

Toronto Blue Jays
Spring Training Facility
Value Proposition

Increased Attendance: +28,000 patrons (72,652 total)

Room Night Impact: 31,492

TDT: \$9.9M (over 25 year)

Economic Impact \$92M (annually)

Marketing and Media:

Television Broadcasts \$4.5M (annually)

Marketing/Promotional Value \$375,000 (annually)

Ongoing Maintenance and Capital Cost - TBJ 100%

Ongoing Maintenance and Capital – City 0%

Naming Rights Revenue – Reserve Account \$100,000 (annually)

Source JLL – Capital Project Funding Program – Consultant to VSPC