



Supporter Survey

Conducted by: HCP Associates

Background

- The goal and mission of Tampa Bay Rays 2020 has always been to help ensure the future of the Rays stays in Tampa Bay for generations to come.
- HCP sought out community input to gain their thoughts and feelings of regarding the Tampa Bay Rays 2020 efforts and plans to move forward.



Methodology

- Online survey
- 783 Respondents
- Average length of survey: 4 minutes
- Distributed via e-blast to campaign supporters

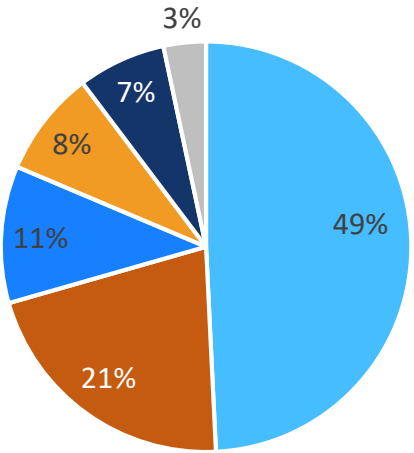


Analysis of Survey Results



Tampa Bay Rays 2020 Effort

How did you first learn about the Tampa Bay Rays 2020 effort?



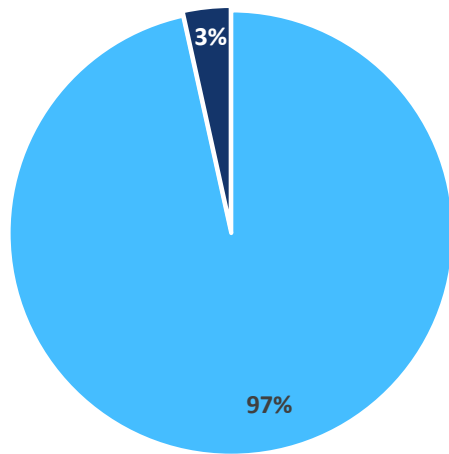
- Other
- A friend
- A civic organization
- Street team promotion
- Direct involvement in the effort
- A co-worker

Other Responses:



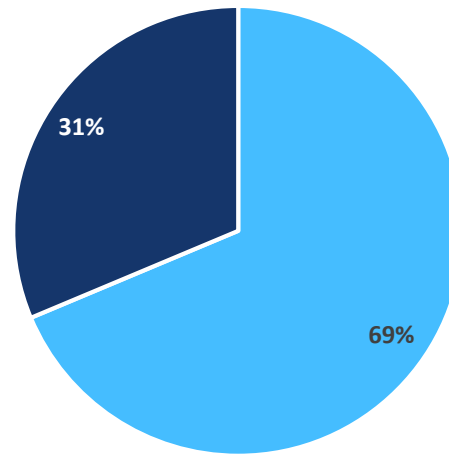
Proposed Ballpark Site: Ybor City

Have you heard the recent news that the Rays have decided to not pursue an agreement for a ballpark in Ybor City?



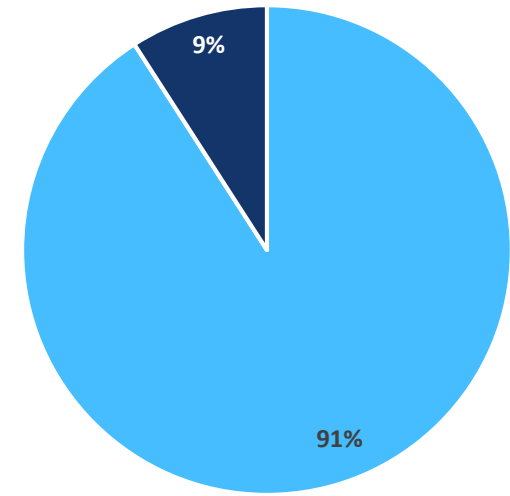
■ Yes ■ No

The current proposed ballpark site is in Ybor City. Would you support a new site in Pinellas County if that meant the Rays would stay in the Tampa Bay Area?



