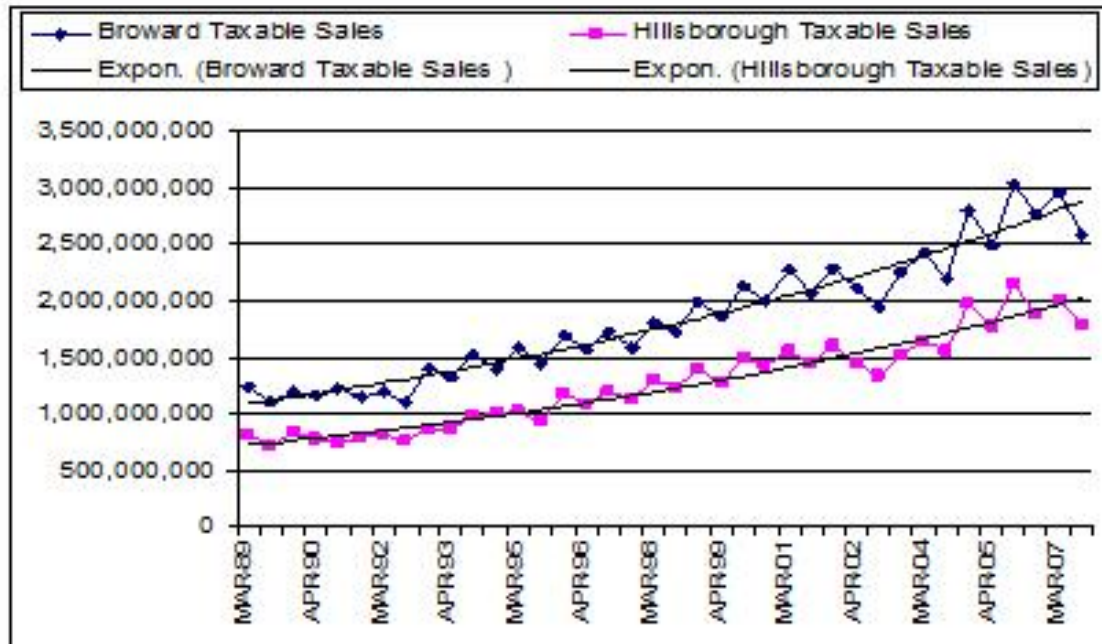


When the Yankees moved from Broward County to Hillsborough County in 1996 what happened?



A consultant's economic impact study claimed that Hillsborough county would realize a 100 million dollar economic impact if they built a new spring training facility for the Yankees. Hillsborough county built a new stadium, and the Yankees moved from Broward to Hillsborough county in 1996. If the consultants were correct, sales receipts from Broward would have decreased by 100 million, and sales receipts for Hillsborough would have increased 100 million, narrowing the gap between the two counties from 400 million to 200 million. As the data shows, the consultants were wrong, there was no economic impact (positive or negative) measured in either county. And this was during the Yankees '96, '98, '99 and 2000 world series wins. If there were an economic impact in spring training, surely the Yankees (the biggest brand in baseball) would have a huge impact, especially during their recent world championship years. The presence of the Yanks in March and April did nothing for these local Florida economies. Subsidizing spring training does not pay.

Source: Dr. Philip Porter, Center for Economic Policy Analysis, USF