

A COMPREHENSIVE ANALYSIS OF SUBSIDIES FOR  
PROFESSIONAL SPORTS STADIUMS IN THE UNITED  
STATES USING THE MODA CENTER

by

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A THESIS

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Sports are deeply engrained within the culture of the United States, and professional sports at its highest level generates immense levels of revenue. These sports, however, are played within grand arena's that cost hundreds of millions of dollars to construct. Part of the burden of these massive stadium costs is placed upon the relevant taxpayers. In theory, these public subsidies incentivize the building of stadiums because they bring a significant economic benefit to the local economy.

This thesis aims to better understand if professional sports stadiums provide an economic impact that is more than the amount of public financing they have received. Using an in-depth analysis of Portland, Oregon's professional sports stadium the Moda Center as a template, to analyze the unique aspects of both the subsidy itself as well as the economic impact of the stadium. This thesis provides a crude model to any municipality hoping to understand if they should provide a subsidy for a stadium, and if so the acceptable amount of the subsidy.

## **Acknowledgements**

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## **Chapter 1: Introduction**

Sports are important to the American identity; they impact many to most Americans on a routine basis both in a cultural and economic sense. The individual types of sports, the leagues, and the teams themselves often carry a rich history and they bring family, friends, colleagues, and even strangers together. In general, sports occupy the time and money of Americans, they make money for many, and even a fortune for some. Professional sports are at the forefront of powerful fortune making endeavors. However, even with all of this upside, like most things the professional sports industry does have its potential pitfalls. The biggest of these pitfalls is how professional sports stadiums are funded, specifically the amount of public funds professional sports teams receive to build their stadiums. Even though professional sports teams are private ventures, they often receive large sums of public financing; since 2006 there has been 11 billion dollars of public funds used to finance professional sports stadiums in the United States. Large sums of money transferring within the public eye often peaks the attention of people, especially when it is their tax dollars going to a private company. In fact, there are many everyday Americans that are beginning to ask a question that economists, specifically public economists, have been pondering and analyzing for years. This question itself is very basic but yet quite poignant: is public financing of sports stadiums “worth it”? “Worth it” in this context means; do professional sports stadiums provide an economic impact that is comparable to the amount of public financing they have received?

## **Chapter 2: Literature Review**

Within public economists there may not be a consensus answer of the above “worth it” question, but there is a somewhat wide level of criticism of the practice of public financing of professional sports stadiums. A survey by University of Chicago’s Booth School of Business demonstrates this prominent position. Researchers proposed the statement to a panel of expert economists: “Providing state and local subsidies to build stadiums for professional sports teams is likely to cost the relevant taxpayers more than any local economic benefit” and asked if they agree, a confidence level of their decision, and why they made the choice. The results were significant, with only 2% of economists saying that they disagree (Cockrell, 2017).

### **-Criticism**

The first criticism is the most obvious and probably is the most significant blow to the pro subsidy argument. It is that these subsidies are diversions of tax dollars, and that they do not solely benefit the local economy. The tax dollars if not going to the subsidy would go toward programs that provide benefit to only the local economy (Long, 2005). This put into a buzzword tagline would be something like this; why would a community spend (hundreds of) millions on a new stadium when they could use that money on better pursuits such as schools, police and fire departments, public transportation, infrastructure, parks departments, and various other social welfare endeavors? This idea can be paired with the cautionary tale of the Little Caesars Arena in Detroit. The Little Caesars Arena was not only financed by subsidies, but it is owned by the Detroit Downtown Development Authority, which is able to take tax revenue that

would have went to schools and diverts them to fund their operations; in the amount of 15 million dollars annually (Felton, 2014).

The next source of criticism is a simple idea but would be ultimately damning to the pro-subsidy argument, if ever proven. Critics pose that all the revenue generated in and around the stadium are just substitutes for other entertainment options. This means that stadiums do not create economic gains, they are just where people spend money that they were already going to spend. If the stadium wasn't there the same amount of money would be spent toward entertainment, it would just be spent elsewhere (Zaretsky, 2001). There is some mild evidence to suggest this, but it is not a widely recognized belief and it is extremely hard to prove, especially in cities that, in all likelihood, will never cease to have professional sports stadiums.

