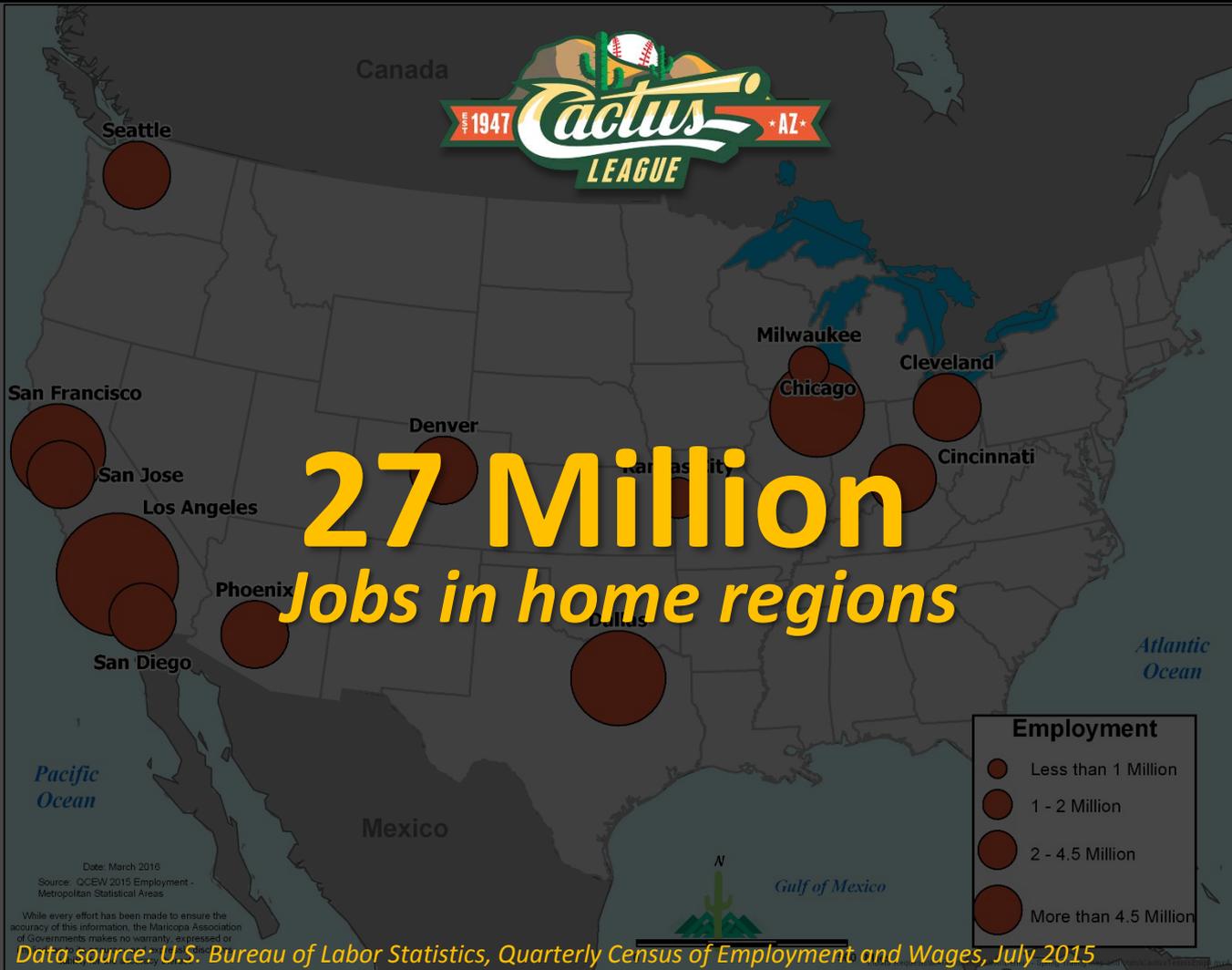


Date: March 2016

Source: QCEW 2015 Employment - Metropolitan Statistical Areas

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# 27 Million Jobs in home regions

Employment	
	Less than 1 Million
	1 - 2 Million
	2 - 4.5 Million
	More than 4.5 Million

Date: March 2016  
Source: QCEW 2015 Employment - Metropolitan Statistical Areas  
While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, for the use of the information herein.

