



A Ballpark For





INTRODUCTION

➤ Erik Judson

- Former EVP, San Diego Padres
- Principal, JMI Sports LLC
 - PETCO Experience Too Valuable to Leave on Shelf
 - Specialize in Development of Major Sports Facilities
 - » Goodyear Spring Training - Cleveland Indians & Cincinnati Reds
 - » University of Oregon - Matthew Knight Arena
 - » Oakland-Alameda County - Two Team NFL Stadium





AAA IN SAN DIEGO COUNTY

➤ Jeff Moorad

- Vice Chairman & CEO, San Diego Padres
- Former CEO, Arizona Diamondbacks
- Vision for AAA Baseball In-Market

➤ Padres Must Approve MiLB in San Diego

➤ AAA Team Available – Rare Opportunity





AAA IN SAN DIEGO COUNTY

- Strengthen Relationships with North County
- General Economies & Synergy with Padres
- Expanded Marketing Opportunities
- Baseball Operations Efficiency
- Affordable Family Entertainment





WHY ESCONDIDO?

- Prominent North County Community
- Great Downtown Environment
- Consistent with City Council Vision for Redevelopment of Area
- Existing Roads & Infrastructure
- Good Public Transportation
- Experience with Chargers





BALLPARK LOCATION



ESCONDIDO, CA



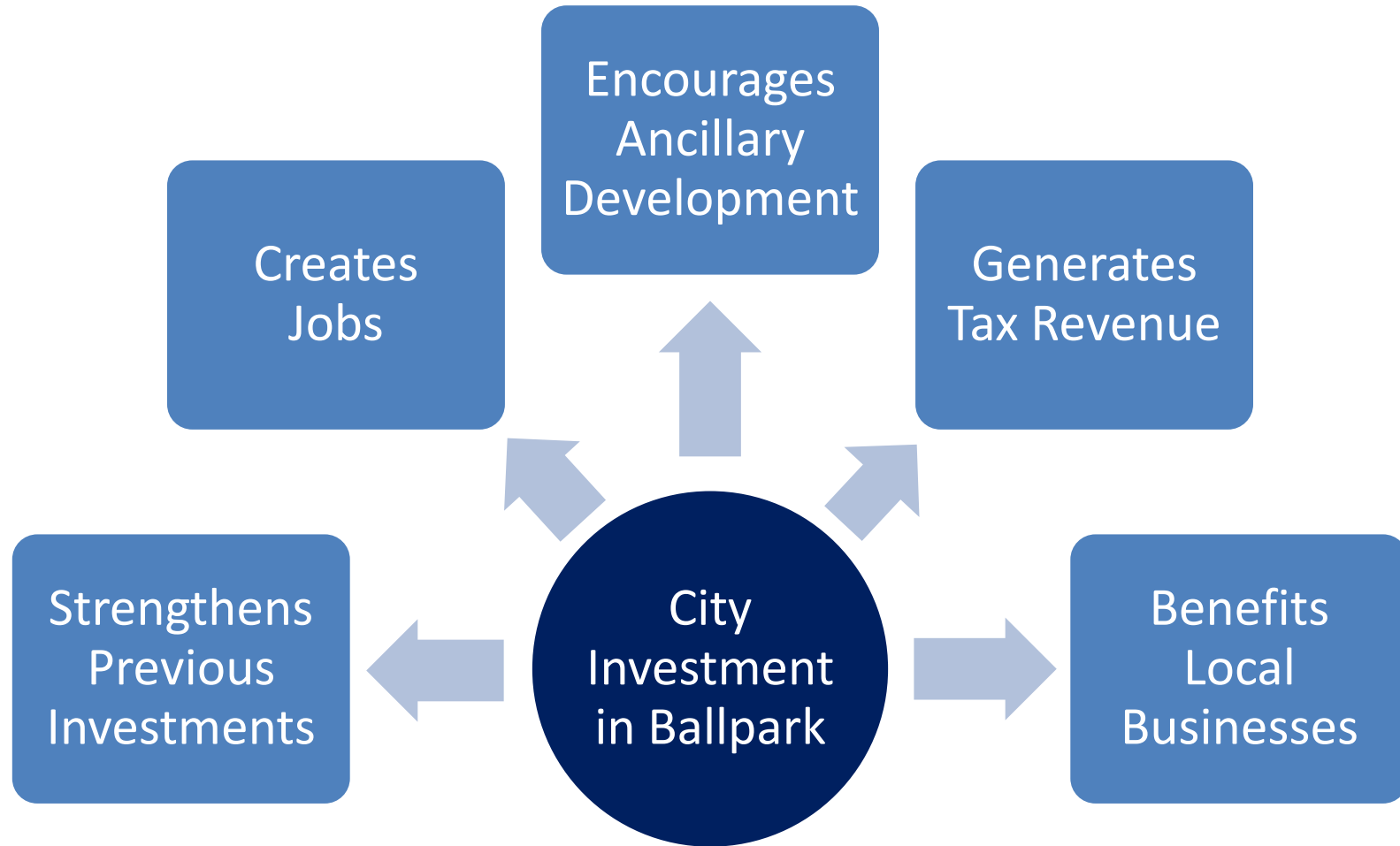
BALLPARK LOCATION



ESCONDIDO, CA



BALLPARK AS A CATALYST



500,000 FANS OVER 70 GAMES!