Atlanta has been sort of the poster child for critics of stadium subsidies, and rightfully so, since within the last three years the city has provided 2.4 billion in public funds for the three new stadiums for their three sports franchises: the Atlanta Falcons (NFL), the Atlanta Hawks (NBA), and the Atlanta Braves (MLB). Georgia Tech's Center for Economic Development Research conducted a study on the economic impact of Atlanta's three new stadiums and concluded that it does not provide enough benefit to offset the large amount of the subsidies the city provided them (Wolken, 2019).

The last main criticism of stadiums is best described as an exodus argument. It is posed that the building of sports stadiums could force out people and businesses of the city because of complications arising from eminent domain. If a city or county takes land from a person, people, business, or businesses to build a stadium; they would likely retaliate by relocating to another city, county, and/or state (Long, 2005).



## **-Support**

Supporters of subsidies basically believe that the above conditions are untrue or overstated. The point they push back on most is the idea substitution: that people would spend the same amount of money on entertainment even if they didn't have the sports, each stadium provides, to spend their money on. They don't believe that the stadiums create zero new spending and they, rightfully, point out that it is hard to prove that people would spend the same money on entertainment even if the stadium didn't exist. The biggest evidentiary claim proponents of stadiums can point to is a 2001 study by the Federal Reserve Bank of Kansas, which estimated that the benefit of a major league sports stadium is about \$14 to \$24 million a year on the local economy (Rappaport, 2001).

## Chapter 3: Methodology

The purpose of this whole project is to understand the economic impact of professional sports stadiums in the United States in tandem with the subsidies that the stadiums receive. The analysis following this, hopes to better understand if stadium subsidies are “worth it”: if the local economic benefits of a stadium, out ways the price the subsidy costs the relevant taxpayers. Unfortunately, the data needed to understand a wide-scale look of the sports stadiums impact, does not exist in a cohesive form. Firstly, much of the relevant data is strictly not available. Secondly, the data that is available is extremely fractured, the data does not exist in one place and would be epically difficult to assemble. To rectify this complication, this project shifted its main focus to one stadium. At first glance, this appears to hinder the ability of this analysis to fully recognize and understand if stadiums subsidies are “worth it”, and there is some truth to this. However, analyzing one stadium gives a more in-depth study at the impact of a sports stadium and gives a better respect toward all of the aspects of the economic impact of a stadium. This is not just an analysis of one stadium but also a template to understand the impact of each individual stadium and their respective underlining economic conditions. This analysis decided to choose the Moda Center, which is located in the heart of Portland, and is the home of the Portland Trail Blazers. The Moda Center was chosen for a multitude of reasons. The first being its local connections; the University of Oregon is of course in Oregon and the Moda Center and the Portland Trail Blazers are the only major professional sports team in Oregon. Portland having only one major sports franchise also went into the decision, it is easier to tack the economic impact of the stadium if there is only one major franchise in the

city. Less of a factor but definitely a contribution to the decision was the fact that Portland has a unique culture to the city and in common stereotypes would not be viewed as a traditional sports city. So, using traditional news organizations, respected sports news outlets, county databases, and sports databases; the following analysis is able to give a well rounded view of both the subsidy that helped fund the Moda Center's construction and the stadium's impact since its opening.

## Chapter 4: Analysis & Figures

### -Stadium Overview

The Moda Center located at 1 North Center Court Street, Portland, Oregon; and is the home of the Portland Trail Blazers a team in the National Basketball Association (NBA). This highlights the fundamental idea that first and foremost the stadium brings the team. The Portland Trail Blazers were founded in 1970 and played at the Veterans Memorial Coliseum until the 1995-96 NBA season; were they moved to what was then the newly constructed Rose Garden Arena. Rose Garden Arena was renamed the Moda Center, curtesy of a 2013 sponsorship deal with Moda Health.

<b>Table 1</b>		
Source	Amount in Millions (\$1995)	Amount in Millions (\$2020 )
Public Funds	\$34.50	\$57.94
Paul Allen	\$46	\$77.25
Bank Loan	\$16	\$26.87
Interest	\$10	\$16.79
Long-Term Mortgage	\$155	\$260.30
Total:	\$261.50	\$439.15

Table 1: Funding of the Moda Center

\*Data from an article from The Seattle Times (Andrews, 2001).

