

A nighttime photograph of a city skyline with palm trees in the foreground. A large, bright firework is exploding in the center of the frame, casting a glow on the surrounding palm trees. The city lights are visible in the background, and the overall scene is dark with the firework providing the main light source.

# 2017 Spring Training

# 2017 Spring Training



RECORD BREAKING SEASON

Season Attendance Record:	174,369
Single Game Attendance Record:	11,624

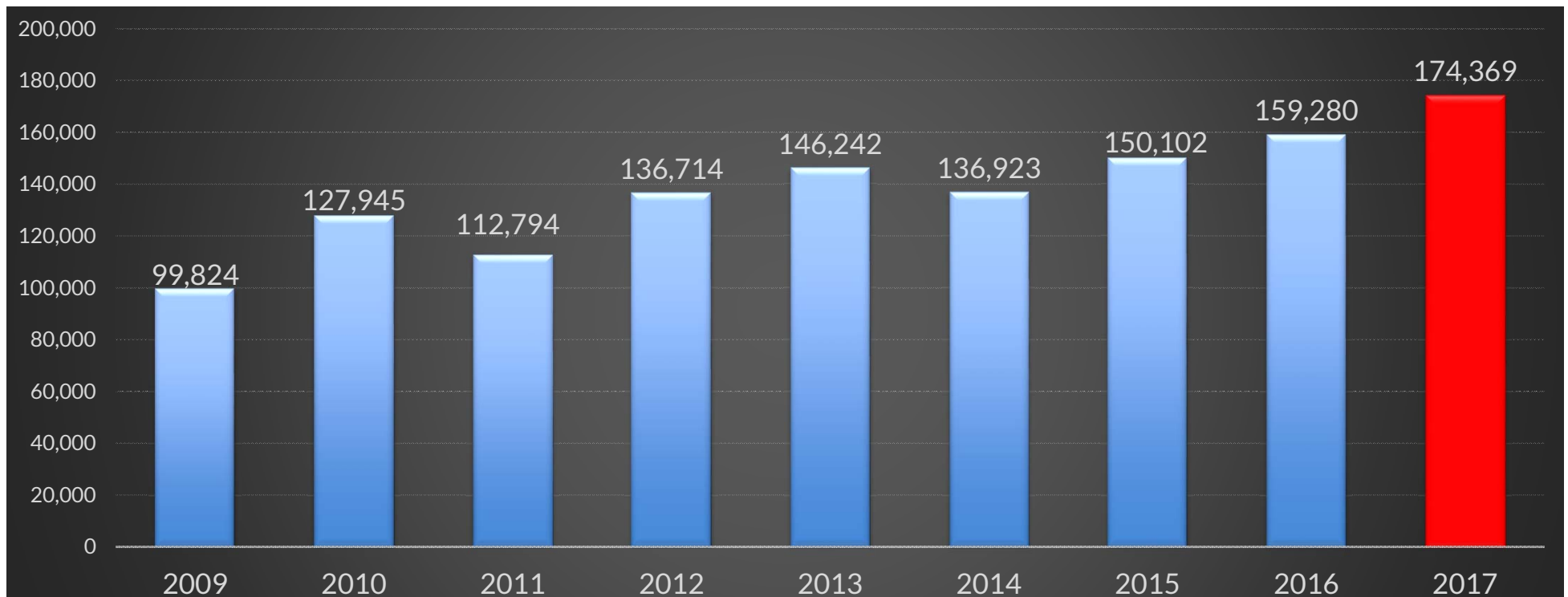


March 27, 2017  
Indians vs Cubs

# 2017 Spring Training



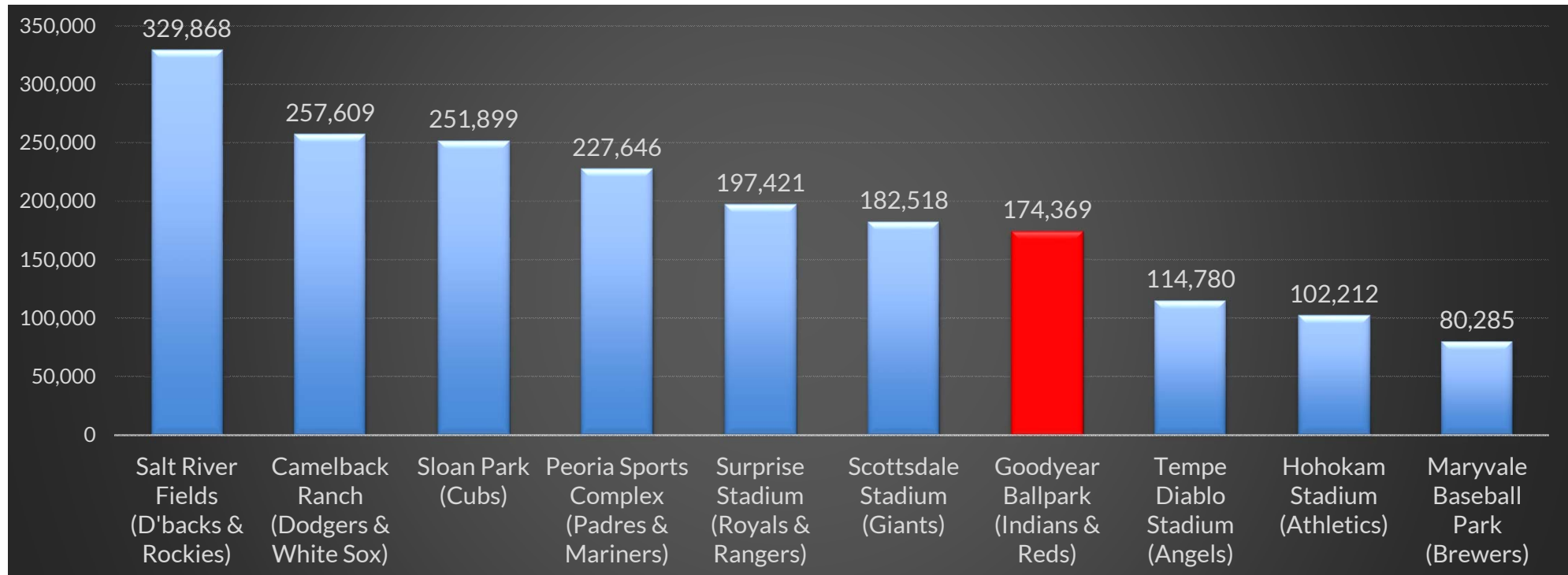
## ATTENDANCE SUMMARY



# 2017 Spring Training



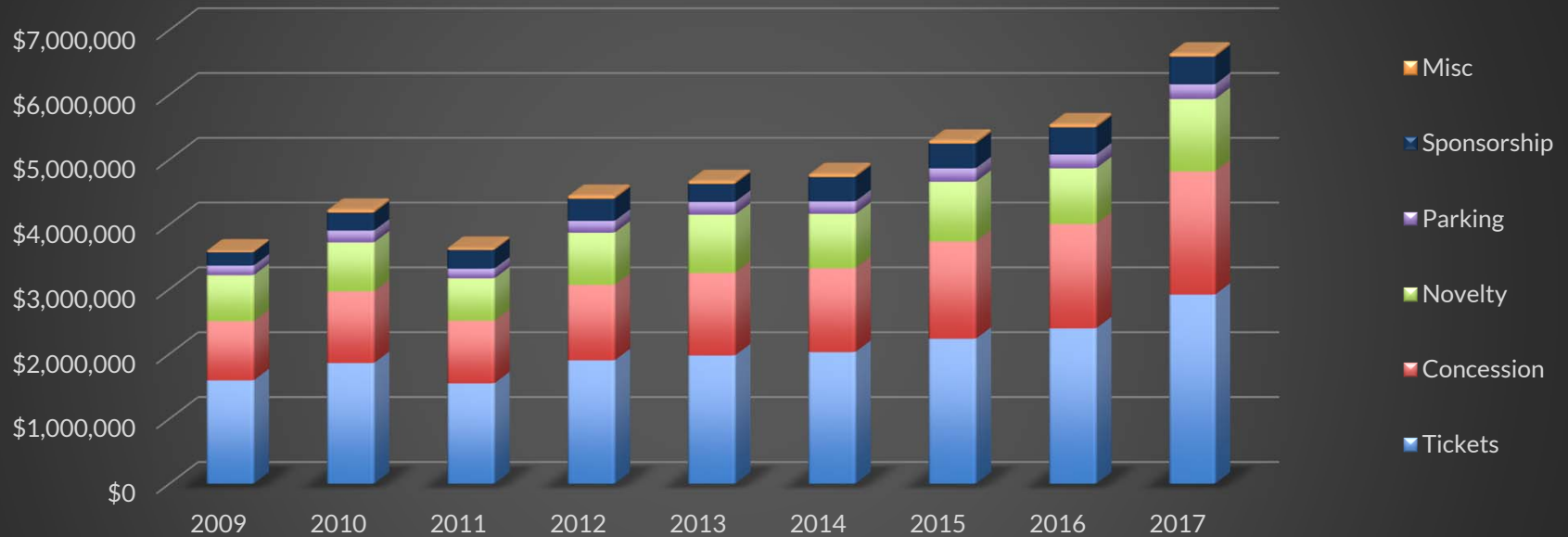
## FACILITY ATTENDANCE COMPARISON



# 2017 Spring Training



## REVENUE COMPARISON (20% INCREASE)



<b>2009</b> Total Revenue: <b>\$3,591,929</b>	<b>2010</b> Total Revenue: <b>\$4,227,332</b>	<b>2011</b> Total Revenue: <b>\$3,636,209</b>	<b>2012</b> Total Revenue: <b>\$4,443,054</b>	<b>2013</b> Total Revenue: <b>\$4,670,388</b>	<b>2014</b> Total Revenue: <b>\$4,777,539</b>	<b>2015</b> Total Revenue: <b>\$5,295,436</b>	<b>2016</b> Total Revenue: <b>\$5,554,612</b>	<b>2017</b> Total Revenue: <b>\$6,638,547</b>
---	---	---	---	---	---	---	---	---

