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MINOR LEAGUE BASEBALL

2010 ATTENDANCE ANALYSIS

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2010 MINOR LEAGUE BASEBALL ATTENDANCE

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2010 MINOR LEAGUE BASEBALL ATTENDANCE

This report is an analysis of Minor League Baseball attendance for the 2010 season. It includes:

- An overview of key highlights.
- Attendance notes for each league and for individual teams.
- Listing of 2010 total attendance and per-game average attendance for every league and team.
- A comparison of 2010 vs. 2009 total attendance. A table shows attendance increases and decreases for all leagues and teams. It also notes the year nearly all current U.S./Canadian Minor League stadiums opened. Another page lists the teams with the biggest gains and worst declines in attendance in 2010.
- A feature on the growth of Minor League Baseball in Major League Baseball markets.
- A section about the tremendous increase in Minor League Baseball attendance over the past 41 years. Tables show how attendance has grown vs. 1969, 1979, 1989, and 1999.

NEW FEATURES THIS YEAR

This year's analysis has numerous new sections and features, including:

- A comparison of individual team attendance in 2010 with attendance in 2000 and 1990.
- 2010 Playoff and All-Star Game attendance.
- The yearly listing of NAPBL attendance since 1969 now includes the individual team full-season and short-season leaders.
- A listing of each team's season all-time high attendance and the year the record was set.
- A note on the number of teams with small gains or losses vs. the previous year.
- The addition of 1989 to the attendance growth section at the end of the report.
- A look back at 1949, when Minor League attendance was a then-record-high 39,640,443. That record was not broken until 1999 (for the total of NAPBL and Independent leagues), and 2004, just for NAPBL teams. There were many more teams and leagues in 1949 than now. This section lists attendance for each 1949 league, and also lists the individual teams with the highest and the lowest attendance in each league. It also notes attendance in cities which had Minor League teams in 1949, but now are in the Major Leagues.
- A look back at 1961, when Minor League attendance fell under 10 million.

NOTE TO LEAGUES, TEAMS, AND MEDIA

You can download this report, and the 2010 Major League Baseball Attendance Analysis, in PDF form, at numbertamer.com. Go to the website's 'Baseball Reports' page for the PDF links to each report.

Permission is granted for you to copy, distribute, publish, and use any of the material, including tables, appearing in these attendance analyses. Credit to numbertamer.com would be appreciated. Please contact David Kronheim (d.kronheim@verizon.net) if you have any questions about these reports. Comments and suggestions are always welcome. Please note that these reports are copyrighted.

SOURCES

The Media Relations Department of Minor League Baseball (also known as the National Association of Professional Baseball Leagues), provided attendance data for the developmental leagues of Major League Baseball for the years 1994 through 2010. Independent league data is from each league's official Website. Information from individual teams generally came from each team's Website. Major League attendance data is from the Major League Baseball Information System.

NAPBL data from years prior to 1994 is from The Sporting News Official Baseball Guides, (1949, 1969-1980, 1989-1993), the Website 'thebaseballcube.com' (1982-1988), the Encyclopedia of Minor League Baseball, Third Edition, edited by Lloyd Johnson and Miles Wolff (2007 – Baseball America), and from "Mud Hens and Mavericks" by Judith Blahnik and Phillip S. Schulz (1995 – Viking Penguin).

Independent league data prior to 1997 came from the Encyclopedia of Minor League Baseball, and the "Independent Baseball Page" Website.

The Websites 'oursportscentral.com,' 'baseballparks.com,' and 'ballparkdigest.com,' plus the "Baseball America Directory," were sources of some information about ballparks.

Individual team attendance for the Mexican League was not available for the 1981 season. Hopefully, these figures can be obtained in the future. If you can provide this data, it would be very much appreciated.

The Website 'archive.org' posted the 1950 and 1962 Sporting News Baseball Guides online, from the University of Florida library. This is how the 1949 and 1961 attendance figures were obtained.

The raw data was compiled and analyzed by David P. Kronheim, Director of Marketing Research for Number Tamer, which is a marketing research service with clients in the sports industry. David has visited more than 120 Minor League stadiums over the past three decades.

There is a small section on 2010 post-season and All-Star attendance. All other figures in this report are for regular season games only, and exclude exhibition, All-Star, and post-season games.

Baseball's Minor Leagues follow the current policy of all North American professional sports leagues, which is that official announced attendance is for tickets sold, not for actual in-stadium attendance. It includes 'no-shows,' which are tickets sold, but not used. In addition, Minor League announced attendance figures often include fans who are admitted to games for free. A 'sellout' usually means that all fixed seats were sold-out for a particular game. Many ballparks have standing-room, or lawn seating tickets available, and all those tickets don't have to be sold for most teams to list a game as a 'sellout.'

ABOUT THE CONTINENTAL LEAGUE

The actual 2010 attendance for independent leagues was slightly higher than listed. The Continental League was unable to finish its season due to financial problems. The league folded in July. Only 85 dates were played by the 4 teams in the league, and no attendance figures were compiled. It is doubtful that average attendance per date in that league was more than 200. So the total attendance for the Continental League in 2010 was probably no more than 17,000, and perhaps, considerably less.

ATTENTION, ENGLISH TEACHERS:

Team names in this report are spelled exactly as they appear in the Information Guide of Minor League Baseball, and on the Websites of the independent leagues.

“WARMING UP” - AN OVERVIEW OF HOW BASEBALL’S MINOR LEAGUES ARE ORGANIZED

There are two types of ‘leagues’ in Minor League Baseball. The majority of them are affiliated with Major League Baseball, as part of its player development program, or ‘farm system.’

NAPBL LEAGUES

The National Association of Professional Baseball Leagues (NAPBL), also known as “Minor League Baseball,” is the governing body of those minor leagues which are affiliated with Major League Baseball.

These leagues are divided into five classifications: Class AAA (International and Pacific Coast Leagues); Class AA (Eastern, Southern and Texas Leagues); full-season Class A (California, Carolina, Florida State, Midwest and South Atlantic Leagues); short-season Class A (New York-Penn and Northwest Leagues); Rookie Class (Appalachian and Pioneer Leagues). In addition, there is the Mexican League, which is a member of the NAPBL, but whose teams are not affiliated with any Major League teams.

Five additional Rookie Class leagues (Arizona, Gulf Coast, Dominican, Venezuelan, and Mexican Academy) do not charge admission to their games, and are not included in this report. Also not included are the post-season Florida Instructional and Arizona Fall Leagues.

The Class AAA, AA, and full-season A teams play a 140-144 game season, starting in early April. Short-season teams in the leagues that charge admission, play 68-76 games, beginning around mid-June. All these leagues conclude their seasons with playoffs in early through mid-September. The Mexican League plays a 110 game schedule starting in late March, and continuing through late July, with playoffs in August.

Each Major League team is affiliated with one Class AAA team, one Class AA team, two full-season Class A teams, and at least one short-season team in a league that charges admission. Some Major League teams have more Minor League affiliates than others.

INDEPENDENT LEAGUES

The independent leagues are not affiliated in any way with Major League Baseball. Their players, managers, and coaches are under contract to their individual leagues or teams. (Uniformed personnel in NAPBL leagues, other than the Mexican League, are under contract to their specific Major League parent teams.) Major League organizations can, and often do, sign independent league players to contracts. Independent leagues were once the rule in Minor League Baseball. But as the modern Major League farm systems developed, minor leagues began to affiliate with Major League teams, and independent leagues pretty much disappeared.

The current generation of independent leagues began in 1993 with the start of the Northern and the Frontier Leagues. All independent leagues have been through major reorganizations, and in some cases, name changes. The Can-Am League first played in 1995, as the Northeast League. The American Association is a combination of former Northern League and Central League teams. The Central League began as the Texas-Louisiana League in 1994. Numerous other independent leagues were started. Some, such as the Heartland League and the Prairie League, managed to last 3 seasons. Others were unable to survive even one full season. A significant reorganization of independent leagues takes place in 2011.

In 2010, the 8 independent leagues that operated were the Atlantic, Can-Am, Northern, Frontier, American Association, United Baseball, Golden Baseball, and Continental Leagues. Most of these leagues played 92-100 game schedules. The Atlantic League played a 140 game schedule. The Continental League’s 4 teams only played a combined 85 home dates, and the league disbanded in July.

In order to avoid confusion, this report will refer to leagues affiliated with Major League Baseball as “NAPBL Minor Leagues.” Attendance listings and individual league analyses will be kept separate from the data of the independent leagues, unless otherwise noted.

COMBINED NAPBL MINOR LEAGUES AND INDEPENDENT LEAGUES OVERVIEW

A Small Decline in Attendance for Baseball’s Minor Leagues in 2010

- **Combined attendance for all of baseball’s minor leagues fell very slightly in 2010. It was the second straight year that combined attendance for Major League affiliated leagues (NAPBL) and independent leagues declined. This followed 24 consecutive seasons of increases.**
- **Total attendance for all minor leagues fell 72,201 (0.1%) in 2010 to 49,537,502, with average attendance per date down by 57. This total attendance figure is still the 4th highest of all time. In 2009, the combined NAPBL/Independent attendance was down 3.8%.**
- **Major League affiliated leagues (NAPBL) had a 212,062 drop in total attendance (0.5%), with average per date down 63. These leagues had a 3.7% dip in 2009. Independent leagues gained 139,861 (1.8%) in total attendance. But their average attendance per date fell by 18 due to more playing dates in 2010. These figures exclude the Continental League, which folded in July. In 2009, independent leagues had a combined 4.2% dip. Major League Baseball attendance fell 0.4% in 2010, and dropped 6.6% in 2009.**
- **The Mexican League took another big hit, as their attendance fell 11.8% in 2010. In 2009, Mexican League attendance dropped 23.7%, and their average per date was down 1,175.**
- **Excluding the Mexican League, NAPBL total attendance actually increased 152,757 (0.4%) in 2010. Average attendance per date, excluding the Mexican League, declined by 52. The 160 U.S./Canadian NAPBL teams played a combined total of 160 more dates in 2010 than in 2009.**
- **Despite the decline in overall attendance, leagues and teams continued to set records in 2010. The Midwest League reached an all-time high for the 4th straight year. The Eastern and Florida State Leagues also set record-highs. 3 NAPBL teams moved to new markets, while 4 others opened new ballparks in their existing markets, and those 7 teams had a combined attendance increase of 70.8%. 16 individual full-season, and 7 short-season U.S./Canadian NAPBL teams had their best total attendance ever in 2010. (These do not include teams playing their first season in a particular market.)**
- **Among the independent leagues, 2 teams that moved to new markets posted a combined attendance gain of 16.2%. The Golden Baseball League set a new attendance record. 6 independent teams had record highs.**

Combined NAPBL and independent league attendance had gone up for 24 straight years – 1985-2008!