\*Inflation data from (Bureau of Labor Statistics)

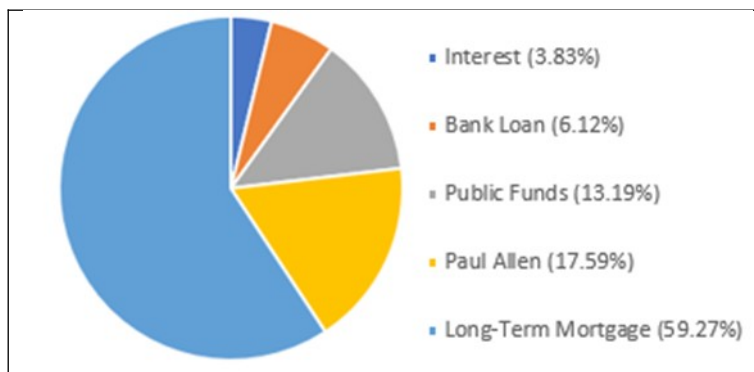


Figure 1: Percentages of funding of the Moda Center

\*Data from an article from The Seattle Times (Andrews, 2001).

As the above table and figure show the Rose Garden was funded with \$10 million of interest, \$16 million loan by Bank of America-Seafirst Bank, \$34.5 million of public funds, \$46 million directly from Trail Blazers owner Paul Allen, and \$155 million from Prudential Securities in long-term mortgage notes (Andrews, 2001). The city of Portland at the time, estimated that the city could get back all of the \$34.5 million through taxation, especially with the 6% ticket tax that they imposed. It is unknown if the city of Portland, did in fact, collect enough tax revenue to regain the \$34.5 million but it is likely they did, given the below factors, especially the attendance numbers.

<b>Table 2</b>			
Season	Games	Total Attendance	Average Attendance
2014-15	41	801,733	19,554
2015-16	41	794,085	19,367
2016-17	41	792,029	19,317
2017-18	41	795,328	19,398
2018-19	41	799,345	19,496

Table 2: Trail Blazer Attendance at the Moda Center  
 \*Data from (ESPN, NBA Attendance Report).

The Trail Blazers consistently rank in the top of the NBA attendance, and they are always at or near compacity; they truly leave few seats empty. To give a slight perceptive on this the average ticket price of a Trail Blazers was \$103 in the 2018-19 season (Anderson, 2019). Given this number times the 799,345 attendance in the 2018-19 season, this equals: \$82,332,535. This of course is not exactly the revenue generated solely on ticket sales; because there are season ticket holders. Season ticket holders are not counted in the average ticket price, given that they technically receive a better average price on the tickets as an incentive for purchasing a season’s worth of tickets. However even if the number is less, this is just the price of the seat itself and the

opportunity to view the game in person. That estimated number doesn't account for parking costs, food and beverages costs, and any additional items people might buy at the stadium.

<b>Table 3</b>				
<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
\$1,478,459.47	\$1,517,880.48	\$1,632,202.50	\$1,690,150.40	\$1,745,478.65

Table 3: Property Taxes levied to the Moda Center  
 \*Data from county records (Multnomah County).

Quickly returning to the idea that the city would recoup its subsidy through its taxes alone; this data from the Multnomah County property tax database helps this argument because, since 2015 there has been more than \$8 million dollars of taxes levied to the Moda Center.

**-Players**

<b>Table 4</b>		
Season	Total Player Payroll	Total Player Payroll (Inflation Adjusted)
2014-15	\$69,936,842	\$75,159,876
2015-16	\$61,685,814	\$66,210,692
2016-17	\$119,732,234	\$127,245,980
2017-18	\$118,708,146	\$124,129,975
2018-19	\$130,256,600	\$132,403,851

Table 4: Portland Trail Blazers Player Payroll  
 \*Data from Hoops Hype (USA Today Sports).

The Portland Trail Blazers like all professional sports teams are most recognized by the players themselves. Due to the success of both the NBA on the whole and the success of the Trail Blazers both in the NBA and financially; their players make an immense amount of money. That the few players, by themselves, make a significant impact on the local economy. Firstly, they pay income taxes which benefit the State overall. Their biggest impact on the local economy of Portland area is their respective

property(s). Which such large incomes the players of the Trail Blazers, often have expensive homes that carry large property values. The impact of the homes and property taxes is large enough, but the players also make normal purchases of household items as well more expensive purchases, such as cars and other motor vehicles. Many professional athletes, because of their significant incomes, are able to donate to causes in their communities in large sums as well. The sheer amount of money that goes back into the Portland area because of the players' salaries alone is significant.