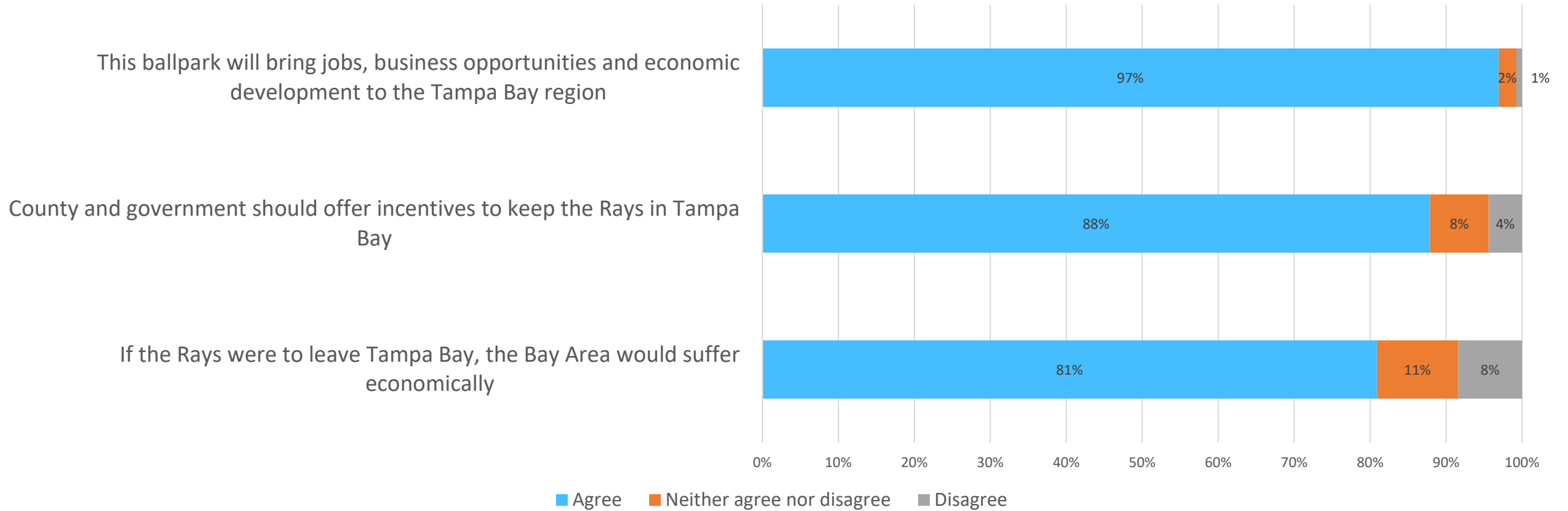
■ Yes ■ No

Do you continue to support the Ybor City ballpark location as the best option for the Rays to be successful in Tampa Bay?



