

Big A: Anaheim consulting services

- **What:** City Council direction for Anaheim to hire consultants to assist with stadium lease negotiations
- **Why:** consultants would advise Anaheim on lease talks and related issues
- **Who:** Dan Barrett, executive vice president, Manhattan Beach-based CAA ICON Strategic Advisory
- **CAA ICON:** part of Los Angeles-based entertainment and sports consultancy Creative Artists Agency LLC
- **When:** consideration at March 19, 2019, Anaheim City Council meeting
- **Terms:** not to exceed \$50,000 through Dec. 31, 2019
- **Services:**
 - Advice on a potential stadium lease
 - Analysis of stadium leases from other cities
 - Negotiation assistance and support
 - Stadium valuation support
 - Document, legal services
 - Financial analysis
 - Economic impact
- **Experience:** Barrett has nearly 30 years of experience in real estate, including more than 1,000 sports projects
- **Prior projects and clients:**
 - Petco Park, consultant to the city of San Diego
 - AT&T Park, now Oracle Park, consultant to the San Francisco Giants
 - T-Mobile Park, formerly Safeco Field, consultant to the Washington State Major League Baseball Public Facilities District
 - Coors Field, consultant to the Colorado Rockies
 - Progressive Field, consultant to the Cleveland Indians
 - Golden 1 Center, consultant to the city of Sacramento





- **Prior Anaheim experience:**

- City consultant, 2013-2015 lease discussions with Angels Baseball
- Earlier served as city of Anaheim consultant on Honda Center, hockey, basketball and football
- Served as consultant in the early 1990s to then-Anaheim Angels for a ticket price analysis

- **Career:**

- Executive vice president of CAA ICON with 2017 acquisition of Barrett Sports Group LLC by CAA
- Founder, principal, Manhattan Beach-based Barrett Sports Group LLC
- Managing director, western region, sports & entertainment investment banking division, A.G. Edwards & Sons Inc.
- Leader, western region, hospitality, sports & leisure consulting practice, Deloitte & Touche LLP

- **Education:**

- Master's of business administration in finance and real estate, University of Southern California
- Bachelor's in economics and international studies, University of California, Los Angeles

Angel Stadium of Anaheim

- **What:** 45,483-seat baseball stadium, home of the Los Angeles Angels of Anaheim
- **Other events:** concerts, motocross, monster trucks
- **Status:** fourth-oldest baseball stadium after Boston's Fenway Park, Chicago's Wrigley Field, Dodger Stadium
- **Opened:** 1966
- **First game:** April 9, 1966, versus San Francisco Giants
- **Cost to build:** \$24 million
- **Owner:** city of Anaheim
- **1979:** expanded by 25,758 seats, from 43,250 to 69,000 seats, to accommodate the Los Angeles Rams football team from 1980 to 1994
- **1996-97:** Walt Disney Co., after acquiring part of the Angels in 1996 and all of the team in 1998, spends \$87 million, along with \$30 million by the city, to renovate stadium, reducing seating to 45,483 for baseball only
- **2003:** current owner Arte Moreno acquires Angels
- **Recent renovations:** since 2003, the Angels have spent more than \$50 million on upgrades, including:
 - New outfield scoreboard
 - Repainting of helmets, bats at home plate gate and Big A in the parking lot
 - Resurfaced parking lots





Angel Stadium of Anaheim

- **Stadium lease history:**
 - **1966:** first lease for team at stadium
 - **1996:** current lease through 2029 with options for extensions through 2038
 - **2013:** opt-out deadline moved from 2016-17 to 2018-19 amid new lease discussions by Anaheim and the Angels
 - **Oct. 16, 2018:** Angels exercise 12-month notice of potential lease opt-out
 - **Jan. 15, 2019:** City Council approves new, extended lease end date of December 2020, allowing city and Angels time to discuss a new, potential long-term lease at Angel Stadium
- **Current lease discussions:** early stage with no significant developments to report
- **Prior lease discussions:** 2013, 2016