### **-Staff and Stadium Capabilities**

Terry Stotts the head coach of the Portland Trail Blazer makes an annual salary of \$5 million (ESPN, Blazers extend coach...). Unfortunately, since all of the companies that are associated with the Moda Center are strictly private there is not good information on the salaries of any other employees besides the players and the head coach. However, some educated estimates can be made such as; it would be quite a conservative estimate to say that the rest of the Portland Trail Blazers coaching and training staff together make as much as head coach Stotts. That puts a low-ball estimate of \$10 million of salaries toward coaching and training staff alone. The Trail Blazers also employ other high earners; their general manager and other top executives. The same rules of the players large salaries apply to all of these people. They have expensive homes, that create value, specifically in their property taxes. These people also spend their money in a way that greatly benefits the Portland area.

These individuals with large incomes provide a significant impact on the local economy, but the Moda Center provides the biggest impact on the local economy by employing more than 2,000 people (Miller, 2019). The Moda Center employees this

many people because there is immense amount of logistics involved in operating the Moda Center; from custodial staff, maintenance staff, ushers, and concession workers operating the more than 70 concession stands (Rose Quarter, Plan Your Visit), just to name a few. This is amplified because the Moda hosts other events then just the 41 regular season home games and any possible playoff games of the Trail Blazers. In the sports realm, the Moda Center is also home to a minor league hockey team called the Winter Hawks which play in the Western Hockey League (WHL, Full Schedule), however, there is no discernable data on them, but suffice to say that they provide some positive impact on the local economy. Besides the sports, the Moda Center holds many other events, such as concerts, ice shows, monster truck derbies, rodeos, comedy shows, rallies, seminars, etc. In 2019 alone, the Moda Center hosted at least 74 of these such events (Rose Quarter, About).

A quick side note is that the old arena of the Portland Trail Blazers, the Veterans Memorial Coliseum, is able to host events as well since it is still an overarching property of the Moda Center; all together known as the Rose Quarter. While no official mention exists in the Rose Quarter Archives, many Oregon high school state championships are held at the Veterans Memorial Coliseum, and this provides additional economic benefit.

A brief summary is that these 2,000 plus employees make up a significant payroll, the Moda Center helps maintain the livelihoods of so many Portlanders, just be their large-scale employment.



## **-External**

There is easily over a 100 days a year were the Moda Center is hosting an event, whatever it might be (Trail Blazers game, Winter Hawks game, concert, ice show, comedy show, rally, etc.). Businesses external to the stadium itself also benefit from these events, the biggest recipients being hotels and restaurants. These businesses are private and therefore accessing information about the impact of the Moda Center on their businesses is nearly impossible. However, there is a poignant quote on this subject; an employee of a restaurant in Portland's Pearl District called On Deck Sports Bar and Grill said: "We probably increase business by 400% on playoff games. Oh, it's gonna be crazy. It's gonna be crazy" (Heye, 2019). While, this may be somewhat hyperbolic, it is indicative of the impact that Moda Center events, especially the Portland Trail Blazers have on the local economy.

## Chapter 5: Implications and Further Research

### -Implications

The immediate implication of this analysis is that the city of Portland is much better off having helped finance the Rose Garden Arena (now Moda Center). If Portland had decided that providing some public financing to the Trail Blazers and Paul Allen to build the Rose Garden Arena was out of the question, and the Trail Blazers left Portland; it is obvious to say that Portland would be worse off. Of course, the city would have been better off if it retained the stadium and Trail Blazers and did not to have to spend 34.5 million dollars (57.94 million in 2020 dollars). However, it is unlikely that the city of Portland would have used the \$34.5 million in a way that impacts the local economy to the same degree that the Moda Center and the Portland Trail Blazers do today. It is also important, to mention that Portland received an extremely acceptable deal. The price the subsidy was going to cost the public was not vastly unreasonable and with the specialized tax on ticket sales and other taxes, the city knew they were very likely to make back all of the subsidy; and while this cannot be confirmed, based on the high average attendance numbers alone, it seems the city did.