NAPBL attendance rose every year from 1985 through 1994. From 1995 through 2008, 3 years had small declines in NAPBL attendance. But when attendance for independent leagues, the first of which began play in 1993, is added to the NAPBL figures for those years, the combined Minor League attendance shows an increase.

COMBINED NAPBL AND INDEPENDENT LEAGUE ATTENDANCE SINCE 1993

1993 - 30,756,828	1998 - 39,279,073	2003 - 45,627,856	2008 - 51,576,409
1994 - 35,286,552	1999 - 40,051,268	2004 - 46,445,630	2009 - 49,609,703
1995 - 36,208,800	2000 - 43,229,652	2005 - 48,851,400	2010 - 49,537,502
1996 - 36,747,940	2001 - 44,805,778	2006 - 49,268,793	
1997 - 38,227,980	2002 - 45,049,213	2007 - 51,298,733	

Total combined NAPBL Minor League and independent league regular season attendance was an all-time high 51,576,409 in 2008.

The 176 NAPBL Minor League teams that charge admission attracted a record high 43,263,740 to their games in 2008. NAPBL teams drew 41,432,456 in 2010. The all time independent league attendance record was set in 2007, when 9 leagues, with 67 teams that played home games, drew 8,485,921. In 2010, 7 leagues (excluding the Continental League), with 60 teams that played home games, drew 8,105,046.

2010 HAD AN INCREASE IN THE NUMBER OF PLAYING DATES FOR NAPBL AND INDEPENDENT LEAGUES

Better weather early in the season resulted in a combined 177 more playing dates in 2010 than in 2009. NAPBL leagues had a total of 110 more dates, while independent leagues had 67 more (excludes the Continental League). The United League had 38 more dates, and the Golden Baseball League added one team and 61 dates.

Among NAPBL leagues, the number of home dates declined by 50 in the Mexican League. The Florida State League played 37 more dates. The South Atlantic (for the 14 returning teams) and International Leagues each had 30 more dates in 2010, and the Eastern League had 26 additional dates. NAPBL teams had the most playing dates since 2001.

OF HOME DATES

<u>YEAR</u>	<u>NAPBL LEAGUES</u>	<u>NAPBL - EXCL. MEXICAN LEA.</u>	<u>INDEPENDENT LEAGUES</u>
2010	10,379	9,591	2,840
2009	10,269	9,431	2,773
2008	10,364	9,532	2,889
2007	10,303	9,455	3,113
2006	10,305	9,472	2,599
2005	10,369	9,503	2,701
2004	10,067	9,378	2,186
2003	10,119	9,256	2,521
2002	10,354	9,486	2,384
2001	10,382	9,424	2,360

NAPBL AND INDEPENDENT LEAGUES PLAYOFF AND ALL-STAR GAME ATTENDANCE

All Minor Leagues had playoff games in 2010. There were 190 post-season games played by NAPBL teams. These games drew a total of 804,897, an average of 4,236 per date.

Playoffs are a big event for the Mexican League. In 2010, the Mexican League drew 407,552 for its 42 post-season games, an average of 9,703 per game. 15 games topped 10,000 in attendance, with a high of 24,385 at Monterrey. 2010 regular season games in the Mexican League had an average attendance of 3,445.

The 148 playoff games for U.S./Canadian teams averaged 2,685 per game. Only one game (at Sacramento, in the Pacific Coast League) topped 10,000 in attendance, and just 11 games drew at least 5,000. Attendance was below 1,000 at 37 games.

Independent league teams drew 129,438 for 76 playoff games, an average of 1,703 per game.

Year-to-year comparisons of Minor League post-season attendance serve little purpose since the number of games played, and the cities they're played in, can vary greatly from one year to the next.

There are several reasons why, with the exception of the Mexican League, Minor League post-season games don't draw well. Some leagues play split-seasons, with playoff teams for each half of the season, so at least one or two playoff teams are known well ahead of time. But in other cases, there is little time for advance ticket sales to these games. Group ticket sales, and promotions and giveaways, which are major components of Minor League attendance, are difficult to plan on short notice. Mexican League playoff games are in late July and August. But playoffs in all other leagues take place in September, when school is open, and the N.F.L. and college and high school football seasons have begun.

There were 9 All-Star Games played among NAPBL leagues in 2010. They drew a combined 62,315, led by a sellout crowd of 10,000 at the AAA All-Star Game at Lehigh Valley (Allentown, PA). The Eastern League game at Harrisburg drew 8,078. The 4 All-Star Games played by independent leagues drew a total of 19,499, led by the Atlantic League, which attracted 6,436 to its game at Long Island.

COMBINED NAPBL MINOR LEAGUES AND INDEPENDENT LEAGUES OVERVIEW

TEAMS WITH ATTENDANCE GROWTH – 2010 vs. 2009

In 2010, there was a significant increase in the number of teams that achieved gains in attendance. 173 NAPBL teams played in the same market as in 2009. 83 of these teams had growth in total attendance in 2010, while 90 had declines. In 2009, twice as many teams suffered decreases vs. 2008, than posted gains. In 2008, 86 teams had gains vs. 2007, and 86 were down. 2007 was the reverse of 2009, with exactly twice as many teams posting a gain vs. 2006, than had a loss.

In average attendance per home date, many more NAPBL teams had declines than had gains in 2010. 64 teams were up, while 109 were down. These figures exclude teams that moved. Average attendance per home date rose for 63 teams in 2009, while 107 recorded a decline, and one had no change. In 2008, average attendance per home date rose for 72 teams and fell for 100 teams. In 2007, average per date was up for 110 teams, fell for 60, and one team had no change.

NAPBL TEAMS IN SAME MARKETS AS IN THE PREVIOUS YEAR -
SHOWING TOTAL ATTENDANCE GAIN/LOSS VS. PREVIOUS YEAR

Year	# of Teams	# With Gain	# With Loss	# No Change
2010	173	83	90	0
2009	171	57	114	0
2008	172	86	86	0
2007	171	114	57	0
2006	174	88	86	0
2005	170	98	71	1
2004	169	87	82	0
2003	169	58	111	0
2002	173	84	88	1
2001	169	86	83	0
2000	170	71	99	0
1999	169	64	105	0
1998	164	83	81	0

28 of 55 independent league teams playing in the same market as in 2009, had growth in total attendance in 2010. 24 independent teams had gains in average attendance per date.

SMALL CHANGE

As the table above shows, the number of teams achieving increases in attendance from one year to the next tends to vary, often by wide margins. But because this variation is frequently caused by some very small increases or decreases in an individual team’s yearly attendance, the year-to-year change in the number of teams posting gains or losses may be less significant than it seems.

In 2010, a combined total of 43 NAPBL and independent teams that posted attendance increases vs. 2009, had gains of less than 5,000. This includes 23 full-season NAPBL teams, 16 short-season NAPBL teams, and 4 independent league teams. For 16 of those teams, the increase was less than 1,000.

There were 29 teams with declines vs. 2009 (14 full-season NAPBL, 12 short-season NAPBL, and 3 independent), whose 2010 attendance fell less than 5,000 from 2009, with 5 of those teams down less than 1,000.

In 2009, just 27 teams overall had gains of 5,000 or less, with 8 teams up less than 1,000. There were 25 teams whose attendance fell less than 5,000, with 3 teams down less than 1,000.

TOTAL PROFESSIONAL BASEBALL ATTENDANCE WENT DOWN AGAIN IN 2010, BUT JUST SLIGHTLY

Major League Baseball regular season attendance was 73,054,407 in 2010, down 0.4% from 2009. Combined Major League/Minor League attendance in 2010 was 122,591,909. This is down from 122,977,362 in 2009. The all-time record-high combined Major/Minor League total attendance is 130,801,908, set in 2007.

NAPBL LARGEST GAINS AND DECLINES BY CLASSIFICATION

By classification, NAPBL teams with the biggest 2010 gains in total attendance were: Buffalo (among all AAA teams); Tulsa (AA); Winston-Salem, which had the biggest loss among full-season Class A teams in 2009 (full-season A); Lowell (short-season A); Bristol (Rookie).

By classification, NABPL teams with the worst losses in 2010 were: Gwinnett (AAA); Akron (AA); Rancho Cucamonga (full-season A); Eugene (short-season A); Great Falls (Rookie).

The above listings do not include Mexican League or independent league teams.

A listing of the individual teams with the biggest attendance gains and losses for 2010 in both the NAPBL and independent leagues can be found on page 9.

AVERAGE ATTENDANCE PER HOME DATE – NAPBL AND INDEPENDENT LEAGUES

In 2010, average attendance per home date fell by 63 for NAPBL leagues, and by 18 for the independent leagues, and was down by a combined total of 57 for all Minor Leagues. The smaller decline in average attendance per date for independent leagues is mainly due to the deletion of teams that drew poorly. In 2008, new records were set for NAPBL average per date, and for the combined NAPBL/independent leagues average per date. The all-time high independent leagues average was achieved in 2004.