# 2017 Spring Training



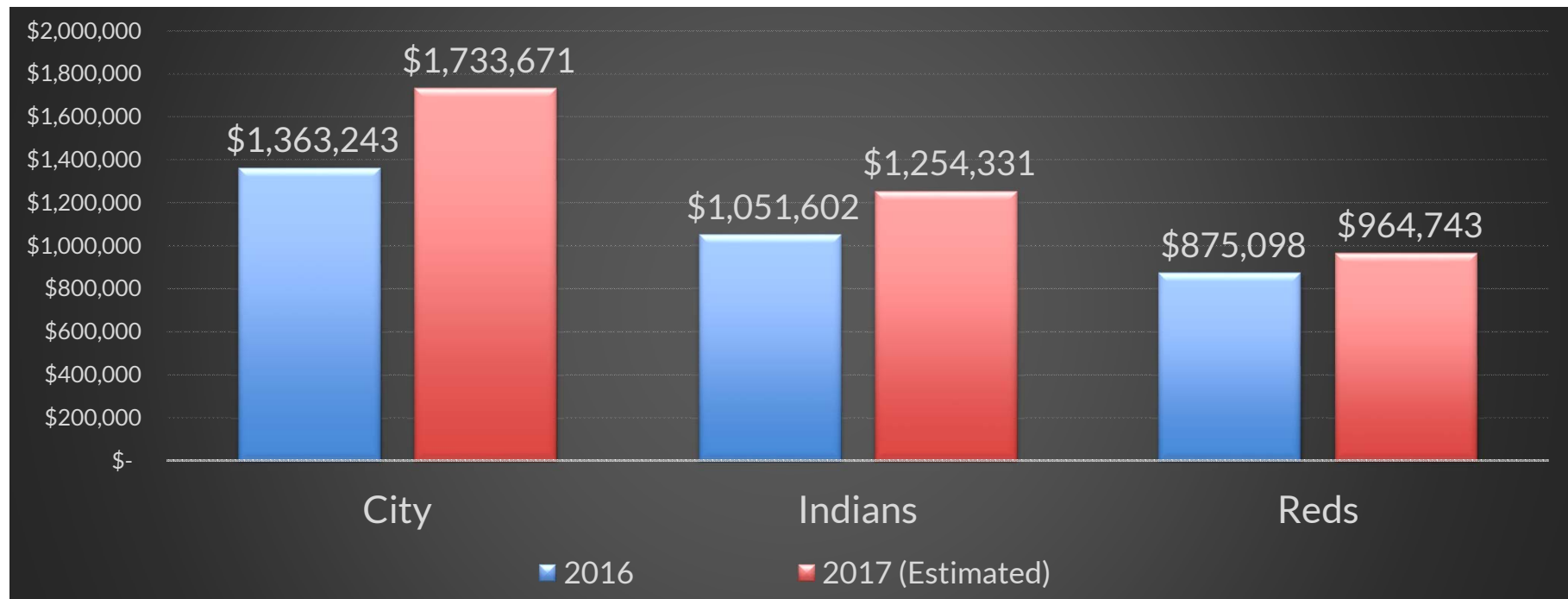
## REVENUE CATEGORIES

	2016	2017	% +/-
Gross Ticket Sales	\$ 2,399,087	\$ 2,913,758	+21%
Average Ticket Price	\$ 18.70	\$ 20.07	+7%
Concessions Revenue	\$ 1,611,181	\$ 1,902,024	+18%
Concessions Per Cap	\$ 12.43	\$ 12.76	+3%
Team Shop Sales	\$ 860,319	\$ 1,116,758	+30%
Team Shop Per Cap	\$ 6.64	\$ 7.49	+13%
Parking Sales	\$ 204,950	\$ 227,725	+11%
Sponsorship Sales	\$ 303,485	\$ 359,736	+19%

# 2017 Spring Training



## NET SHARE COMPARISON (27% INCREASE)

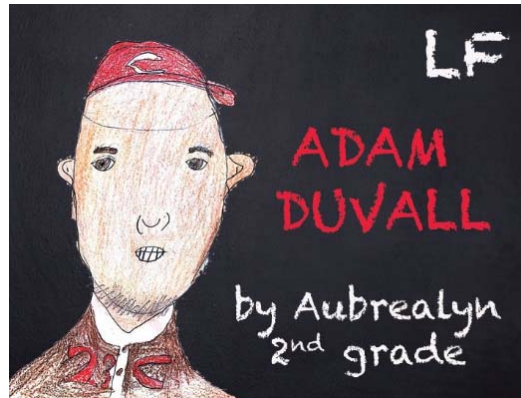


# 2017 Spring Training



## SEASON HIGHLIGHTS

- Home Run Readers Program
- Kids Day Sundays
- Kids Draw the Lineup
- Bobblehead Giveaways
- Happy Hour
- Senior Saver Pass
- New Fan Experiences
- In-game promotions
- Fan Appreciation Days
- Fireworks



Guest ratings on a scale of 1 to 5 with 5 being Outstanding:*									
AREA RATED	2009	2010	2011	2012	2013	2014	2015	2016	2017
Friendliness of Staff	4.84	4.86	4.87	4.84	4.92	4.93	4.88	4.93	4.93
Cleanliness of Facility	4.8	4.88	4.88	4.80	4.87	4.87	4.71	4.80	4.89
Quality of Food	4.3	4.31	4.40	4.23	4.19	4.49	4.42	4.51	4.76
Overall Experience	4.62	4.76	4.80	4.76	4.78	4.79	4.76	4.76	4.88
*More than 800 in-park surveys were received throughout the 2017 season									

# 2017 Spring Training



## ON DECK

- Summer Movie Nights
- Bubble Run
- AIA Division
- Goodyear Little League Games
- Graduations
- Summer Rookie League
- Goodyear HS Baseball Night
- National and Regional Baseball Tournaments
- AZ-BCA All-Star Games
- Star Spangled 4<sup>th</sup>
- Fall Festival
- Veterans Day Tribute
- Home Plate for the Holidays