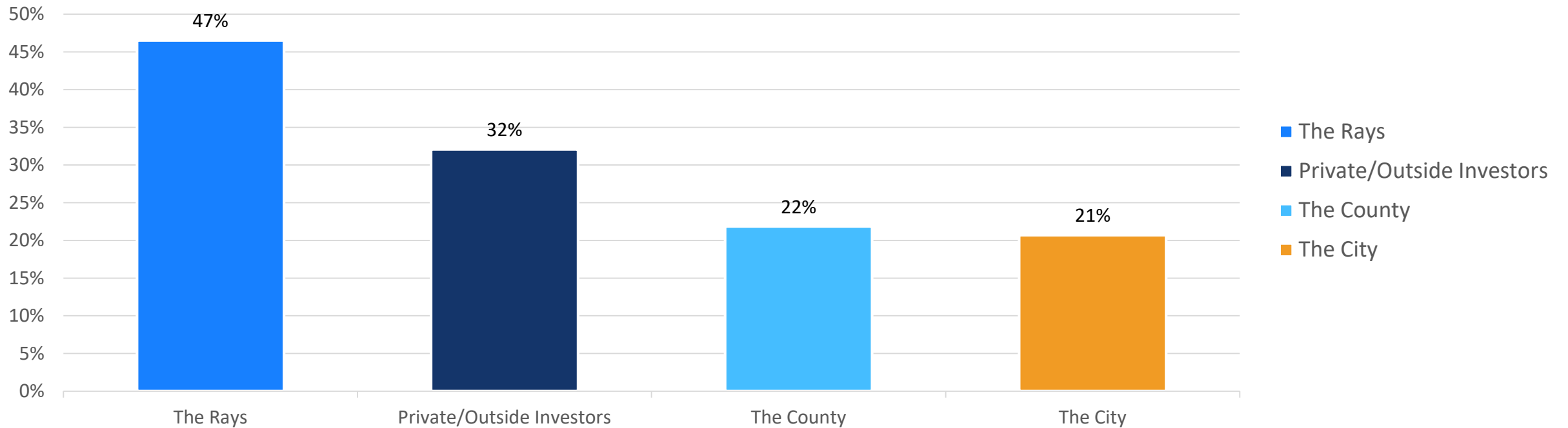
■ Yes ■ No

Agree or Disagree



Building the Ballpark

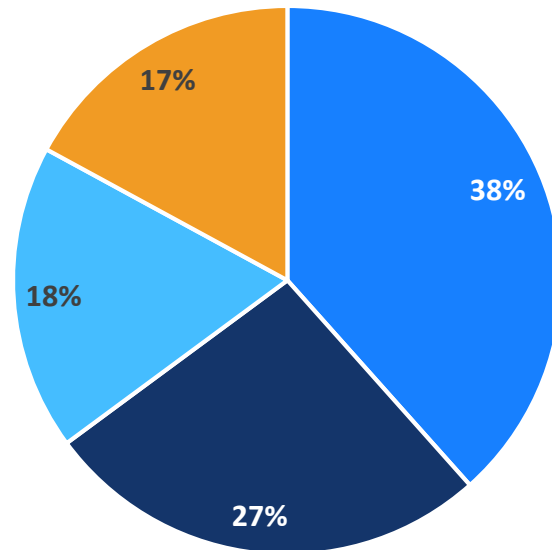
Averaged Distribution
What percentage do you believe _____ should pay to build the ballpark?



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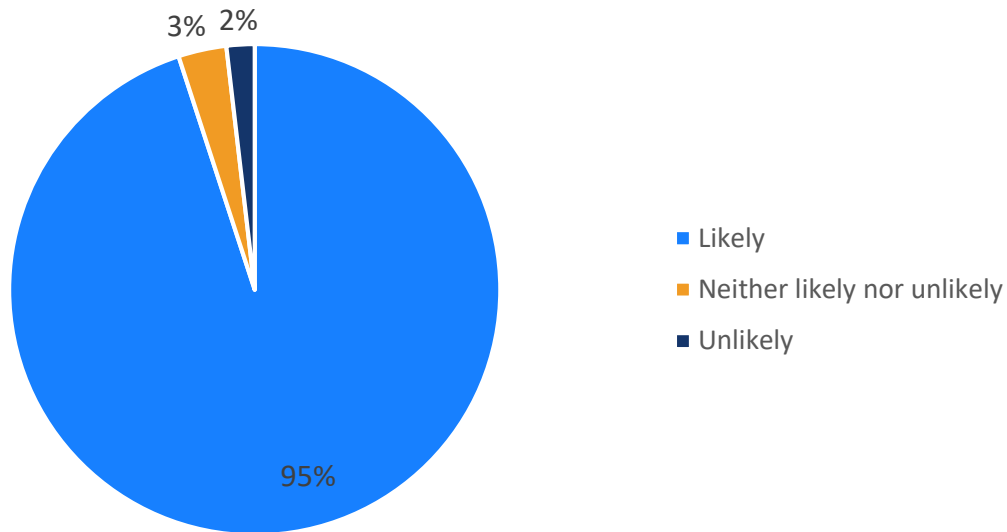