AVERAGE ATTENDANCE PER HOME DATE – 1997-2010 (record highs in bold)

Year	NAPBL Leagues	Independent Leagues	All Minor Leagues
2010	3,992	2,854	3,747
2009	4,055	2,872	3,804
2008	4,174	2,877	3,892
2007	4,155	2,726	3,824
2006	4,048	2,908	3,818
2005	3,986	2,785	3,738
2004	3,962	3,000	3,791
2003	3,861	2,588	3,579
2002	3,732	2,689	3,537
2001	3,738	2,541	3,516
2000	3,658	2,475	3,445
1999	3,386	2,559	3,258
1998	3,431	2,054	3,167
1997	3,469	N.A.	N.A.

A NOTE ABOUT THE TERM 'HOME DATE:'

The term 'average attendance per date' or 'average per opening' is used in baseball, rather than 'average attendance per game.' This is done since baseball teams still play single-admission doubleheaders, two games for one ticket, to make up rainouts. For attendance purposes, single-admission doubleheaders count as one 'date.' Day/night doubleheaders, requiring a separate ticket to each game, count as two separate 'openings' or 'dates.'

AVERAGE ATTENDANCE PER HOME DATE – NAPBL AND INDEPENDENT LEAGUES

- Average attendance per date for NAPBL teams fell 63 to 3,992 in 2010. The record-high is 4,174, set in 2008.
- The International League averaged 7,048, the best in 2010, but down from a record-high 7,348 in 2009.
- **A record for average attendance per date was set again by Midwest League.** The Florida State League had its best average per date since at least 1993, and the Carolina League had its best average since 1995.
- For the second straight year, no team's average reached 10,000 per home date. Sacramento had topped 10,000 per date for 8 straight years from 2000 through 2007. Monterrey (Mexican League) did it in 2008.
- Lehigh Valley (Allentown, PA) averaged 9,227 per home date, the best mark in the Minors in 2010. Sacramento also averaged more than 9,000 per date. In 2009, Columbus, OH had the best average.
- Columbus, Pawtucket, Louisville, Round Rock, Albuquerque, Buffalo, Indianapolis, and Dayton were other teams that averaged 8,000+ per date. So 10 teams drew at least 8,000 per home date in 2010. The number of teams reaching this level was 11 in 2009, 13 in 2008, 17 in 2007, 13 in 2006, 11 in 2005, 13 in 2004, 12 in both 2003 and 2002, 11 in 2001, 8 in 2000, and only 4 teams in 1999.
- Charlotte had the lowest average among Class AAA teams in 2010 – 4,248.
- Richmond, Reading, Frisco, and Tulsa were the Class AA teams that averaged more than 6,000 per date in 2010. In previous years, the number of Class AA teams reaching an average of 6,000+ was 4 in 2009, 5 in both 2008 and 2007, 6 in both 2006 and 2005, 7 in 2004, and 6 in 2003.
- Huntsville, AL once again had the lowest Class AA average, drawing just 1,404 per date.
- 11 Class A (including short-season) teams topped 5,000 per date in 2010 and 2009. This level was topped by 12 teams in 2008 and 2007, 10 in 2006, 11 in 2005, 10 in 2004 and 2003, 9 in 2002, 10 in 2001, and 6 in 2000.
- **Dayton averaged 8,535 per date to lead Class A for the 11th straight year.** Kane County and Lakewood were the other full-season Class A teams who attracted more than 6,000 fans per date, just as they did in 2009.
- Dunedin had the lowest average (576) among all NAPBL teams. Burlington IA, Jupiter, Bradenton, Palm Beach and Bakersfield also did not reach the 1,000 per date mark among full-season teams.
- **Brooklyn averaged 7,147 per home date, leading all short-season teams for the 10th year in a row.**
- 3 more short-season teams – Aberdeen (6,548), Lowell (5,446), and Staten Island (5,806) topped a 5,000 per date average. Hudson Valley, Tri-City (NY-Penn), Vancouver, and Spokane were the other short-season teams that averaged more than 4,000 per date.
- 10 short-season teams (9 in the Appalachian League plus Helena), averaged fewer than 1,000 fans per date.
- **Among independent league teams, Long Island had the best average attendance per date (6,039) in 2010.** Winnipeg, Somerset, St. Paul, and Kansas City were the other independent league teams that averaged more than 5,000 a date. 5 independent teams averaged 5,000+ in 2009, 2008, 2004, 2001, and 2000. 7 teams did it in 2007. 6 teams topped 5,000 in both 2006 and 2005, and 4 teams did it in both 2003 and 2002.
- Coastal Bend averaged 349 per date, the lowest of any Minor League team in 2010, excluding the Continental League. Pittsfield and Oakland County also averaged less than 1,000. In both 2009 and 2008, there were 6 independent league teams averaging below 1,000 per date. 7 independent teams averaged below 1,000 per date in 2007. But in 2006, and also in 2004, every independent team averaged at least 1,000. 3 fell below this level in 2005. 15 of the 59 independent league teams (including the Canadian League, which folded in mid-season) were below 1,000 per date in 2003, as were 8 teams in 2002, 9 in both 2001 and 2000, and 5 in 1999.
- The Frontier League set a new record-high for average attendance per date in 2010.

BIGGEST GAINS AND WORST DECLINES IN 2010

10 BIGGEST GAINS IN TOTAL ATTENDANCE – 2010 vs. 2009 – NAPBL TEAMS

<u>TEAM</u>	<u>LEAGUE</u>	<u>2010 ATTENDANCE</u>	<u>CHANGE vs. 2009</u>
Winston-Salem	Carolina	312,313	254,648
Tulsa	Texas	408,183	91,818
Harrisburg, PA	Eastern	294,325	65,584
Mexico City	Mexican	246,568	64,578
Buffalo	International	575,296	45,507
Chihuahua	Mexican	143,658	38,537
Omaha	Pacific Coast	406,276	35,230
Kane County, IL	Midwest	430,831	30,791
Colorado Springs	Pacific Coast	328,003	27,818
Fort Wayne	Midwest	404,942	26,413

- Winston-Salem and Tulsa moved into new ballparks in 2010, and Harrisburg's park was totally rebuilt.

10 BIGGEST DECLINES IN TOTAL ATTENDANCE – 2010 vs. 2009 – NAPBL TEAMS

<u>TEAM</u>	<u>LEAGUE</u>	<u>2010 ATTENDANCE</u>	<u>CHANGE vs. 2009</u>
Reynosa	Mexican	187,614	(126,303)
Rancho Cucamonga	California	150,687	(116,086)
Gwinnett County, GA	International	337,240	(86,316)
Portland, OR	Pacific Coast	294,332	(75,248)
Saltillo	Mexican	237,435	(59,123)
Akron	Eastern	261,563	(55,273)
Veracruz	Mexican	98,780	(54,337)
Springfield, MO	Texas	357,336	(45,282)
Monterrey	Mexican	356,755	(43,555)
Oaxaca	Mexican	166,393	(39,164)

- Monterrey had the biggest increase of any team in 2008 (166,863), and the biggest decline in 2009 (258,181).

5 BIGGEST GAINS IN TOTAL ATTENDANCE – 2010 vs. 2009 – INDEPENDENT TEAMS

<u>TEAM</u>	<u>LEAGUE</u>	<u>2010 ATTENDANCE</u>	<u>CHANGE vs. 2009</u>
Edinburg	United	101,620	36,574
Laredo	United	66,194	34,566
Traverse City	Frontier	204,440	34,082
Chico	Golden Baseball	113,819	24,543
River City (O'Fallon, MO)	Frontier	113,431	23,655

5 BIGGEST DECLINES IN TOTAL ATTENDANCE – 2010 vs. 2009 – INDEPENDENT TEAMS

<u>TEAM</u>	<u>LEAGUE</u>	<u>2010 ATTENDANCE</u>	<u>CHANGE vs. 2009</u>
Fort Worth	American Assn.	122,062	(55,745)
Sioux Falls, SD	American Assn.	86,518	(46,011)
Newark, NJ	Atlantic	117,985	(45,751)
Coastal Bend, TX	United	11,874	(34,210)
St. Paul	American Assn.	237,944	(29,404)

- The opening of Target Field in Minneapolis was a major cause of St. Paul's decline, but they still led their league in attendance by a wide margin.

INDIVIDUAL TEAM ATTENDANCE GROWTH – 2010 vs. 2000, AND 2010 vs. 1990

Later in this report, there is a section examining Minor League historic attendance growth by league. This section looks at individual team attendance growth, comparing 2010 attendance with attendance in 2000 and in 1990. It includes 2010 teams that were playing in different leagues, or in different NAPBL classifications in either 1990 or 2000. Some cities went from being NAPBL-affiliated markets in 2000 and/or 1990, to hosting independent league teams in 2010. Other markets went from having a short-season team to having a full-season team, and vice-versa.

2010 vs. 2000

In 2010, there were 179 Minor League teams (150 NAPBL and 29 independent) that played in the same general geographic area as they, or some other Minor League team played in, for the 2000 season. It includes teams that stayed in the same market, but moved to a new ballpark since 2000.

85 of those 150 NAPBL teams had higher attendance in 2010 than in 2000, while 65 teams had a decline. Norwich, CT, one of the declining markets, had a full-season Class AA team in 2000, and a short-season team in 2010. Just 4 of the 29 independent league markets with a team in both years had higher attendance in 2010 than in 2000. 6 of the independent markets with declines (El Paso, Shreveport, Wichita, Edmonton, Calgary, Tucson) had full-season NAPBL teams in 2000, so they played a longer schedule then.

29 NAPBL teams moved to a new ballpark in the same market after 2000. Only one of these teams, Eugene, OR, had lower attendance in 2010 than in 2000. This excludes teams in the Mexican League. None of the independent teams playing in the same market in 2010 as in 2000, opened a new park since then.

Toledo (Class AAA) posted the biggest increase of any team when comparing 2010 and 2000 attendance for teams that played roughly the same schedule length for both years. The Mud Hens drew 259,495 more fans in 2010 than in 2000. A major factor in this increase is a new ballpark. Greensboro had the next highest gain, 247,906 (best among full-season Class A teams). Albuquerque was up 232,997. The best gain in Class AA was 148,396 by New Britain, which played in the same ballpark both years. Staten Island, up 106,121 had the best growth among short-season teams. Mexico City's increase of 135,482 was tops in the Mexican League. Overall, there were 18 teams that drew at least 100,000 more fans in 2010 than in 2000.