BALLPARK AS A CATALYST





MINOR LEAGUE BALLPARKS



MEMPHIS, TN



FORT WAYNE, IN



INDIANAPOLIS, IN



RENO, NV



MINOR LEAGUE BALLPARKS



TOLEDO, OH



OAKLHOMA CITY, OK



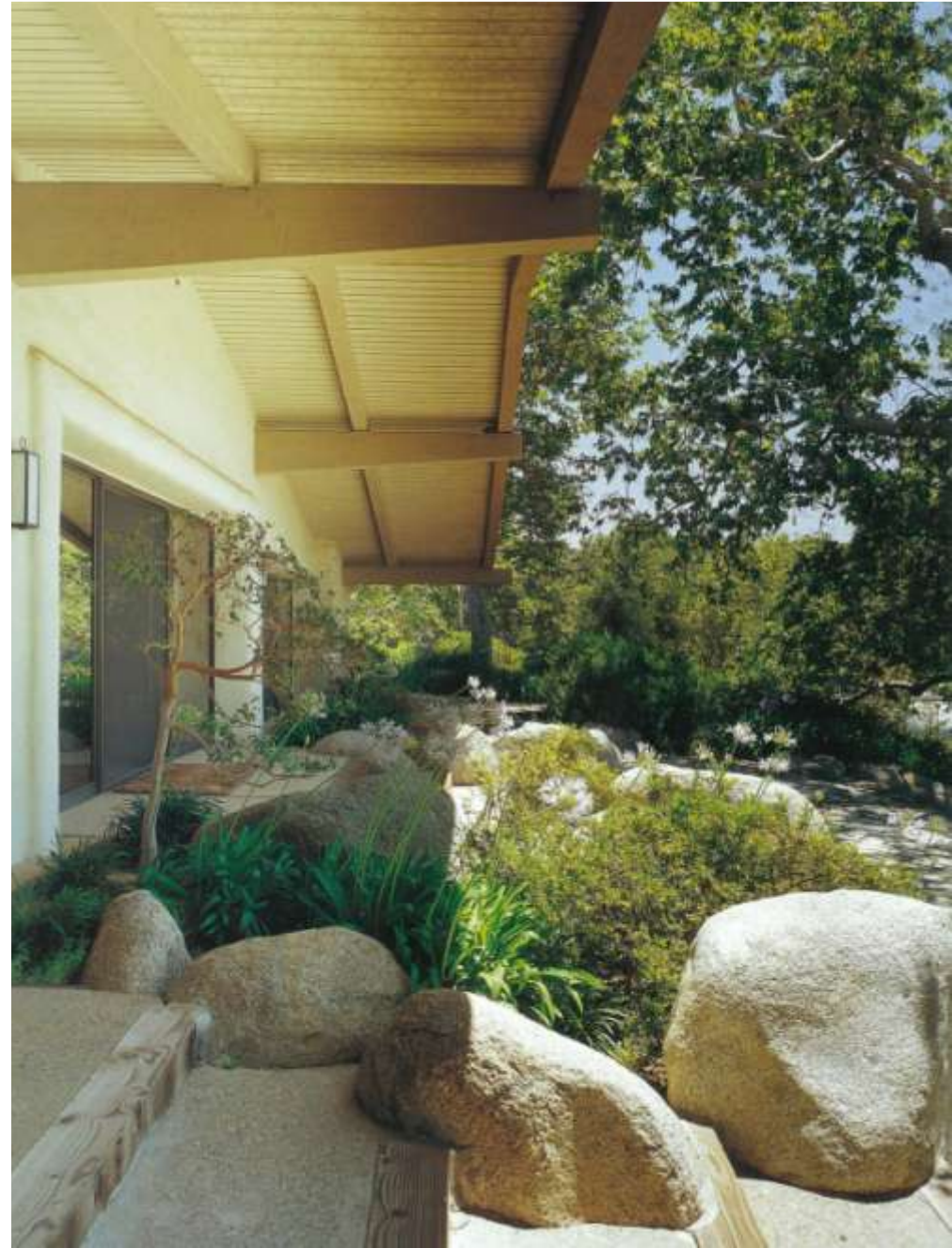
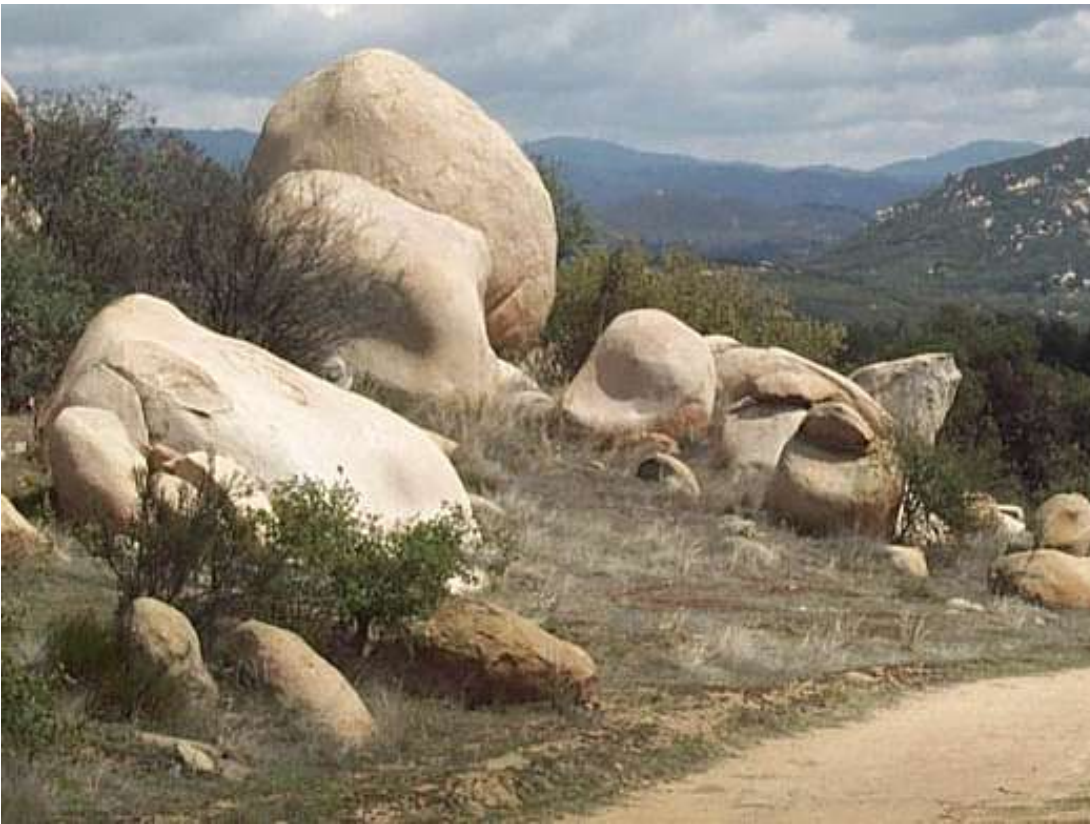
FRISCO, TX



COLUMBUS, OH



BALLPARK DESIGN INSPIRATIONS





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ESCONDIDO CREEKWALK VISION



CURRENT STATUS



Evaluating Ballpark Sites



Negotiating Deal



Studying Environmental Impacts



Seeking Community Support

www.ballparkforescondido.org



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