The overarching implication is that stadiums subsidies are not inherently a benefit or a disadvantage, they have a bit of nuance to them. The economic conditions of the region, the primary team(s) success in an economic sense, as well as the impact the stadium can make given certain opportunities and capabilities of the stadium itself; all are relevant factors that determine the worth of the stadium relative to its public funding. The Rose Garden Arena/Moda Center first and foremost provides the Portland Trail Blazers, but it also creates so much more value to Portland because of the other

events that it hosts (concerts, ice shows, rallies, etc.). However, whether or not a subsidy is “worth it”, all begins and ends with the price of the subsidy.

Disregarding the subsidy entirely, a city/region is better with a professional sports stadium than without it. This suggests that if the city has to provide some public funds they can certainly be “worth it” to the city and its people, but only at the right price. This research project is a template that can be used as a model to study other stadiums.

### **-Further Research**

There is wide array of ways that this research could be furthered, but this analysis would prefer to mention just four. The first would be a research project, that gives an in-depth analysis of a city or cities that have had their major sports franchise leave; speaking toward this impact, specifically business that failed and jobs that were lost. The second would be research project that finds a local government project that is comparable in price to a stadium subsidy, hopefully within the same city or region, and give an economic comparative analysis of the impact of each. The third would be a research project, that finds a company that received tax breaks comparable to the price of a stadium subsidy, hopefully within the same city or region, and give an economic comparative analysis of the impact of each. The fourth, and last, is a research project that gives an in-depth analysis of one or multiple small revenue sports franchises (such as the Eugene Emeralds of minor league baseball), to understand the economic impact of an extremely localized entity.

## **Chapter 6: Additional Economic Impact/Value**

This topic doesn't necessarily fit well within the flow of the rest of this project however, it needs to be addressed when considering the economic impact of a sports stadium. The topic concerns that idea that a stadium can provide value to residents of a city that is essentially uncapturable in a strictly monetary sense. As mentioned above, first and foremost, the stadium is valuable because it brings the professional team or teams. In turn, the people (fans) benefit from having a relationship with the team. This benefit, or value, is not able to be captured in a financial compacity; but is derived in two major ways, both related to a sense of identity. As mentioned in Chapter 1, sports bring people together, and in some cases so much so that it is truly engrained within their identity.

One way people (fans) value a professional sports stadium is because it is in their respective city or region, it is sort of a civic pride. There is value because people enjoy the team's relationship with their city and/or region, and it also brings them closer with other citizens, many of whom that would otherwise be strangers.

The second form of this uncapturable value, is similar to the first, except it is how fans interact with each other and the team, irrespective of the city or region. These people have/place value on the team because of the direct identity that being a fan of the team gives them. This is especially important to places like, Portland, that only have one team from the four largest sports leagues. If the Trail Blazers were to leave Portland for another city, there are many people that would be worse off, even if they were not technically financially dependent on the Trail Blazers (i.e. not employed by the Trail Blazers or the Moda Center).

## Chapter 7: Conclusion

Given the question, is the public financing of sports stadiums (subsidies) “worth it”; meaning: do professional sports stadiums provide an economic impact that is comparable to the amount of public financing they have received? The answer according to this analysis would be: it depends. The city of Atlanta which used \$2.4 billion of taxpayer funds to subsidize the three stadiums of their three major sports teams, will never reap close to that in economic impact; and so, their subsidy was unequivocally not “worth it”. Also, while it may be “worth it”, Detroit should be a cautionary tale because, on top of the large subsidy the city provided to build a stadium for its NBA and NHL teams; they created a situation where \$15 million dollars is taken annually from tax revenue that was originally intended to be used for schools, to fund the management of the stadium. A city like Portland, however, is an example of how a stadium subsidy is/was “worth it”. Portland provided only a one time subsidy of \$34.5 million in 1995 (\$57.94 million in 2020), which was only 13.19% of the total cost of the stadium. Portland also created a 6% ticket tax, and along with other taxes it is likely the public regained most, if not all of the money directly from tax revenue. The stadium provides a large impact on the local economy, and it all can be considered a benefit because it doesn’t have to be weighed against a subsidy, because as mentioned before the city likely recouped it. Disregarding all underlining economic factors, deciding if a stadium is beneficial to a city and/or region; comes down to the capabilities of the stadium, and most importantly the price of the subsidy. If the stadium is able to provide other opportunities, meaning host events outside its principle duty of holding games for its primary team(s); then it is more automatically more suited to be “worth it”. The

biggest factor in the “worth it” equation is, however, the price. Which makes logical sense; but nonetheless if the public is only funding a small portion of the overall stadium cost it is much more likely to benefit. Each city will have to do an analysis for themselves; but it the opinion of this analysis that less or near the 13% public funding of a stadium, comparable to what the city of Portland funded, would be the cutoff for the subsidy to be worth it.