Among independent markets, Evansville, up 32,585, had the best increase.

There are two markets that had very poorly drawing independent teams in 2000, and very successful NAPBL teams in 2010. The Aberdeen Ironbirds drew 218,526 more in 2010 than the independent league team there did in 2000. Allentown, PA had an independent team in 2000. The 2010 Lehigh Valley IronPigs outdrew that team by a whopping 543,554. A fancy new ballpark, very good marketing, and an affiliation with the Philadelphia Phillies were much more important factors in this huge attendance increase than a longer schedule.

The Class AAA Memphis Redbirds' attendance fell 397,810 since 2000, the biggest decline of any team. Yucatan and Saltillo, both of the Mexican League, also had attendance fall more than 300,000. Sacramento had a decrease of 203,898. Akron, down 219,497, had the worst loss of any Class AA team. Rancho Cucamonga's drop of 161,646 is the largest among full-season Class A teams, while Mahoning Valley's decline of 91,731 was the biggest for a short-season NAPBL team. 13 NAPBL markets saw attendance decline at least 100,000 since 2000. This includes now-short-season Norwich.

Bridgeport, down 153,549, and Newark, down 107,406, had the largest declines among teams that played in independent leagues in both 2010 and in 2000. Calgary and Edmonton were each down more than 200,000 since 2000. But both of these teams went from the full-season Pacific Coast League in 2000, to the independent, shorter season Golden Baseball League in 2010. Nevertheless, average attendance per date is also way down for each of these teams.

There were 176 NAPBL teams that charged admission to their games in 2000, and the total attendance for those teams was 37,647,819. In 2010, there also were 176 NAPBL teams that charged admission, and they drew a combined 41,432,456. Independent league attendance was 5,581,833 in 2000, with 49 teams playing home games. In 2010, the 60 independent teams (excluding the Continental League) drew 8,105,046.

INDIVIDUAL TEAM ATTENDANCE GROWTH – 2010 vs. 2000, AND 2010 vs. 1990**2010 vs. 1990**

There were no independent leagues in operation in 1990.

Significantly more teams posted increases, and very large increases, when comparing 2010 attendance with 1990, than when doing a comparison of 2010 with 2000. This is due to much better marketing of Minor League Baseball starting in the decade of the 1990's, and the opening of so many of new ballparks since 1990.

106 NAPBL teams played in the same geographic market in 2010, as a team played in during the 1990 season. 73 of those teams had higher attendance in 2010, than a team in the same market in 1990. Attendance fell for 33 teams. 3 of the teams with declines (Tri-City in 2010, replacing Albany-Colonie, which operated in 1990, Vancouver, and Williamsport) now play a short-season schedule, as opposed to a full-season in 1990. Jupiter and Palm Beach, who share a ballpark in Jupiter FL, each drew less in 2010, than the 1990 team playing in nearby West Palm Beach.

8 markets with independent league teams in 2010 (Pittsfield, Shreveport, Rockford, Wichita, El Paso, Calgary, Edmonton, Tucson), had teams in NAPBL leagues in 1990. All 8 of the 2010 independent league teams drew less than their 1990 NAPBL predecessors.

53 of the 97 NAPBL U.S./Canadian teams in operation in both 2010 and 1990, play in a ballpark that opened after 1990. 44 of them had better attendance in 2010 than in 1990. The 9 teams with a decline include both Palm Beach and Jupiter. Also included, are the Tri-City (NY) ValleyCats of the short-season New York-Penn League. That team, which plays in the Albany-Schenectady-Troy market, drew less than the full-season Eastern League Albany-Colonie team drew in 1990. However, the ValleyCats are very successful, having set a team attendance record in each of the last 7 years. Louisville is the only NAPBL team above Class A that moved into a new ballpark since 1990, whose 2010 attendance was less than it was 20 seasons earlier.

Attendance was at least 100,000 higher in 2010 than in 1990 for 31 teams, with 12 of those teams posting increases of at least 200,000. Toledo (AAA), up 399,050 since 1990, had the best increase. The Mud Hens also posted the biggest gain since 2000. Pawtucket, Reno, and Salt Lake City also had gains of better than 300,000.

Reading, up 252,226, had the best increase among Class AA teams. Greensboro's gain of 226,279 was best for full-season Class A. This team also had the best 2010 vs. 2000 Class A gain. Spokane's attendance was 45,288 higher than in 1990, the best gain for a short-season team. Monterrey, up 196,689, had the best increase among Mexican League teams.

7 teams drew at least 100,000 less in 2010 than in 1990. This includes Vancouver, which had a full-season team 20 years ago, but plays in a short-season league now. Buffalo, which topped 1.1 million in attendance in 1990, had the largest decline since then, down 581,365. Scranton-Wilkes Barre and Nashville were the other teams with losses of at least 200,000. Huntsville, down 137,584, had the largest decline among Class AA teams. South Bend's loss of 82,886 was the worst among full-season Class A teams. Burlington, VT had the biggest drop (36,057) among teams that played a short-season schedule in both 2010 and in 1990. Campeche and Nuevo Laredo of the Mexican League had declines of more than 100,000.

In 1990 there were 164 NAPBL teams in operation in leagues that charged admission. Total attendance that year was 25,244,569. The total attendance figure is from data published by the office of Minor League Baseball.

MINOR LEAGUE BASEBALL IN MAJOR LEAGUE MARKETS – Includes Independent League Teams

A big factor in the growth of Minor League baseball since 1990 has been its return to areas which have Major League franchises. Now, some of the most successful Minor League teams, in terms of attendance, play in the same television markets as Major League clubs. Nearly all have new, or thoroughly rebuilt, ballparks.

Until the 1950's, it was common to find Minor League teams near Major League cities. During that decade, increased car ownership, new high-speed roads, and television, made it easier for fans to attend and watch Big League games. The Minor League teams in those areas couldn't stay in business. By 1976, the only teams close to Major League cities were Pawtucket, about 40 miles from Boston, Reading, 60 miles from Philadelphia, and San Jose, around 40 miles from San Francisco and Oakland. In the New York City area, an Eastern League team played in Jersey City in 1977 and 1978. That team's combined attendance for those two years was just 88,993.

But starting in the 1990's, more Minor League teams began operating near Major League clubs. In 2010, 60 Minor League teams played in the same television market as a Major League franchise. Two more teams (Pawtucket and Dayton) are located in non-Major League TV markets, but their ballparks are within about 50 miles of a Major League city. So in 2010, 19 of the 26 Major League TV markets, had a Minor League team located either in their TV market, or in a city that is less than 60 miles away, but is officially in a different TV market.

In 1976, Pawtucket, Reading and San Jose drew a combined attendance of 275,641. This was just 2.4% of the total 1976 Minors attendance. In 2010, these same 3 teams, playing in the same ballparks as in 1976, drew a combined 1,249,915. Also in 2010, the 60 Minor League teams in Major League markets, plus Pawtucket and Dayton, had a combined attendance of 13,731,251. That was 27.7% of the year's total Minor League attendance. It was also 21% higher than the total attendance (11,324,947) for all 141 Minor League teams in 1976.

New York, Boston and Philadelphia are Major League markets that have had much recent success with Minor League baseball. In 1992, there was only one Minor League team in the Boston area (Pawtucket – which is in the Providence-New Bedford TV market), one in the Philadelphia market, and none in New York. In 2010, the New York TV market had 10 teams, including 2 within New York City. The Boston and Philadelphia markets each had 5 teams. As the following 3 tables show, many of these teams have done remarkably well.

New York Area Teams	2010 Attendance	Notes
Lakewood, NJ	431,954	Led South Atlantic League 2001-2007, and 2009-2010
Brooklyn, NY	264,441	Owns the 10 highest short-season team totals
Staten Island, NY	209,018	Record high again in 2010. Up 81% since 2006
Hudson Valley (Fishkill), NY	158,932	Sold out nearly all games since team formed in 1994
Long Island (Central Islip), NY	410,619	Highest total indep. attend. in each of the last 11 years
Somerset (Bridgewater), NJ	369,466	Averaged over 5,000/game every year in their history
Bridgeport, CT	160,653	Attendance cut in half since 1999 high of 342,857
Newark, NJ	117,985	All-time low in 2010. Moves to Can-Am Lg. in 2011
Sussex (Augusta), NJ	71,826	NY-Penn team in same park drew 176,788 in 1995
New Jersey Jackals (Montclair)	86,014	3 straight declines after a significant gain in 2007
New York Market Total	2,280,908	Overall 1.9% decrease in total attendance in 2010

Boston Area Teams	2010 Attendance	Notes
Pawtucket (Providence TV market)	592,326	Drew over 600,000 in 8 of the last 10 years
New Hampshire (Manchester)	386,102	Missed setting a 7 th straight record-high by just 890
Lowell, MA	201,512	Record high in 2010, sellout streak ends at 413 games
Brockton, MA	100,092	Led Can-Am Lea. 2004-07, but down 51% since 2004
Worcester, MA	88,499	Gained 10,000 in 2010. Plays at Holy Cross Univ.
Boston Area Total	1,299,531	8.1% decline with one less team (Nashua) in 2010

MINOR LEAGUE BASEBALL IN MAJOR LEAGUE MARKETS – Includes Independent League Teams

Philadelphia Area Teams	2010 Attendance	Notes
Reading, PA	456,466	Eastern League attendance leader 7 of last 9 years
Wilmington, DE	296,041	Led Carolina Lg. in att. 11 straight years-1998-2008
Lehigh Valley (Allentown, PA)	645,905	2 nd best att. in Minors. Total of 168 sellouts-2008-10
Trenton, NJ	384,028	AA record 14 straight years of 400,000+ ends in 2009
Camden, NJ	246,039	Small gain in 2010
Philadelphia Market Total	2,028,479	A gain of 1.6% in 2010

There have been many success stories in the other 16 Major League markets with Minor League teams.