- The Rays
- Private/Outside Investors
- The County
- The City

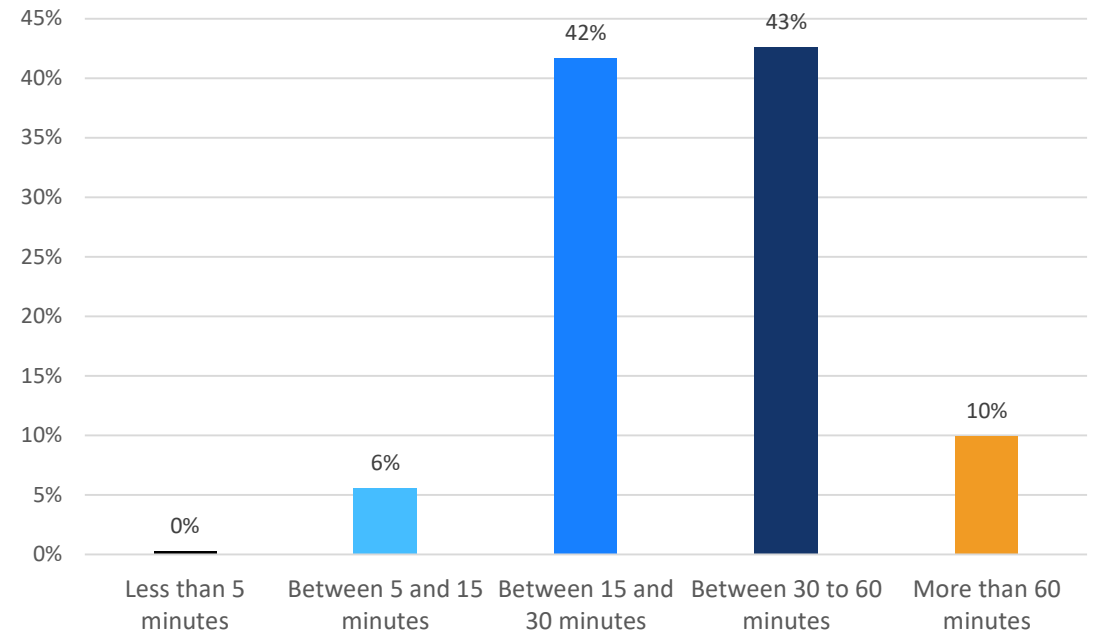
*The responses in the prior slide have been proportionately condensed to total 100%.

Distance to Travel

Knowing there are over 1.5 million people living within a 30-minute drive of Ybor City, do you think that putting the ballpark in Ybor City will make it likely for a greater number of people to attend Rays' games?

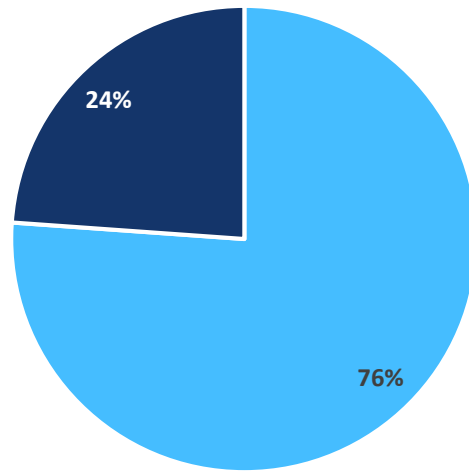


What is the maximum amount of time you would be willing to spend driving to attend a Rays' game?



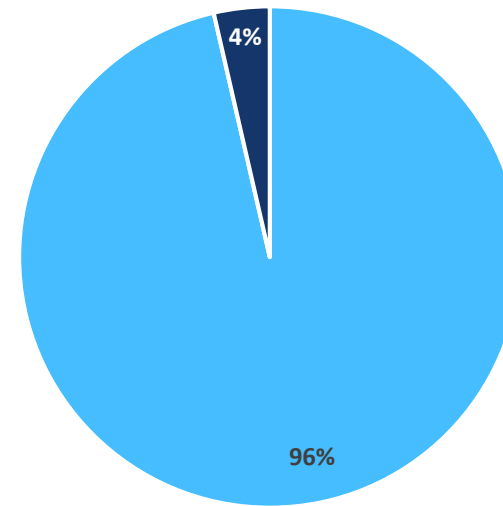
General Information

Are you aware that local businesses and corporations have already pledged tens of millions of dollars toward the funding of the ballpark?



■ Yes ■ No

Are you a Registered Voter?



