

Project Jackson
A Cautionary Tale
Vol. II

GreenJackets Cry for A River



Greenjackets – Lake Olmstead Stadium

Year Opened
1995

Affiliate
San Francisco Giants

League
South Atlantic League

Capacity
4,500+

Stadium A-
Atmosphere B+
Concessions A-



Lake Olmstead Stadium

Source: ballparkreviews.com



Greenjackets



From 2007 Review

“the way more new parks should be built”

“no fancy brickwork, . . .but many teams are wasting too much money on the outside”

“There has been talk of building a new ballpark in Augusta, but here's hoping that Lake Olmstead lives on for many more years.”

Source: ballparkreviews.com



Greenjackets Impact



Sell about 200,000 – 210,000 tickets / year
Class A Team (4th level of Minor League)
70 home games / year

As MiLB, Class A Team, studies show no
positive impact

No significant economic effect found for new
Class A Stadium

Source: Economic Impact of stadiums and teams – N. Agha(2011)



Augusta's Experience \$38.7M Facility

Exhibit 4: Overview Site Plan with Entire Botanical Gardens Park extending to Trade, Exhibition and Event Center



150-room limited service hotel, 80,000 square feet of office facilities and 60 condominiums in conjunction with a revitalized Botanical Gardens.

Source: Feasibility Study Group (2008) – Mayor Copenhaver / Ripken / et. al.



Augusta's Experience (Cont.)

Two attempts to gage (sic) interest in the proposal have been less than enthusiastic.

In July 2010 5,845 voters out of 7,918 (77%) of the people

who cast their ballots in the Richmond County Democratic primary **rejected** “spending public monies to build a new stadium replacing the Lake Olmstead baseball stadium”

Margin of error: $\pm 1\%$

Source: http://aug-cdn.com/sites/default/files/Baseball%20Case%20Study%20_FINC%204420_.pdf



Augusta's Experience (Cont.)

An unscientific survey of 382 fans going to a GreenJackets game in 2010 reported in the Metro Spirit found just 111 fans were in favor of moving the baseball stadium downtown.

That's 71% Disapproval from the FANS!

Source: http://aug-cdn.com/sites/default/files/Baseball%20Case%20Study%20_FINC%204420_.pdf



August Experience (Cont.)



Local leaders were outspoken against the plans.

State Senator Hardie Davis said “I stand committed to my belief that during these tough economic times that we should not be placing that burden on taxpayers to fund a new stadium. I therefore urge Mayor Copenhaver to give some assurances that any proposals to build a baseball stadium **either receive voter approval or not be financed at taxpayer expense.**”

Source: http://aug-cdn.com/sites/default/files/Baseball%20Case%20Study%20_FINC%204420_.pdf



Augusta's Experience (Cont.)

Previous studies of the use of sports facilities to generate economic development have “uniformly found that there is no statistical significant positive correlation between sport facility construction and economic development” (Siegfried and Zimbalist, 2000 p103) of their impact.

Source: http://aug-cdn.com/sites/default/files/Baseball%20Case%20Study%20_FINC%204420_.pdf



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Summary

- GreenJackets Class A Team
- No Economic Impact from Stadium or Team
- Augusta said NO
- Augusta's leaders said NO
- Why are we doing it



Call To Action

Call these County Council Members, tell them

No corporate welfare

No TIF

Minor League Baseball Stadiums are a net negative

Let's Develop Smarter – Like the original plan

Something this controversial should go to the voters

Ronnie Young – 803 593-4745

LaWana McKenzie – 803 593-5532

Andrew Siders – 803 641-1297

Sandy Haskell – 803 279-5769

Scott Singer – 803 642-5598