Data source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, July 2015

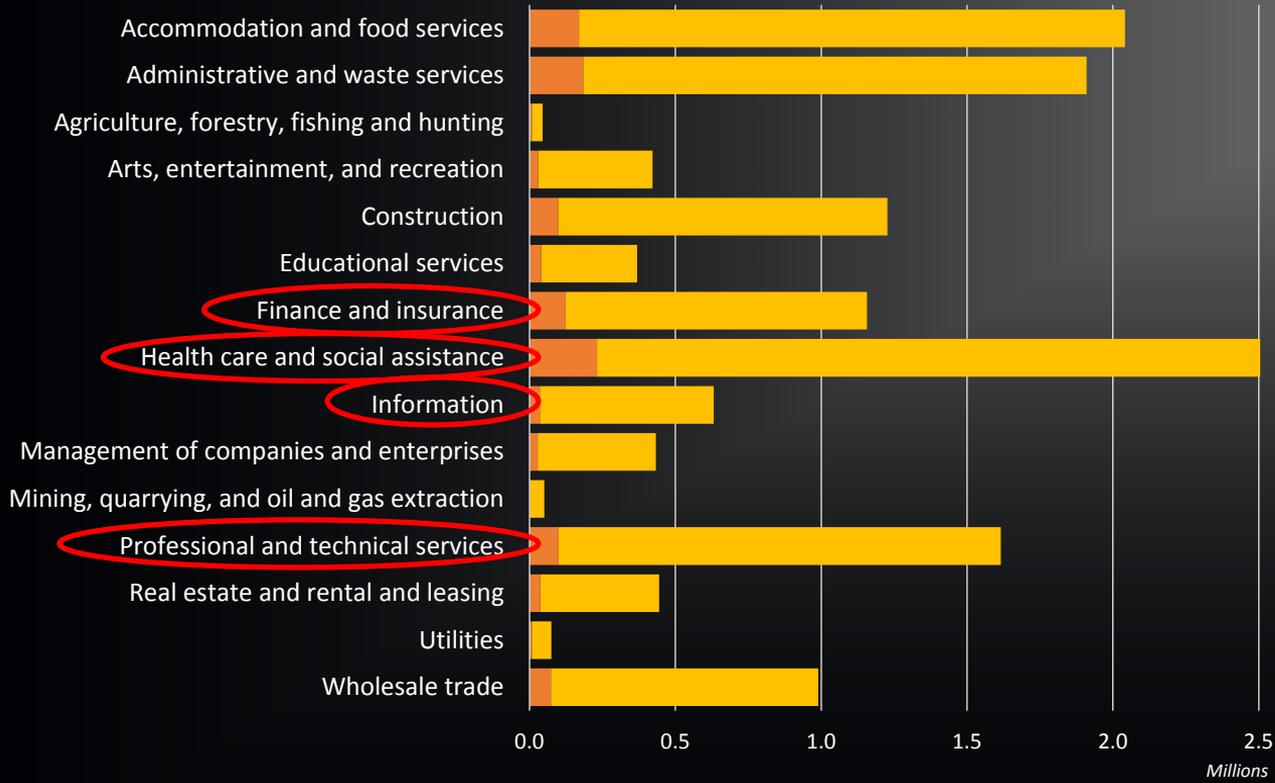


# Aligning with Target Sectors

*How do industries in team home regions align with our Region?*

# Employment by Industry

Phoenix Region Home Team Regions



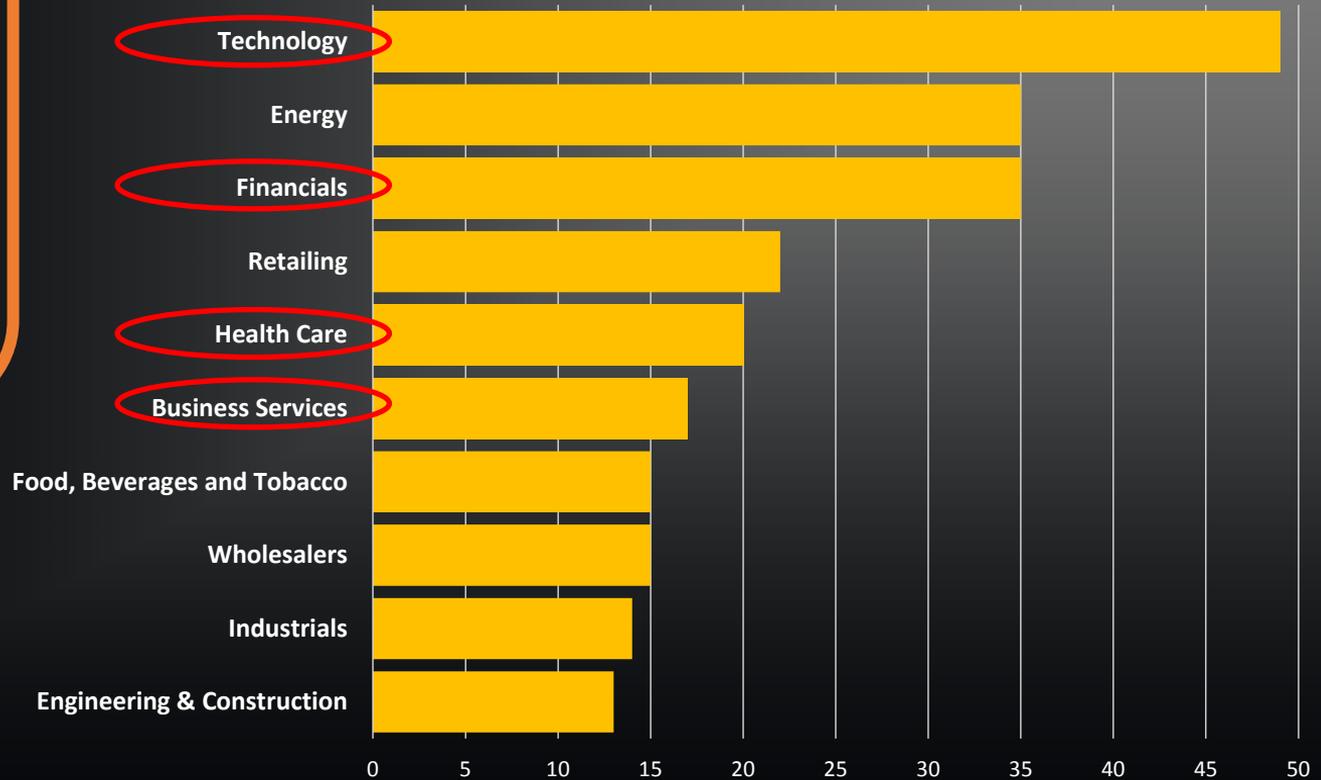
**27**  
**million**  
**Total Jobs**

# 307

Fortune 1000 Companies