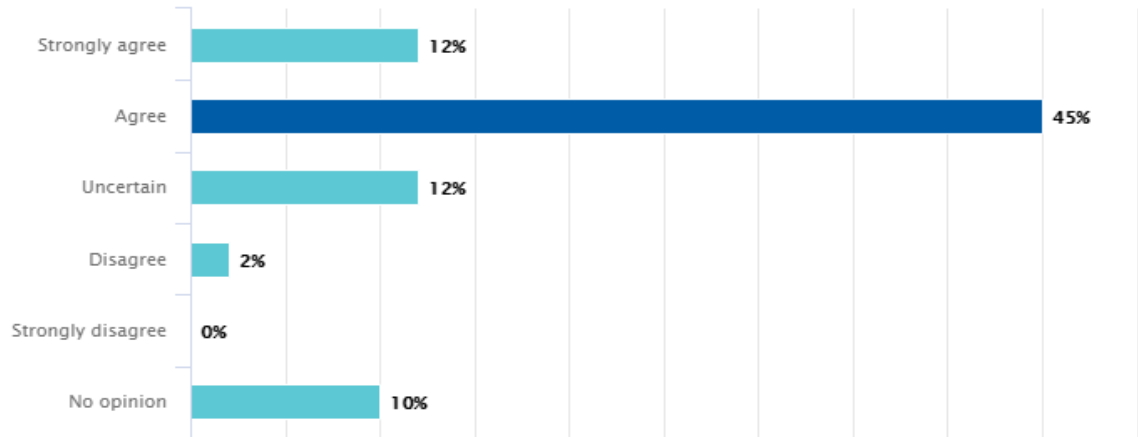
# Appendices

## Chicago Booth Review

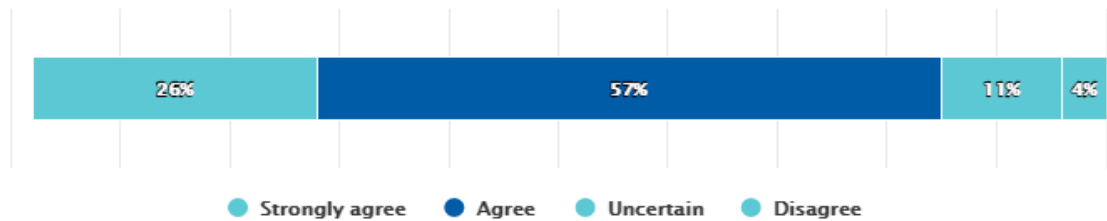
\*Study of Economists Views on Stadium Subsidies

Providing state and local subsidies to build stadiums for professional sports teams is likely to cost the relevant taxpayers more than any local economic benefits that are generated. ☰

Responses as percentage of full IGM Economic Experts Panel



Weighted by each expert's confidence (100% scale) ☰



## Moda Center Property Taxes for 2015-2019

\*Property taxes levied at the address of the Moda Center:

\*1 N Center Ct St, Portland, OR 97227

\*Data from county records (Multnomah County).

