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Cities and Towns Celebrate Spring Training
A Homerun for Economic Impact and Sports Fans

PHOENIX (March 9, 2012) – Spring Training baseball has become one of the most significant drivers of the Arizona tourism economy bringing hundreds of thousands of visitors to the Valley -- joining local fans -- and hundreds of millions of dollars in economic impact.

At the heart of this success story are Arizona cities and towns that play host to the games and visitors. Cactus League cities include Goodyear, Mesa, Peoria, Phoenix, Scottsdale, Surprise and Tempe. Games started a week later than usual this year, leading to even more expected visitors because the season matches up with students’ spring break schedules, and continues through April 4.

“Since the Cactus League expanded to 15 teams, Arizona has become the premier sports tourism destination in the United States, and Arizona’s cities and towns are at the forefront of that success,” said Clarkdale Mayor Doug Von Gausig, President of the League of Cities and Towns. “From stadium improvements and new facilities to innovative marketing partnerships, Arizona cities are making the most of the Cactus Leagues’ enduring popularity.”

So let’s go around the horn for just a few examples of the positive impact of Spring Training on Arizona cities and towns:

- Surprise, home of the American League champion Texas Rangers and the Kansas City Royals, will celebrate its 10th anniversary as a Cactus League venue this year. Attendance has grown by over 46,000 a year since the city’s 23-acre sports complex opened in 2003. Surprise Mayor Sharon Wolcott told The Arizona Republic: "We couldn't be prouder of how far we've come in that short time."

- In Glendale, home of the largest stadium in the Cactus League, a 13-percent drop in ticket prices is expected to drive a sharp rise in attendance for Los Angeles Dodgers and Chicago White Sox. Along with the later start to the season, more shaded seats at the
Camelback Ranch stadium and new items on the concession menu, Glendale promises a fun and affordable Spring Training experience for the whole family.

- Spring Training doesn’t just have a positive impact on host cities. The Town of Paradise Valley has teamed with the Scottsdale Convention and Visitors Bureau to help drive visitors to the Town’s resorts. So far this fiscal year, the partnership has already booked 56 meetings into Paradise Valley resorts with a projected $8.9 million economic impact. Spring Training will add a valuable boost toward reaching the Town’s goal of booking at least 75 meetings this year, according to Paradise Valley Vice Mayor Mary Hamway. Hamway told The Arizona Republic, “We’re looking forward to a strong March and spring training.”

About the League:
The League of Arizona Cities and Towns is a voluntary association of all the 91 incorporated cities and towns in the state of Arizona. It provides policy and legislative advocacy, information and inquiry services, along with publications and educational programs to strengthen the quality and efficiency of municipal government. It was founded in 1937 to serve the interests of cities and towns and to preserve the principles of home rule and local determination. For more information, visit www.azleague.org.

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