



For immediate release

## **CACTUS LEAGUE COMPLETES ANOTHER YEAR FOR THE RECORD BOOKS** ***Overall Attendance Hits All-Time High, Economic Impact Reaches \$350+ Million***

[www.CactusLeague.com](http://www.CactusLeague.com)

April 21, 2009 (MESA, Ariz.) – As officials predicted, the 2009 Cactus League spring training season met expectations with overall attendance reaching 1.57 million baseball fans, representing a nearly 20% increase over the previous season's attendance. Those figures take into account 246 total games played compared to 177 total games played in 2008. Early on, the season was slated to be a banner year due to an extended season, the increase in number of teams (Los Angeles Dodgers and Cleveland Indians joined the league), and the increase in total games played. Included in the increase is the World Baseball Classic which returned to Arizona with 11 games played and drawing 47,483 baseball fans to the overall attendance. [See attachment or download here: [http://cactusleague.com/c\\_about.php](http://cactusleague.com/c_about.php)]

"We got the win," said Robert Brinton, President of the Cactus League and leader of the Mesa Hohokams, the booster club for the Chicago Cubs spring training. "It took extra innings but it's a win nonetheless."

The Chicago Cubs came out on top again as the most watched team in the league with a total of 203,105 fans at their 19 games, setting a single-season record. Rounding out the top three teams are the San Francisco Giants with 177,995 fans in attendance and newcomer Los Angeles Dodgers with 136,944 fans. These same three teams led the league in total attendance per game average. The Cubs ranked first with a per game average of 10,690 fans, Los Angeles Dodgers was second with a per game average of 9,130 fans, and the San Francisco Giants took the third spot with a per game average of 8,476 fans. While the overall average per game did drop by 12% league-wide, or roughly a 1,000-fan decrease per game, the 2009 season set a number of milestones in single game attendance records. Of the top 10 single game attendance records recorded in the history of the Cactus League, 6 of the 10 games were played in the 2009 season. Most notable is the Chicago White Sox and Chicago Cubs match-up at Hohokam Stadium (Mesa) which drew in 13,327 fans making it the second most attended game, followed by the same match-up at Camelback Ranch (Glendale) which ranked third drawing in 13,311 fans. [See attachment or download here: [http://cactusleague.com/c\\_about.php](http://cactusleague.com/c_about.php)]

"To know that in a down economy, we were able to draw record attendances at six games in the league's entire history is simply incredible," said Brad Curtis, co-Vice President of the Cactus League and representative for Tempe Diablos. "We know the attendance surge can be attributed to the addition of teams and the unique conditions that made up the 2009 season's schedule."

Perhaps the biggest payoff to the league's continued growth is the increase in the economic impact of spring training. Using the same formula from the league's economic development survey conducted in 2007, and taking into account that less fans traveled from out-of-town this year, the league estimates the total impact growing to an estimated \$359 million statewide. This represents a 7.1% increase over the 2008 economic impact which was estimated to be \$335 million.

"It's clear that baseball is big business no matter what economic cycle the country is in," said Tom Moulton, co-Vice President of the Cactus League and Director of Economic Development and Tourism for Pima County. "Fans follow their teams and it's our hope that records set this year will be challenged next year as the league continues on its growth pattern."

In 2010, the Cactus League will once again grow as the Cincinnati Reds join the Cleveland Indians next year in Goodyear, evening the playing field between Florida's Grapefruit League and Arizona's Cactus League with 15 teams each.

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### **About the Cactus League:**

The Cactus League Association was established in 1989 by representatives of the participating booster organizations and cities that sponsor spring training in Arizona. The Cactus League Association's primary goal is to facilitate, encourage and participate in activities designed to promote the Cactus League. The membership of host cities and community service organizations serve in this capacity on a year-round basis. For more go to [www.CactusLeague.com](http://www.CactusLeague.com).