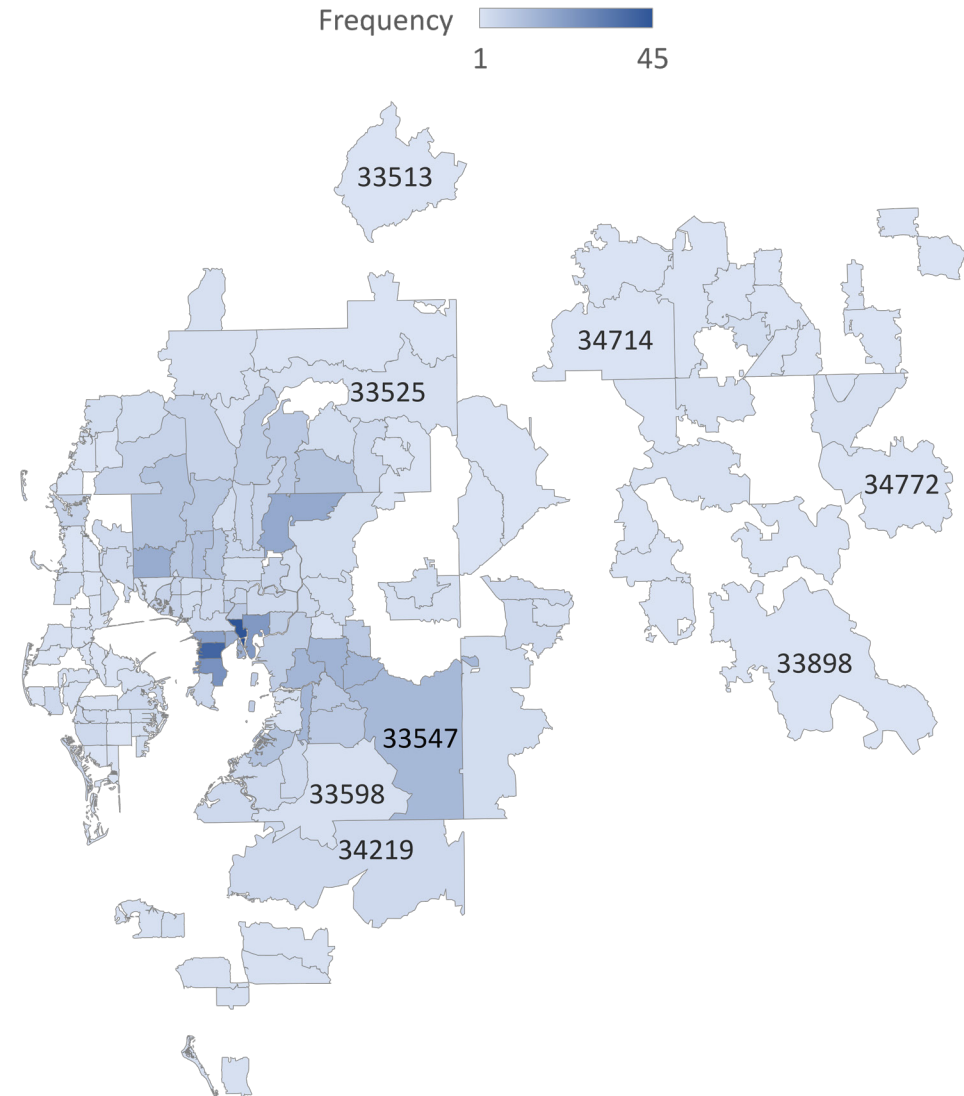
■ Yes ■ No

Zip Codes of those Surveyed

Smaller number of supporters also are located in:

- North Florida
- South Florida
- Central Florida
- North Carolina
- Tennessee
- New York
- New Jersey
- Washington
- Arizona
- Ohio
- Illinois
- Louisiana
- Georgia
- Switzerland

Concentration of Respondents



Additional Feedback: Verbatims

- “I would attend at least 20-30 games a season vs the 5-10 games we attend now if the Rays were to build and move to a stadium in Ybor.”
- “Building the ballpark in the city of Tampa is the only way to ensure that this team is successful and stays in the Tampa Bay area. If you build it, they will come.”
- “Please continue the effort to keep the Rays in Tampa Bay, preferably in Tampa, but anywhere in the Bay area!”
- “This is football territory and hockey because they are winners. Hard to step up attendance when ‘rays fans’ are a distinct minority. Much attendance is due to fans from other cities living in Tampa region.”
- “I love and support the rays and I would go see them wherever they go in the area but I believe Ybor would be a great location.”
- “I would like to see a plan put in place that would allow fans to help fund the ball park. In return each donation would have a commemorative brick placed in the building. The brick would have the fans name. My family and I would love to be part of a plan such as that. So many fans love the team so much and would consider it a privilege to help fund the new facility. I believe fans from all over the country would want to contribute. I would love to get the feedback from loyal Rays fans such as myself. The commemorative brick could be seen and enjoyed by future generations of fans creating a legacy of fan loyalty.”



Conclusion

- The supporters believe the Rays should be the primary funding source for the new ballpark.
 - They believe Rays should be paying almost two-fifths (38%), followed by private or outside investors (27%), the county (18%), and lastly, the city (17%).
- The Rays Effort made a breakthrough by utilizing an online medium.
 - Almost half of the supporters (49%) learned about the TBR2020 efforts through social media, email, online, or other news sources.
 - 2 in 10 learned about the efforts through a friend and 1 in 10 learned about it through a civic organization.
 - The other 18% learned about the efforts through a street team promotion, direct involvement in the effort, or from a co-worker.