Los Angeles 6 Minor League teams... Rancho Cucamonga had led the California League for 17 straight years, before suffering a huge decline in 2010.

Chicago 6 teams... Kane County has topped 400,000 for 17 consecutive seasons, and been above 500,000 in 6 of the last 10 years... Gary set a team record every year from 2003 to 2007.

San Francisco 1 team... San Jose set a record high in total and average per date attendance in 2009.

Dallas 3 teams... Frisco has led all Class AA teams in attendance for 6 straight years.

Washington 5 teams... Frederick topped the Carolina League in 2009, and always draws well.

Seattle 2 teams... Tacoma had its best attendance ever in 2009, and just missed a new high in 2010.

Tampa 5 teams... In 2010, Clearwater had the highest attendance of any Florida State League team since 1990, and set another team record high.

Minneapolis 1 team... St. Paul has sold out most games since they began play in 1993.

Cleveland 3 teams... Akron has led the Eastern League in attendance 6 times since 1997, and is one of only 6 Class AA teams to ever top 500,000. But their attendance has fallen sharply.

St. Louis 2 teams... Gateway set the Frontier League record in 2004 (broken by Southern Illinois in 2007).

Pittsburgh 1 team... Washington, PA has sold out many games in its history.

Baltimore 1 team... Aberdeen set avg./date high in 2010, and is the 2nd best draw of short-season teams.

Atlanta 2 teams... Rome has always drawn well. Gwinnett County had a big decline in 2010.

Kansas City 1 team... Kansas City (KS) set new team record in 2007, and is a top independent league draw.

Detroit 1 team... Frontier League team not operating in 2011. Also, Toledo (a separate TV market) is about 60 miles from Detroit, and the Mud Hens have surpassed 500,000 for 9 straight years

Cincinnati 2 teams... Dayton (a separate TV market) has topped 570,000 in all 11 years of operation, has a pro baseball record of 774 consecutive sellouts, drew a team and Class A record-high in 2010, and is the most successful Class A team ever.

The New York, Los Angeles, Chicago, and San Francisco/Oakland TV markets each have two Major League teams. San Diego, Phoenix, Miami, Milwaukee, Houston, Denver, and Toronto are the Major League TV markets that did not have any Minor League teams in 2010.

NAPBL MINOR LEAGUES ATTENDANCE HIGHLIGHTS

- **Attendance dropped 0.5% in 2010, but in 2008, NAPBL Minor Leagues set yet another new attendance record, and total attendance increased vs. the previous season for the 30th time in 34 years.**

NAPBL MINOR LEAGUES - TOTAL ATTENDANCE SINCE 1969

1969 - 9,984,263 \$	1980 - 15,541,674 *	1991 - 26,590,096	2002 - 38,639,142
1970 - 10,726,470	1981 - 16,178,790	1992 - 27,180,170	2003 - 39,069,707
1971 - 11,134,084	1982 - 17,637,244	1993 - 30,022,761	2004 - 39,887,755
1972 - 10,986,628	1983 - 18,559,190	1994 - 33,355,199	2005 - 41,333,279
1973 - 10,828,828	1984 - 17,580,299	1995 - 33,126,934	2006 - 41,710,357
1974 - 10,562,452	1985 - 18,380,000	1996 - 33,293,383	2007 - 42,812,812
1975 - 11,021,848	1986 - 18,456,808	1997 - 34,721,716	2008 - 43,263,740
1976 - 11,324,947	1987 - 20,215,564	1998 - 35,427,618	2009 - 41,644,518
1977 - 13,004,297	1988 - 21,659,873	1999 - 35,179,471	2010 - 41,432,456
1978 - 13,012,727	1989 - 23,103,593	2000 - 37,647,819	
1979 - 15,304,724 @	1990 - 25,244,569	2001 - 38,808,339	

\$ - Does not include season attendance of 8,817 by one Gulf Coast League team that charged admission.

@ - Includes estimated attendance for Inter-American League which folded during the season.

* - Figure listed in the 1981 Sporting News Baseball Guide. Mexican League season ended early due to a strike.

Major League Baseball attendance has gone up vs. the previous season in 22 of the past 36 years.

- **NAPBL Minor League attendance dropped in 2009, after 5 straight record-setting seasons. Prior to 2004, the all-time record was 39,640,443, set in 1949, when there were 448 teams in 59 leagues.** In 2010, there were 176 teams in the 15 NAPBL leagues that charge admission to their games. **The last 10 seasons have seen 10 of the 11 highest totals in the 109 year history of the NAPBL Minor Leagues.**
- Minor League attendance declined very sharply through the 1950's, and most leagues and teams disbanded. By 1964, there were only 20 leagues and 132 teams left. A post World War II low period of NAPBL attendance occurred from 1960 to 1970. During those years, attendance was basically flat – ranging from a low of 9,732,582 in 1962, to a high of 10,726,470 in 1970. Among the causes of the huge drop in Minor League attendance during this period were television, Major League expansion, easier access to Major League ballparks, fewer Minor League teams, a rise in popularity of other sports, and home air conditioning.
- 2010 average season attendance per team, including short-season teams, was 235,412. The record-high average per team is 245,817, set in 2008. Back in 1949, the 448 teams averaged 88,483 (NAPBL figure. Sporting News Guide figure is 88,582). By 1961, average attendance per team had fallen to 66,439.
- 5 NAPBL leagues had increases in total attendance in 2010. The Midwest, Eastern, and Florida State Leagues set new records for total attendance. The Carolina League was up 14.1%. Attendance in the Midwest League, which added 2 teams from the South Atlantic League, rose 15.3%. Midwest League attendance would have been up even without those new teams. The Eastern League had a 7.4% increase. Just 3 leagues had increases in 2009, 7 leagues were up in 2008, and 13 leagues had gains in 2007.
- 10 NAPBL leagues had losses in total attendance. The Mexican League was down 11.8%. California League attendance dropped 9.0%, while the South Atlantic League had a 12.7% decline as a result of having 2 fewer teams. But the returning 14 South Atlantic League teams combined to post an increase over 2009.
- 4 leagues had gains in average attendance per home date, led by the Carolina League, up 328. The Eastern League's average per date rose by 184. The Florida State and Midwest Leagues also had gains. The biggest declines in average per date were in the International League, down 300, the Pioneer League, down 264, and the Mexican League, down 230. In 2009, 4 leagues had average per date increases.

GAINS AND LOSSES - A listing of total attendance gains and losses in 2010 vs. 2009 for each NAPBL team and league can be found starting on page 29. This same information for independent league teams starts on page 39.

FULL-SEASON AND SHORT-SEASON NAPBL ANNUAL ATTENDANCE LEADERS – 1969-2010

Year	U.S. NAPBL Full-Season Team Attendance Leader	Attendance	U.S. NAPBL Short-Season Team Attendance Leader	Attendance
1969	Hawaii *	280,477	Salt Lake City	76,789
1970	Hawaii	467,217	Niagara Falls	60,962
1971	Hawaii	375,957	Niagara Falls	56,052
1972	Hawaii *	305,878	Niagara Falls	52,476
1973	Rochester *	302,789	Portland, OR	80,705
1974	Sacramento *	295,831	Portland, OR	100,111
1975	Rochester *	326,072	Portland, OR	119,253
1976	Hawaii *	306,236	Portland, OR	83,780
1977	Columbus, OH	457,251	Portland, OR	125,300
1978	Nashville	380,159	Billings	58,750
1979	Columbus, OH	599,544	Eugene	66,156
1980	Nashville	575,676	Eugene	96,058
1981	Denver	555,806	Eugene	85,073
1982	Louisville	868,418	Great Falls	67,044
1983	Louisville	1,052,438	Billings	88,534
1984	Louisville	846,878	Billings	96,670
1985	Louisville	651,090	Eugene	103,193
1986	Louisville	660,200	Salt Lake City	108,721
1987	Columbus, OH	570,599	Salt Lake City	170,134
1988	Buffalo	1,147,651	Salt Lake City	176,217
1989	Buffalo	1,132,183	Salt Lake City	173,256
1990	Buffalo	1,156,661	Salt Lake City	192,366
1991	Buffalo	1,188,972	Salt Lake City	200,599
1992	Buffalo	1,117,867	Salt Lake City	217,263
1993	Buffalo	1,058,620	Boise	151,080
1994	Buffalo	982,493	Boise	156,950
1995	Buffalo	900,782	Portland, OR	249,696
1996	Buffalo	825,530	Portland, OR	249,995
1997	Buffalo	696,193	Portland, OR	213,242
1998	Buffalo	743,463	Erie	187,743
1999	Buffalo	684,051	Portland, OR	206,136
2000	Sacramento	861,808	Mahoning Valley, OH	206,287
2001	Sacramento	901,214	Brooklyn	289,381
2002	Sacramento	817,317	Brooklyn	317,124
2003	Sacramento	766,326	Brooklyn	307,383
2004	Sacramento	751,156	Brooklyn	294,261
2005	Sacramento	755,750	Brooklyn	285,847
2006	Sacramento *	728,227	Brooklyn	289,323
2007	Sacramento	710,235	Brooklyn	294,972
2008	Sacramento	700,168	Brooklyn	265,220
2009	Columbus, OH	666,797	Brooklyn	264,102
2010	Sacramento	657,910	Brooklyn	264,441

* The Mexico City Red Devils had the NAPBL's highest attendance in 1969 (428,548), 1972 (349,684), 1973 (434,133), 1974 (398,122), 1975 (380,528), 1976 (351,416). Monterrey was the 2006 leader (989,454). Mexican League attendance figures from 1981 were not available.

NAPBL MINOR LEAGUES ATTENDANCE HIGHLIGHTS**NEW MARKETS AND NEW BALLPARKS**

7 NAPBL teams listed below opened new ballparks, and/or were relocated in 2010. Attendance fell 2.2% for the 169 NAPBL teams that played in the same ballpark in both 2010 and 2009.