Property ID:	2015	2016	2017	2018	2019
P396687	\$35,151.70	\$37,448.40	\$42,390.00	\$42,277.30	\$54,604.00
P616495	\$157,571.00	\$173,375.00	\$174,163.00	\$169,077.00	\$202,093.00
P672815	\$0.00	\$246.78	\$219.35	\$263.36	\$199.45
R156123	\$167.40	\$171.89	\$187.59	\$195.58	\$201.50
R156124	\$9.07	\$10.87	\$13.03	\$17.91	\$17.95
R182162	\$33,330.70	\$34,229.40	\$37,402.80	\$39,025.40	\$40,208.10
R215942	\$90,511.50	\$108,270.00	\$130,626.00	\$171,413.00	\$172,462.00
R215943	\$12,098.40	\$12,424.40	\$13,576.10	\$14,165.00	\$14,594.40
R215944	\$163.14	\$195.09	\$235.43	\$321.76	\$322.56
R215947	\$113,150.00	\$116,200.00	\$126,974.00	\$132,483.00	\$136,498.00
R215948	\$953,455.00	\$950,433.00	\$1,014,770.00	\$1,027,490.00	\$1,030,040.00
R215951	\$167.40	\$171.89	\$187.59	\$195.58	\$201.50
R215952	\$9.07	\$10.87	\$13.03	\$17.91	\$17.95
R532910	\$2,229.94	\$2,621.88	\$3,035.07	\$3,166.80	\$3,262.52
R532911	\$2,481.93	\$2,597.54	\$2,838.24	\$2,961.30	\$3,050.87
R532912	\$2,144.73	\$2,457.79	\$2,718.16	\$2,836.10	\$2,921.87
R532913	\$2,144.73	\$2,457.79	\$2,718.16	\$2,836.10	\$2,921.87
R532914	\$2,107.23	\$2,499.15	\$2,838.24	\$2,961.30	\$3,050.87
R532915	\$2,275.14	\$2,588.19	\$2,946.80	\$3,074.51	\$3,167.75
R532917	\$2,156.19	\$2,548.15	\$2,897.51	\$3,023.09	\$3,114.49
R638903	\$67,135.20	\$66,922.40	\$71,452.40	\$72,348.40	\$72,528.00
<b>Total Tax:</b>	<b>\$1,478,459.47</b>	<b>\$1,517,880.48</b>	<b>\$1,632,202.50</b>	<b>\$1,690,150.40</b>	<b>\$1,745,478.65</b>



## Portland Trail Blazer Payroll

\*Since the move to the Rose Garden Arena/Moda Center

\*Data from Hoops Hype (USA Today Sports).

Season	Total Player Payroll	Total Player Payroll (Inflation Adjusted)
1995-96	\$23,926,000	\$40,186,728
1996-97	\$24,903,500	\$40,707,441
1997-98	\$27,786,719	\$44,400,327
1998-99	\$54,725,500	\$85,997,255
1999-00	\$73,898,705	\$113,890,702
2000-01	\$87,395,140	\$129,847,169
2001-02	\$84,292,850	\$121,297,878
2002-03	\$105,595,657	\$150,347,896
2003-04	\$82,956,768	\$115,671,172
2004-05	\$83,671,309	\$112,977,428
2005-06	\$60,017,964	\$79,039,485
2006-07	\$75,026,386	\$94,714,055
2007-08	\$73,241,335	\$90,041,152
2008-09	\$80,260,059	\$93,951,741
2009-10	\$56,946,258	\$67,625,668
2010-11	\$74,584,058	\$87,647,938
2011-12	\$80,920,717	\$91,826,552
2012-13	\$59,442,596	\$66,349,730
2013-14	\$61,260,350	\$67,199,740
2014-15	\$69,936,842	\$75,159,876
2015-16	\$61,685,814	\$66,210,692
2016-17	\$119,732,234	\$127,245,980
2017-18	\$118,708,146	\$124,129,975
2018-19	\$130,256,600	\$132,403,851

## Trail Blazers Attendance at the Moda Center/Rose Garden

\*Since is opening in 1995

\*1995-2012, data from (The Association for Professional Basketball Research).

\*2013-2019, data from (ESPN, NBA Attendance Report).

Season	Games	Total Attendance	Average Attendance
1995-96	41	850,338	20,740
1996-97	41	852,799	20,800
1997-98	41	843,647	20,577
1998-99	25	486,556	19,462
1999-00	41	835,068	20,368
2000-01	41	831,385	20,278
2001-02	41	797,821	19,459
2002-03	41	796,250	19,420
2003-04	41	684,038	16,683
2004-05	41	680,374	16,594
2005-06	41	617,019	15,049
2006-07	41	670,778	16,360
2007-08	41	801,566	19,550
2008-09	41	841,499	20,524
2009-10	41	840,411	20,497
2010-11	41	840,924	20,510
2011-12	41	676,384	20,496
2012-13	33	813,012	19,830
2013-14	41	809,612	19,747
2014-15	41	801,733	19,554
2015-16	41	794,085	19,367
2016-17	41	792,029	19,317
2017-18	41	795,328	19,398
2018-19	41	799,345	19,496

