

CACTUS LEAGUE SHINES AGAIN AS TOP ARIZONA ECONOMIC DRIVER EACH SPRING

***2010 Highlights Include Record
Increases in Per Game Average, Single
Game Records Smashed Again***

www.CactusLeague.com

June 30, 2010 (MESA, Ariz.) – The 2010 Cactus League spring training season was a ray of light this spring in a state still struggling from the economic recession. For the first-time ever the league consisted of 15 teams with the addition of the Cincinnati Reds playing in Goodyear. Official Cactus League results show attendance reached 1.47 million baseball fans this past season representing just under a seven percent decrease compared to the previous season’s attendance of 1.57 million attendees. The decline was anticipated going into the season for numerous reasons including a shorter season by one week and less games played. Additional factors for the decline include seven cancelled games due to inclement weather and a slight decline in out-of-state attendance. This season 219 total games were played compared to 246 total games played in 2009 that were due in large part to the hosting of the World Baseball Classic. Most notable this season was the increase in per game attendance nearly league-wide due primarily to walk-up ticket sales and the overlapping of the state’s spring break week with the Easter holiday weekend.

“It’s impressive no matter how you digest this season’s numbers,” said Robert Brinton, outgoing President of the Cactus League. “The per game increase is an exceptional and welcome sign in the midst of a recession and tells us more local

residents were in attendance and last minute ticket sales were a major contributor to the end result.”

This year’s attendance leader was the San Francisco Giants earning the title as “most watched team in the league” with a total of 155,819 fans at their 15 games. Rounding out the top three teams are the Chicago Cubs with 152,493 fans in attendance at their 14 games and Los Angeles Dodgers with 124,502 fans at their 14 games. Following the same pattern as 2009, these same three teams led the league in total attendance per game average. While the Cubs ranked first with a per game average of 10,892 fans, it was the San Francisco Giants that saw an astounding 22% increase in per game average with 10,388 fans over last year’s 8,476 fans per game. Ten of the 15 Cactus League teams experienced an increase in per game attendance. The Los Angeles Dodgers came in third with a per game average attendance of 8,893 fans. [See attachment]

Keeping with last year’s trend, 2010 was the year for smashing records again on single game attendance. Of the top 10 single game attendance records recorded in the history of the Cactus League, 7 of the 10 games were played in the 2010 season. The top-attended game in the 2010 season was the match-up between the Chicago Cubs at Seattle Mariners which drew in 13,629 fans in Peoria. The Seattle Mariners also played in the second-highest attended game against the Los Angeles Dodgers at Camelback Ranch (Glendale) which drew 13,583 fans. [See attachment]

Using the same formula from the league’s economic development survey conducted in 2007, and again taking into account that less fans traveled from out-of-town this year, the league estimates the total impact was an estimated \$348 million statewide representing a 3% decrease over the 2009 economic impact which was estimated to be \$359 million.

“The Cactus League is our state’s history maker,” said Brad Curtis, incoming President of the Cactus League. “We went into this season knowing the economic conditions, realizing it could prove to be challenging and then you see positives like increases in per game attendance and an impact that remained relatively stable. These are the signs we were hoping for. They indicate how important this league and these teams are to the Arizona economy.”

The Cactus League currently stands at 15 teams playing in Arizona. In 2011, all teams will be located within Maricopa County with the opening of Salt River Fields at Talking Stick, future spring training home of the Arizona Diamondbacks and Colorado Rockies.

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About the Cactus League:

The Cactus League Association was established in 1989 by representatives of the participating booster organizations and cities that sponsor spring training in Arizona. The Cactus League Association's primary goal is to facilitate, encourage and participate in activities designed to promote the Cactus League. The membership of host cities and community service organizations serve in this capacity on a year-round basis. For more go to www.CactusLeague.com.

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