League	2010 City	2010 Attendance	2009 City	2009 Attendance	Chg. vs. 2009
Eastern	Richmond	463,842	Norwich, CT	203,005	260,837
Florida State	Bradenton	51,856	Sarasota	33,788	18,068
New York-Penn	CT (Norwich)	50,511	Oneonta, NY	23,521	26,990
Eastern	Harrisburg, PA	294,325	Harrisburg, PA	228,741	65,584
Texas	Tulsa	408,183	Tulsa	316,365	91,818
Carolina	Winston-Salem	312,313	Winston-Salem	57,665	254,648
Northwest	Eugene	107,561	Eugene	125,475	(17,914)
Total – above teams		1,688,591		988,560	700,031
All other NAPBL teams		39,743,865		40,655,958	(912,093)

NAPBL TOTAL ATTENDANCE HIGHS AND LOWS

- Just 4 teams topped 600,000 in 2010. That's the lowest number of teams reaching this level since 1999. 7 teams drew at least 600,000 in both 2009 and 2008. 5 teams did it in 2007, 7 in 2006, and 5 in 2005.
- 15 teams drew at least 500,000 in 2010. The number of teams over 500,000 was 13 in 2009, 17 in 2008, 18 in 2007, 19 in 2006, 20 in 2005, 16 in 2004, 15 in 2003 and 2002, 14 in 2001, 10 in 2000, 6 in 1999, 9 in 1998, and 10 in 1997.
- Sacramento had the best attendance in 2010, drawing 657,910. Sacramento had led all U.S./Canadian teams in attendance for 9 straight years (2000-2008), and was top draw in all of the Minors 8 times in those 9 years.
- Lehigh Valley (Allentown, PA) achieved a team record high of 645,905. Columbus, OH drew 635,141, and Louisville's attendance was 613,020.
- Round Rock drew 596,985 in its 6th AAA season, after setting both a Class AA and Texas League record for 5 consecutive years. The Express had drawn more than 625,000 in all of the team's 10 years prior to 2010.
- Frisco was Class AA leader for the 6th straight year.
- Dayton (Midwest), which has sold out every home game in its history, led Class A for the 11th year in a row.
- The Brooklyn Cyclones led all short-season teams for the 10th consecutive year.
- There were 15 full-season teams that drew under 100,000 in 2010. 7 of these teams play in the Florida State League. The number of full-season teams below 100,000 was 14 in 2009 and in 2008, 13 in 2007, 14 in 2006, 15 in 2005, 18 in 2004, 22 in 2003, 21 in 2002, 20 in 2001, 24 in 2000, and 25 in both 1999 and 1998.
- Portland, OR (294,332) had the lowest AAA attendance. 2009 was the only year that every Class AAA team drew at least 300,000.
- Huntsville, AL in the Southern League had the lowest AA attendance (91,237).
- Dunedin had the lowest attendance among full-season teams, drawing just 36,892.
- Bristol of the Appalachian (Rookie) League drew 22,019 for the lowest short-season attendance.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS

INTERNATIONAL LEAGUE (AAA) (14 teams -- 144 game schedule)

RECORD HIGHS: League – 7,097,411 (2008); Team – Buffalo - 1,188,972* (1991), Buffalo - 743,463 (1998)
 (*Buffalo was in the American Association when it set this all-time Minor League record.)

- The league had 30 more dates in 2010 than in 2009, but total attendance dropped 1.1%. Average per date was down by 300, the largest decline by any NAPBL league. **The 2009 average per date of 7,348 may have been the highest average per date for any league in Minor League history.**
- 8 teams posted gains in total attendance vs. 2009, while 5 teams had a higher average per date.
- **Lehigh Valley (Allentown, PA) had another record year. The IronPigs (the name comes from ‘pig iron’ used to make steel) drew 645,905, the 2nd best total in the Minors for 2010. They had the highest average per date, 9,227, of any Minor League team. It was achieved in a ballpark with the fewest seats (8,089) of any AAA facility. With standing room and lawn seating, combined 2008, 2009, and 2010 attendance has exceeded the fixed-seating capacity 168 times, and reached 10,000 at 57 games.**
- The Columbus (OH) Clippers had a decline from a record-setting year in 2009, when they moved into a new ballpark. But their 2010 total of 635,141 was the 3rd best in all of Minor League Baseball, and the 2nd highest figure in team history. They also were one of just 3 teams to average more than 9,000 per date. Clippers’ attendance increased 128,908 in 2009, which was the biggest gain that year. 2010 was the 6th straight year that the Clippers have surpassed 500,000. They reached that level every year from 1979 through 1997, and have topped 400,000 in all but 2 years (1978 and 1983) since rejoining the International League in 1977.
- Louisville drew 613,020, which was #3 in the league and #4 in the Minors. The Bats have topped 610,000 each year since opening a new park in 2000. In 1983, Louisville was the first Minor League team to draw one million.
- It was a sad year for Pawtucket due to the passing of team owner Ben Mondor, who bought the Red Sox in 1977, when they were broke, and drawing very poorly. Mr. Mondor upgraded McCoy Stadium, and created a very family-friendly atmosphere. Now his team is annually among the attendance leaders.

PAWTUCKET RED SOX ATTENDANCE IN THE MONDOR ERA – 1977-2010

Year	Attend.	Year	Attend.	Year	Attend.	Year	Attend.	Year	Attend.
1977	70,344	1984	198,786	1991	349,338	1998	475,659	2005	688,421
1978	123,310	1985	166,504	1992	358,318	1999	596,624	2006	613,065
1979	147,420	1986	186,517	1993	466,428	2000	585,107	2007	611,379
1980	163,283	1987	220,838	1994	469,029	2001	647,928	2008	636,788
1981	191,859	1988	246,940	1995	479,261	2002	615,540	2009	625,561
1982	204,724	1989	278,129	1996	461,181	2003	569,106	2010	592,326
1983	188,186	1990	290,953	1997	474,557	2004	657,067		

- Scranton/Wilkes Barre posted the lowest total in the team’s 22 year history. Attendance is down 242,177 since 2007. But a \$40 million renovation of the ballpark is planned over the next few years.
- The Gwinnett Braves, down 86,316, had the 3rd worst decline in the Minors for 2010.
- Toledo topped 500,000 for the 9th straight year. The Mud Hens have the best total attendance increase of any team when comparing 2010 figures with those of 1990 and 2000. They’ve had 268 sellouts since 2002.
- Indianapolis reached 540,000 for the 15th year in a row. Rochester made it 14 consecutive years above 400,000. Syracuse posted its best total since 2001. Durham has reached 460,000 in all 13 seasons as a Class AAA team. In 1990, Durham became the first Class A team to draw 300,000.
- Buffalo had the biggest increase in the league in 2010, and has topped 500,000 for 23 straight years. The Bisons led the Minors in attendance from 1988 through 1999, reaching one million 6 times (1988-93), including an all-time Minor League record 1,188,972 in 1991, when they were in the American Association. In 1998, that league’s teams were split up between the International and the Pacific Coast Leagues.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS

PACIFIC COAST LEAGUE (AAA) (16 teams -- 144 game schedule)

RECORD HIGHS: League – 7,420,095 (2007); Team – Sacramento - 901,214 (2001)

- Attendance fell 100,841 (1.4%). The league had 8 fewer playing dates than in 2009, and average per date was down 45. Total attendance rose for 7 teams, while 8 teams had increases in average per date.
- **Sacramento was back on top as the Minor Leagues attendance leader, drawing 657,910, and also leading the P.C.L. for the 11th straight year. Attendance topped 10,000 at 27 games, with 8 sellout crowds exceeding 14,000. The River Cats have led the Minors in attendance 9 times since 2000.** They've drawn over 8.3 million since starting play in 2000, the quickest any team has ever reached that mark, and they've averaged 10,556 per date in their history. **Sacramento has been, in recent years, the largest TV market without a Major League team.** From 1961 through 1973, and again from 1977 through 1999, Sacramento didn't even have a Minor League team.

SACRAMENTO RIVER CATS ATTENDANCE – 2000-2010

Year	Total Attend.	Avg./Date	Year	Total Attend.	Avg./Date	Year	Total Attend.	Avg./Date
2000	861,808*	12,312*	2004	751,156*	10,433^	2008	700,168*	9,725#
2001	901,214*	12,517*	2005	755,750*	10,497#	2009	657,095^	9,126
2002	817,317*	11,512*	2006	728,227#	10,257#	2010	657,910*	9,138^
2003	766,326*	10,643#	2007	710,235*	10,003*			

* - Best in Minor Leagues # - Led U.S./Canadian teams ^ - 2nd among U.S./Canadian teams

- The Albuquerque Isotopes had their 8th straight year above 560,000.
- **Colorado Springs drew a team record-high 328,003.**
- Tacoma had its 2nd best attendance ever, missing a new high by less than 1,400. The renovation of Cheney Stadium, originally built in 100 days in 1960, will be completed for the 2011 season.
- Memphis had its 9th straight decline, and its lowest total (462,041) since 1999. They drew 887,976 in 2000.
- Round Rock drew 596,985, which was the 5th best total in the Minors, but ended a 10 year streak of 625,000+.
- Iowa topped 500,000 for the 7th time in the last 9 years.
- Portland had its final season in the P.C.L. PGE Park is being converted to soccer use only. Attendance fell 75,248, the 4th biggest drop in the Minors in 2010. Portland's all-time attendance record is 454,197, set in 2002. This team moves temporarily to Tucson, which was in this league from 1969 through 2008, and in the independent Golden Baseball League in 2009 and 2010. Tucson's P.C.L. record-high was 317,347 in 1991.
- 5 teams topped 500,000 in 2010, a mark reached by 4 teams in 2009, 6 teams in 2008, and 7 teams in 2007.
- Omaha played its final season at Rosenblatt Stadium in 2010, and drew 406,276, their highest total since 2000. The last game there drew 23,795. The Royals had the top increase in the league. Record season attendance at Rosenblatt was 449,753 in 1997. Omaha has topped 300,000 for 22 straight years. In 2011, the team gets a new name (Storm Chasers) and moves to a new ballpark in suburban Sarpy. Werner Park will have 6,512 fixed seats. Its full capacity will be 9,000, making it the smallest Class AAA facility. A separate, larger, new park, in Omaha, for the College Baseball World Series, which was also played at Rosenblatt, opens in 2011.
- Fresno had its 9th straight year above 480,000. Oklahoma City had its lowest total since 1997. Salt Lake City posted its best total since 2000. New Orleans had it highest attendance since 2002. Las Vegas' attendance has never been below 290,000, or above 390,000, since they joined the P.C.L. in 1983.
- A historic note: In 1946, the San Francisco Seals of the P.C.L. drew a then-Minor League record 670,563. That season mark was not topped until 1983, when Louisville drew more than one million. Buffalo holds the current Minor League season attendance record of 1,188,972, set in 1991.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS**MEXICAN LEAGUE** (16 teams – 110 game schedule)