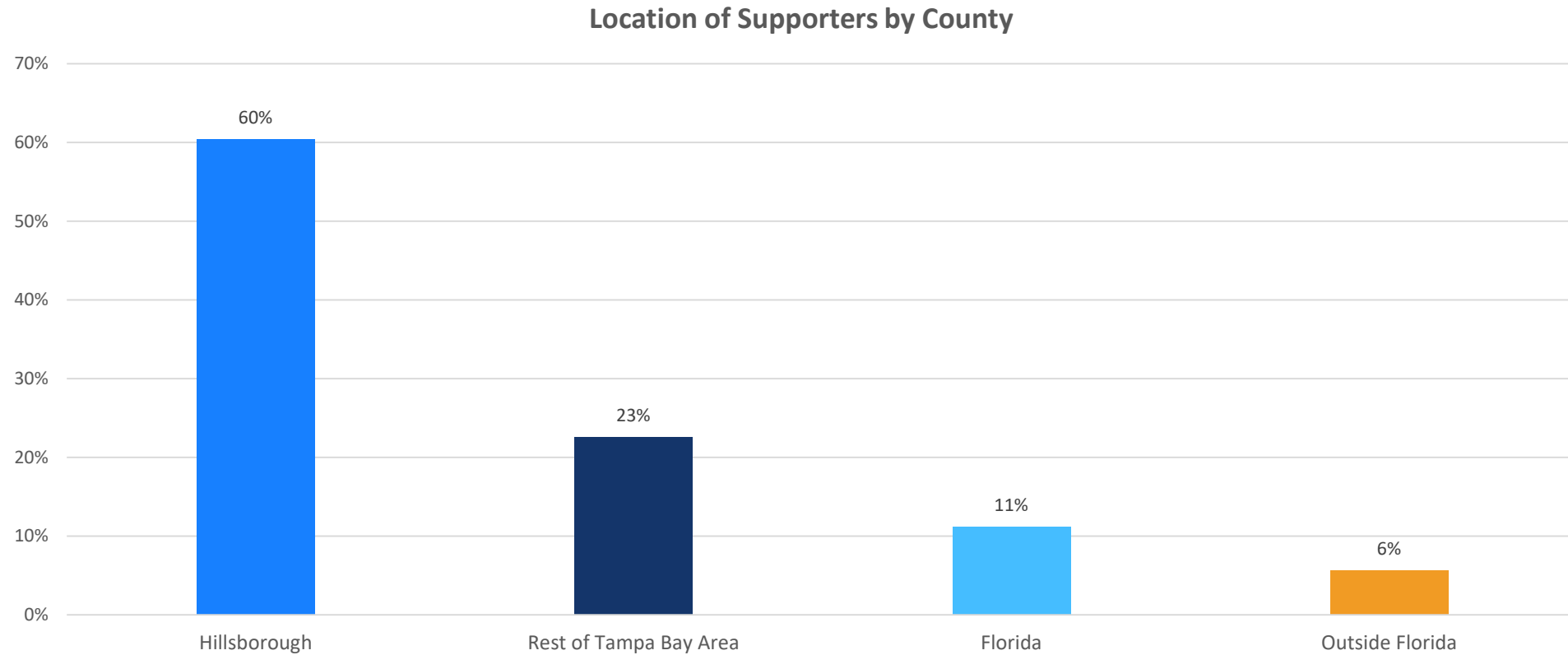


Conclusion (cont'd)

- Almost 7 in 10 would support a site in Pinellas County if that meant the Rays would stay in the Tampa Bay Area.
- 9 in 10 believe the proposed Ybor City ballpark is the best location for the Rays to be successful in Tampa Bay.
- 8 in 10 agree or disagree with the statement “If the Rays were to leave Tampa Bay, the Bay Area would suffer economically.”
- More than 9 in 10 believe that the proposed Ybor City ballpark site would make it more likely for a greater number of people to attend Rays’ games.
- 8 in 10 are willing to travel between 15 and 60 minutes to attend a Rays’ game; only 1 in 10 supporters are willing to travel over an hour.



Appendix: Supporters by County



Source of data: Those that have signed to support the Tampa Bay Rays 2020 Effort (n=7,638).

*Note: 23% of Supporters fall outside the Counties presented in the graph.