*Includes 16 in the  
Phoenix Metro Area*

## Top 10 Fortune 1000 Sectors *by number of companies*





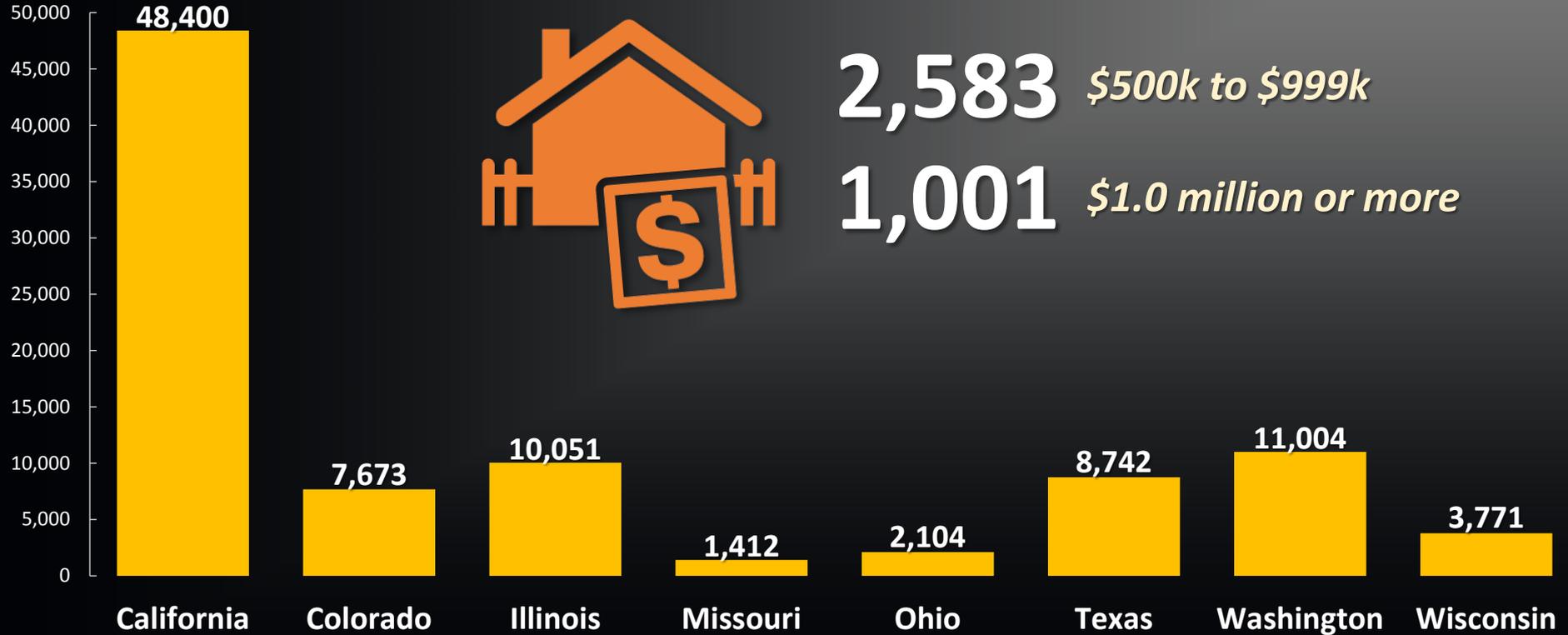
**They are invested here**

*Second Homes and Investment Holdings*





# Residential Properties Owned by Residents of Cactus League Home States



# 29,319

## Non-Residential and Vacant Properties

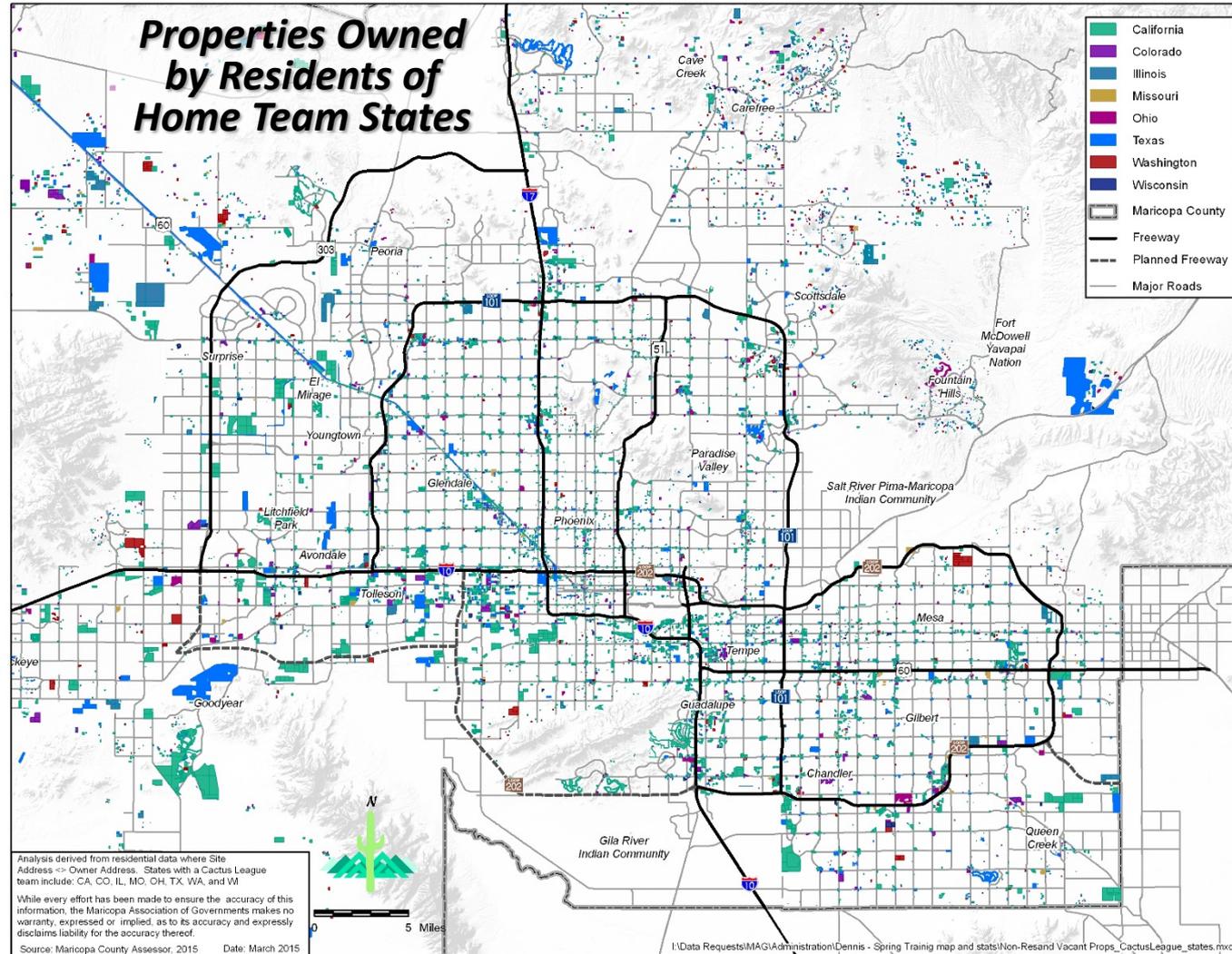
# \$22.4 BILLION

Assessed Value

# 143,642

acres

### Properties Owned by Residents of Home Team States



# **Bigger than the Super Bowl**

*Every year Spring Training Baseball and Stadium events bring in more revenue than one Super Bowl.*

\$719  
million



\$809  
million



# Discussion • Play Ball!

*How do we knock it out of the park?*