RECORD HIGHS: League – 4,591,286 (1979); Team – 989,454 – Monterrey (2006)

- This league does not have any Major League Baseball affiliates, but is an NAPBL Minor League member.
- The Mexican League had its smallest total attendance since 1996. The dip of 364,819 (11.8%) in 2010, was the largest for an NAPBL league that had the same number of teams in 2009 and 2010. Average per date was down 230 to 3,445, which is the league's lowest average since 1999. The league had 50 fewer playing dates in 2010 than in 2009. Attendance was up by more than one million from 2003 through 2008, but is down 1.3 million since then. However, the 2010 Mexican League playoffs averaged 9,703 per date.
- In 2009, the Mexican League was hit hard by the H1N1 epidemic. The government banned spectator attendance at sporting events for a few weeks. This led to a 955,395 (23.7%) decline in total attendance, and a drop of 1,175 in average per date, by far the worst losses sustained by any NAPBL league.
- Huge yearly team attendance swings continue to take place in the league. In 2010, teams from the Mexican League posted 5 of the 10 biggest declines among all NAPBL teams. But the league also had 2 of the 10 biggest increases. Overall, 4 teams had gains in total attendance. 5 teams were up in average per date.
- The best example of these wild attendance fluctuations is Monterrey. In 2006, they drew an all-time league record 989,454 in only 55 home dates, an average of 17,990 per date! Those were the top figures in the Minors in 2006, and the biggest crowds since Buffalo topped one million in 1993. Sultanes attendance was up 556,293 from 2005, by far the largest increase of any Minor League team!
- But in 2007, Monterrey's attendance was sliced in half, falling 497,826, by far the biggest decline in all of professional baseball. The Chicago White Sox, down 273,016, had the largest drop in the Major Leagues.
- In 2008, Monterrey's attendance swung back up. The Sultanes drew 658,491, which was third best in the Minors, despite playing just 53 home dates. The gain of 166,863 was by far, the largest of any Minor League team. Monterrey averaged 12,424 per home date, and was the only Minor League team whose average exceeded 10,000. But it was back down again for Monterrey in 2009. Although the Sultanes led the league, drawing 400,310, they suffered a 258,181 loss from 2008, by far the biggest decline of any Minor League team.
- In 2010, Monterrey led the league in attendance, but drew under 400,000 for the first time since at least 1996.
- Reynosa's attendance fell 126,303, which was the biggest loss of any Minor League team.
- Saltillo also has had huge swings. Attendance fell from 502,992 in 2007, to 261,908 in 2008, a drop of 241,084, which was the worst decrease of any Minor League team that year. Until 2008, the Sarape Makers had drawn over 500,000 fans each year since 2000. In 2010, Saltillo had the 5th worst decline in the Minors, and attendance of 237,435 was the lowest since 1998.
- The Mexico City Red Devils had the 4th largest increase of any Minor League team, up 64,578. The Red Devils led all of Minor League Baseball in attendance in 1969, and then each year from 1972 through 1976. At that time, there was another team, the Tigers, in Mexico City. The Tigers also drew well during this period.
- In 2006, Campeche drew just 52,470. By 2008, their attendance increased to 209,543. But in 2009 the Piratas (Pirates) had a decline of 88,414, and drew 91,636 in 2010. Minititlan and Veracruz also saw their attendance cut by more than 50% since 2008. Yucatan had its smallest attendance since 1998. Monclova had its greatest total since 2001.
- The Mexican League has the lowest growth rate of any NAPBL league compared to both 1969 and 1979. Average attendance per team is **down** 26.1% vs. 1979, and is down 31.2% vs. 1969. No other NAPBL league had a *decrease* in average attendance per team vs. 1979 or 1969. The Appalachian League has the smallest increase vs. 1979, up 35.1%, and also vs. 1969, up 67.2%. Please see the section starting on page 47 for more details about Minor League Baseball's growth in average attendance per team over the past 41 years.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS

EASTERN LEAGUE (AA) (12 teams -- 142 game schedule)

RECORD HIGHS: League – **3,966,241 (2010)**; Team – Akron - 522,459 (1999)

- **Good weather and moving a team from Norwich, CT to Richmond helped the Eastern League set a new total attendance record in 2010.**
- **The record-high total attendance of 3,966,241 was a 7.4% increase from 2009.** 26 more dates were played in 2010 than in 2009. Average attendance per date was 4,796, up 184. The league's record-high average per date is 4,904, set in 1998.
- 2010 and 2009 are the only years in Eastern League history that each team drew more than 200,000.
- 5 teams, plus Richmond, saw total attendance rise, but only 2 teams had a gain in average per date.
- **The Connecticut (Norwich) Defenders moved to Richmond in 2010, and were renamed the Flying Squirrels. They drew a 2010 league-leading 463,842, up 260,837 from the 203,005 that this franchise attracted in Norwich in 2009.** Richmond had been in the International League through the 2008 season, and the city's all-time attendance record is 533,076 in 1993.
- **Reading had led the league in total attendance 7 times in the 8 years prior to 2010. But the Phillies still had a great year at the gate, topping 450,000 for the 10th time in the last 11 years.** This despite the presence of the Lehigh Valley IronPigs in nearby Allentown. (Reading and Allentown have the same ownership.) The Phillies' ballpark, is getting a \$10 million dollar renovation that will be ready for Opening Day 2011. There has been a huge growth in Reading's attendance since the early 1980's. (Attendance in the table below for 1996, 1998, and 2000 includes an exhibition game with the parent Philadelphia Phillies.)

READING PHILLIES ATTENDANCE – 1984-2010

Year	Attendance	Year	Attendance	Year	Attendance	Year	Attendance
1984	67,333	1991	250,610	1998	423,336	2005	469,105
1985	76,819	1992	287,078	1999	448,367	2006	460,216
1986	83,506	1993	313,083	2000	461,848	2007	466,385
1987	100,895	1994	338,249	2001	458,585	2008	436,789
1988	144,107	1995	383,984	2002	486,570	2009	460,791
1989	178,734	1996	384,151	2003	465,717	2010	456,466
1990	204,240	1997	398,182	2004	478,257		

- **Harrisburg, helped by a rebuilt ballpark, and Stephen Strasburg on the team early in the year, drew a team record-high 294,325.** The old record was 279,691 in 2001. The increase of 65,584 from 2009 was the 3rd best in the Minors. There were 9 sellouts. Attendance in Harrisburg is up more than 130,000 since 2008.
- **It was yet another record-setting season for New Britain. The Rock Cats drew 368,523, with 21 sellouts, setting an all-time high in total attendance for the 10th time in the last 11 years. Attendance has more than doubled since the early years of New Britain Stadium, which opened in 1996.**
- New Hampshire (Manchester) missed a 7th consecutive record-high season by just 890.
- Akron was down 55,273, its 6th straight decline. 2010 attendance was 261,563, the lowest it has been since the team moved to Akron from Canton in 1997. Akron drew 522,459 in 1999 to set the Eastern League record. In both 1998 and 1999, the Aeros were only the second Class AA franchise to draw 500,000 fans in a season. Nashville had done it 4 times (1979-1982). 4 Texas League teams have achieved this level more recently (Round Rock - 2000-2004, Springfield - 2005, Frisco - 2003-2010, and Corpus Christi – 2005-2006).
- Portland has drawn at least 370,000 per season since 1994, with 435 sellouts in 1,139 dates in their history.
- Trenton's Class AA record of 14 consecutive seasons of attendance over 400,000 came to an end in 2009, and the Thunder also fell a bit short of this mark in 2010. Binghamton had its smallest attendance since 2001.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS**TEXAS LEAGUE (AA)** (8 teams -- 140 game schedule)

RECORD HIGHS: League – 3,129,865 (2008); Team – Round Rock - 689,286 (2004)

- Total attendance fell 21,240, with 3 fewer dates. Average per date fell by 9. 3 teams had gains in total attendance, and 3 teams were up in average. Texas League average per date is up 2,051 since 1999.
- **Tulsa opened a new ballpark to great success. Attendance was a team-record high 408,193, up 91,818, which was the 2nd best increase in the Minors for 2010. The old attendance high was 351,929 in 1999. Attendance in Tulsa has been above 300,000 in 15 of the last 18 seasons.**
- **Frisco drew 544,152 to lead all of Class AA for the 6th consecutive year.** But it was the smallest total in the team's 8 year history. Still, the RoughRiders had 30 sellouts, and attendance topped 10,000 at 23 games in Dr. Pepper Ballpark, which seats 7,748.
- Corpus Christi attracted 412,369, 4th best in Class AA, though it was the smallest total in the Hooks' 6 year history. In 2005, they replaced Round Rock, which moved to the Class AAA Pacific Coast League. In each of its 5 years in the Texas League, Round Rock set a Class AA attendance record, including an all-time high of 689,286 in 2004. Round Rock's ballpark seats around 10,000, while Corpus Christi's capacity is about 7,500.
- Springfield (MO) had the biggest decline, down 45,282. Attendance in Springfield is down 103,684 since 2008.
- Midland has topped 250,000 in each of the last 9 seasons.