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## CACTUS LEAGUE ATTENDANCE 2006 - 2009

Figures under each year indicate:  
total attendance for each team - number of home games that year  
average attendance per game

Team	Location	2009	2008	2007	2006
 Chicago Cubs	Mesa	203,105 - 19 10,690	181,280 - 15 12,085	175,891 - 16 10,993	154,978 - 14 11,070
 San Francisco Giants	Scottsdale	177,995 - 21 8,476	148,935 - 15 9,929	148,988 - 14 10,642	150,875 - 14 10,072
 Oakland A's	Phoenix	94,872 - 18 5,271	91,875 - 14 6,563	95,058 - 14 6,790	100,087 - 15 6,561
 LA Angels of Anaheim	Tempe	100,789 - 19 5,305	118,191 - 16 7,387	105,869 - 15 7,058	96,315 - 14 6,777
 Milwaukee Brewers	Maryvale	82,271 - 17 4,839	88,499 - 15 5,900	61,888 - 14 4,421	56,903 - 14 3,996
 San Diego Padres	Peoria	86,557 - 18 4,809	95,261 - 14 6,804	94,214 - 14 6,730	76,275 - 12 5,660
 Seattle Mariners	Peoria	124,684 - 18 6,927	135,146 - 15 9,010	126,137 - 16 7,884	130,111 - 16 8,002
 Colorado Rockies	Tucson	75,557 - 16 4,722	72,550 - 14 5,182	57,359 - 15 3,824	56,715 - 16 3,545
 Arizona D-backs	Tucson	121,281 - 18 6,738	110,894 - 15 7,393	94,278 - 14 6,735	97,925 - 14 6,149
 Kansas City Royals	Surprise	96,798 - 17 5,694	83,118 - 13 6,394	78,747 - 14 5,625	70,412 - 14 4,776
 Texas Rangers	Surprise	86,249 - 17 5,073	103,110 - 15 6,874	86,864 - 14 6,205	79,706 - 13 5,910
 Chicago White Sox	Glendale	91,782 - 15 6,119	87,301 - 15 <sup>1</sup> 5,820	86,492 - 15 <sup>1</sup> 5,760	98,728 - 15 <sup>1</sup> 6,582
 Los Angeles Dodgers	Glendale	136,944 - 15 9,130			
 Cleveland Indians	Goodyear	99,825 - 18 5,546			
<b>TOTAL</b>		<b>1,578,709 - 246</b>	<b>1,316,160 - 177</b>	<b>1,217,632 - 176</b>	<b>1,169,030 - 171</b>
<b>AVERAGE PER GAME</b>		<b>6,418</b>	<b>7,436</b>	<b>6,921</b>	<b>6,587</b>

Note: During 2008, the Los Angeles Dodgers played two games at Phoenix Municipal Stadium while the Oakland A's traveled overseas.  
<sup>1</sup> Prior to 2009, the White Sox played in Tucson  
 The 2009 figures include 11 games with the World Baseball Classic. Without the WBC, the total is 1,531,226 and 6,516 average per game.



CACTUS LEAGUE  
TOP 10 SINGLE GAME RECORDS

1) Cubs @ Mariners	Peoria	Mar 12, 2004	13,366
2) White Sox @ Cubs	Mesa	Mar 27, 2009	13,327
3) Cubs @ White Sox	Glendale	Mar 21, 2009	13,311
4) Rockies @ Cubs	Mesa	Mar 24, 2009	13,289
5) D-Backs @ Mariners	Peoria	Mar 28, 2004	13,171
6) Padres @ Cubs	Mesa	Mar 20, 2009	13,162
7) Indians @ Cubs	Mesa	Mar 29, 2009	13,097
8) Cubs @ Mariners	Peoria	Mar 23, 2002	13,060
9) D-Backs @ Mariners	Peoria	Mar 22, 2002	13,048
10) Cubs @ Dodgers	Glendale	Mar 17, 2009	13,046