NEWS AND NOTES

PETCO PARK SET TO CELEBRATE 10th ANNIVERSARY

PETCO Park opened on April 8, 2004. It was an important catalyst in changing the face of Downtown San Diego and alerting the national conversations about what sports venues can do to help revitalize urban neighborhoods and the role of central business districts in 21st Century American cities. In recognition of PETCO Park’s 10th anniversary, this News and Notes details some of the changes in Downtown San Diego since the opening of the stadium.

1) PETCO Park’s opening was instrumental in helping accelerate Downtown’s development as a residential community.

- Between 2000 and 2013 Downtown San Diego added 15,000+ residents (17,513 to 32,544).
- Between 2000 and 2012, Downtown San Diego added 14,700 housing units. (9,454 to 24,168).
- Approximately 4,000 of the housing units in 2013 were estimated to be vacant - suggesting both that downtown’s development has attracted buyers of second homes as well as the challenges experienced in downtown’s rental market.

2) PETCO Park’s opening did not change the underlying dynamics of Downtown’s employment picture.

Employment remains essentially unchanged, with 64,689 workers employed at 92101 businesses in 2004 and 64,718 working in downtown in 2011. Few new major firms focused on the “export” of products and services outside of San Diego have emerged in Downtown or relocated to the 92101 area.

3) Like many new sports stadiums, PETCO Park saw an initial spike in attendance but then a rapid fall off.

![Total Visitor Attendance at San Diego Ballgames vs. MLB Total Visitor Attendance, 2001-2013](chart.png)
The opening of PETCO Park saw a 1 million spike in attendance over the final season in Mission Valley’s Qualcomm Stadium. Like many new parks opened in the past two decades, however, attendance has flattened out.

4) **Ballpark visitors spent $67.6 million in downtown San Diego in 2013.**

Based on recent attendance figures, and estimates from Convention Sports & Leisure International, non-local attendees at PETCO Park ballgames generated $67.6 million in out-of-facility spending in 2013. This includes expenditures on dining, entertainment, transportation and overnight lodging.

5) **Overall, PETCO Park visitors generated a $44.3 million regional economic impact in 2013.**

Out-of-facility spending by non-local ballpark attendees in 2013 had a $44.3 million regional economic impact in San Diego County. This supported 791 year-round, full-time equivalent jobs.

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Notes: Depending upon the data source we define downtown as either comprised of the 92101 zip code (County Business Patterns) or San Diego Census Tracts 51 through 55 and 57 through 59 (all others).