## List of Non-Sports Events Hosted by the Moda Center in 2019

\*Data from Rose Quarter Archives (Rose Quarter, About)

12-Jan-19	Elton John
19-Jan-19	Professional Bull Riders Velocity Tour
25-Jan-19	Sesame Street Live! Let's Party!
27-Jan-19	Travis Scott ASTROWORLD 2019
1-Feb-19	KISS
2-Feb-19	Bob Seger
18-Feb-19	Justin Timberlake
8-Mar-19	Chris Tomlin
14-Mar-19	Cirque du Soleil Corteo
15-Mar-19	Cirque du Soleil Corteo
16-Mar-19	Cirque du Soleil Corteo
17-Mar-19	Cirque du Soleil Corteo
19-Mar-19	Michelle Obama
21-Mar-19	Bad Bunny
29-Mar-19	NCAA Division I Women's Basketball Portland Regional
1-Apr-19	NCAA Division I Women's Basketball Portland Regional
5-Apr-19	Michael Buble
6-Apr-19	Weezer & Pixies

8-Apr-19	P!NK Beautiful Trauma Tour 2019
12-Apr-19	Nike Hoop Summit 2019
13-Apr-19	MercyMe and Crowder
30-Apr-19	Ariana Grande
21-May-19	Carrie Underwood
30-May-19	Billie Eilish
2-Jun-19	New Kids on the Block
12-Jun-19	Shawn Mendes
14-Jun-19	Rob Thomas
18-Jun-19	Third Eye Blind & Jimmy Eat World
22-Jun-19	Judas Priest Firepower 2019
23-Jun-19	Coheed and Cambria
29-Jun-19	Jeff Lynne's ELO
1-Jul-19	Khalid Free Spirit World Tour
18-Jul-19	Jon Bellion
30-Jul-19	Backstreet Boys
2-Aug-19	Rob Zombie & Marilyn Manson
3-Aug-19	Disturbed
5-Aug-19	Mumford & Sons

18-Oct-19	Luke Combs
19-Oct-19	Boo Bomb 2019
20-Oct-19	Gloria Trevi
25-Oct-19	Disney on Ice: Mickey's Search Party
26-Oct-19	Disney on Ice: Mickey's Search Party
27-Oct-19	Disney on Ice: Mickey's Search Party
11-Nov-19	Young Thug & Machine Gun Kelly
12-Nov-19	Phil Knight Invitational
17-Nov-19	2019 Rose Quarter Guitar Festival
19-Nov-19	Cher
22-Nov-19	The Black Keys
24-Nov-19	Cirque Musica presents Holiday
23-Nov-19	Trans-Siberian Orchestra 2019
1-Dec-19	ILLENIUUM
5-Dec-19	The Chainsmokers
14-Dec-19	Trevor Noah
21-Dec-19	Sesame Street Live: Make Your Magic
22-Dec-19	Sesame Street Live: Make Your Magic

9-Aug-19	Joe Rogan
10-Aug-19	Lauren Daigle
17-Aug-19	JoJo Siwa
20-Aug-19	Chris Brown
21-Aug-19	Lionel Richie
6-Sep-19	Iron Maiden
10-Sep-19	Bon Iver
16-Sep-19	Ghost
17-Sep-19	Post Malone
19-Sep-19	Bryan Adams
30-Sep-19	Morrissey with Special Guest Interpol
1-Oct-19	AJR
3-Oct-19	Lana Del Rey
6-Oct-19	Logic
7-Oct-19	Bastille
8-Oct-19	NF
13-Oct-19	Jonas Brothers
14-Oct-19	Bring Me the Horizon
17-Oct-19	Hozier



## List of Non-Sports Events at the Veterans Memorial Coliseum in 2019

\*Data from Rose Quarter Archives (Rose Quarter, About)

<u>Date</u>	<u>Event</u>
24-Mar-19	Kodak Black
26-Apr-19	Juice WRLD
27-Apr-19	The 1975
18-May-19	Stars On Ice 2019
23-Jul-19	21 Savage
17-Aug-19	311 & Dirty Heads
14-Sep-19	Zedd
20-Sep-19	Flogging Molly & Social Distortion
14-Oct-19	Tyler, the Creator
24-Oct-19	Sara Bareilles
6-Dec-19	Hometown Holiday Show 2020

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