SOUTHERN LEAGUE (AA) (10 teams -- 140 game schedule)

RECORD HIGHS: League – 2,596,339 (1994); Team – Birmingham (with Michael Jordan) - 467,867 (1994)

- 2010 total attendance fell 74,371 (3.3%) to 2,209,830, the smallest total since 1996. Average per date was down 128. 3 teams had increases in total attendance and just 2 teams increased their average per date. Montgomery had the best increase, up 3,022, while Mobile suffered the worst loss, down 23,486.
- Jacksonville had a small gain, and drew 354,725 to lead the league for the 8th consecutive year. The Suns have a streak of 22 straight years above 200,000, with attendance topping 350,000 in each of the past 8 years.
- The Tennessee Smokies, who play in suburb of Knoxville, had their highest attendance since 2002.
- Huntsville (AL) drew just 91,237, the smallest attendance in team history, and also the lowest total among Class AA teams in 2010. 29 dates in Huntsville drew less than 1,000. This was the 7th time in the last 8 years that Huntsville was below 200,000. This followed 14 consecutive seasons above 200,000. The all-time record attendance there is 300,810, in 1985, which was the team's first season.
- Birmingham has topped 250,000 for a Class AA high 23 straight years.
- West Tennessee (Jackson, TN) failed to reach 200,000 for the 8th straight year. The Diamond Jaxx had topped 300,000 in their first 3 years of operation (1998-2000). For 2011, the team is being renamed the Jackson Generals, a name last used in 1954.
- Mobile had the lowest attendance in its 14 year history, Mississippi had the smallest total in its 6 year history, and Chattanooga had its lowest attendance since 1991.
- The Carolina Mudcats will move to Pensacola, FL for 2012. They will be replaced in Zebulon, which is east of Raleigh, by the Class A Carolina League Kinston Indians.
- The Montgomery Biscuits of the Southern League, Cedar Rapids Kernels in the Midwest League, and Kansas City T-Bones of the Northern League, are the only teams in Minor League Baseball that are named for food. (Source: 2008 Tampa Bay Rays Media Guide.)

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS**CALIFORNIA LEAGUE (FULL-SEASON A)** (10 teams -- 140 game schedule)

RECORD HIGHS: League – 2,061,889 (1997); Team – Rancho Cucamonga - 446,146 (1995)

- Total attendance fell 154,778 to 1,566,501, this league's lowest total since 2004. There has been a decline in California League attendance in 9 of the last 13 seasons. 3 teams had increases in total attendance in 2010.
- Average per date for the league fell by 213, with 3 individual teams posting gains.
- The Rancho Cucamonga Quakes, whose ballpark, located near the San Andreas Fault, is named 'The Epicenter,' ended a 17 year run as the league's attendance leader. Their attendance fell 116,086, which was the worst decline among U.S./Canadian based teams in 2010. The Quakes drew 150,687 in 2010, by far the lowest attendance in team history. Their previous low had been 266,773 in 2009. Rancho Cucamonga set the all-time record high attendance for a California League team when they drew 446,146 in 1995, selling 97% of available seats that year. They topped 300,000 each year from 1993 through 2000.
- Lake Elsinore drew 217,826 to lead the league in attendance. But that was the smallest total in the team's 15 year history. The Storm topped 340,000 in each of their first 4 years (1994-1997), but they have not drawn more than 290,000 in any season since then.
- **The Modesto Nuts had the largest increase in the league, and drew a team all-time high 180,344, making it 4 straight record-setting seasons. They had 11 sellouts, which is also a new team record.**
- San Jose topped 200,000 for the 2nd straight year, and for just the 2nd time in team history. This team failed to reach 100,000 in any year from 1974 through 1987.
- Stockton just missed a 6th straight 200,000+ season. This franchise drew 154,547 in 1947, and 145,804 in 1948. But attendance did not reach 120,000 again until 2005. Annual attendance in Stockton has more than doubled since a new park opened in 2005.
- Bakersfield drew only 64,321, their smallest total since 1979. The Blaze have surpassed 100,000 just once since 1999.
- The High Desert Mavericks had their worst attendance ever. In their first two seasons (1991 and 1992), High Desert was the first California League team to top 200,000, but they have not done it since, and have been below 160,000 for 16 years in a row.
- **Visalia set a record for the 2nd straight year, attracting 108,681 in 2010. What was probably professional baseball's oldest existing season attendance record was broken in 2009. That year, the Rawhide completed a ballpark renovation, and drew a team record high 105,405. The previous record of 104,311 was set in 1947.** When Visalia drew 83,452 in 2007, it was that city's best attendance since 1951. In the Major Leagues, the Cincinnati Reds have gone the longest time since setting a team attendance record. Their all-time high was reached in 1976.
- Weather, other than heat in certain cities, is rarely a problem in the California League. There were only 9 lost dates in the league in 2010. Just 6 dates were rained out in 2009. In recent years, the most rainouts in the league were 23 in 1998 and 22 in 2003.
- In 1963, the 6 team California League had a total attendance of 128,836, averaging just 21,743 per team, and 333 per home date. San Jose led the league in attendance that year, drawing 34,517.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS**CAROLINA LEAGUE (FULL-SEASON A)** (8 teams -- 140 game schedule)

RECORD HIGHS: League – 1,816,193 (1995); Team – Durham - 390,486 (1995)

- The one-year-delayed opening of a new ballpark in Winston-Salem, and better weather, helped the Carolina League post a significant increase in attendance in 2010.
- The 2010 total of 1,810,537 was the 2nd highest ever in this league, less than 6,000 short of the all-time high set in 1995.
- Total attendance was up 223,949 (14.1%). The percentage increase was the best among NAPBL leagues, except for the Midwest League, which added 2 teams in 2010. The league had 16 more playing dates in 2010 than in 2009.
- 3 teams had increases in total attendance, while just 2 teams had gains in average per date.
- Average attendance per date was up 328, the best average per date increase for any minor league in 2010. The 3,391 average per date was the highest since this league set its record-high of 3,513 per date in 1995.
- **Winston-Salem opened its new ballpark a year later than expected, but it was worth the wait. The Dash easily set a new team record, drawing 312,313, with 19 sellouts. The team's previous record, going back to 1969, was 169,963 in 2008.**
- **Attendance in Winston-Salem was up 254,648 from 2009, which was the biggest increase in the Minor Leagues in 2010.** Construction delays and financial problems caused the park's opening to be pushed back to 2010. The team offered refunds to everyone who had purchased tickets for the new ballpark, while they played the 2009 season in old Ernie Shore Field. Total 2009 attendance was just 57,665, the smallest attendance by any current team in the Carolina League since Kinston drew 48,845 in 1986. Attendance was down 112,398 in 2009, the second worst decline among U.S. teams for that year.
- Frederick topped 250,000 for the 21st straight year.
- Wilmington, DE has drawn at least 288,000 in all 18 seasons of operation. The Blue Rocks led the Carolina League in attendance each year from 1998 through 2008.
- Potomac had its best attendance since 1999.
- Salem had the largest decline in the league, down 19,659.
- Kinston ended a streak of 5 straight attendance increases. The Indians have topped 130,000 only 8 times since 1964. Their highest attendance since 1968 was 151,953 in 1997. In 2012, the Kinston franchise will be relocated to Zebulon, NC, about 30 miles east of Raleigh. That town currently has a Southern League team that will move to Pensacola, FL in 2012.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS**FLORIDA STATE LEAGUE (FULL-SEASON A)** (12 teams -- 140 game schedule)

RECORD HIGHS: League – **1,182,581 (2010)**; Team – St. Petersburg - 202,383 (1989)

- The Florida State League is unique as most of its teams are operated by their Major League parent clubs.
- **Total attendance rose 5.8% to a record-high 1,182,581. The previous record was set in 1997 when the league had 2 more teams than at present. The league had 37 more playing dates in 2010 than in 2009.**
- For the first time in league history, 3 teams (Clearwater, Port Charlotte, Daytona) topped 150,000 in a season.
- Average attendance per date was up 13 to 1,499, the highest Florida State League average since at least 1993. But this is still the lowest average per date of any full-season NAPBL league. The short-season Appalachian League averages less.
- **Clearwater led the league in total attendance for the 6th time in the last 7 years, and set a new record-high for the 5th straight year. The Threshers' 2010 total of 172,716 was the highest attendance in the Florida State League since St. Petersburg drew 190,146 in 1990. Clearwater also became the first F.S.L. team to top 150,000 in 5 consecutive seasons. St. Petersburg did it 4 straight years (1988-1991).**
- The (Port) Charlotte Stone Crabs also topped 170,000, and had the best average per date (2,679) in the league.
- **St. Lucie drew 100,921, a new team record-high.**
- **Lakeland also set a new record, drawing 64,010.** Their attendance has nearly doubled since 2006.
- The biggest gain in total attendance was by Brevard County, while Palm Beach had the largest decline.
- Daytona posted its 2nd best attendance since baseball returned there in 1993.
- Since 1998, Fort Myers has had the most seasons in the Florida State League (11) with attendance above 100,000. St. Petersburg had topped 100,000 for 21 straight years, from 1977 through 1997.
- 8 of the 11 teams playing in the same market as in 2009, had increases in total attendance, and 5 teams were up in average per date.
- Bradenton replaced Sarasota in 2010 and drew 51,856. In 2009, Sarasota's attendance of 33,788 was the lowest of any full-season NAPBL team. The record-high in Sarasota was 91,883 in 1993.
- Dunedin drew only 36,892, which was the lowest attendance for any full-season NAPBL team, and lower than any short-season team not in the Appalachian League. Their average of 576 per home date was the smallest of any NAPBL team. Coastal Bend, of the independent United League, averaged less.
- Until losing their team to Port Charlotte in 2009, Vero Beach had been one of the smallest towns to have professional baseball. The all-time attendance record in Vero Beach was 95,300, set in 1991. In 1948, the Brooklyn Dodgers first came to Vero Beach for Spring Training. Dodgertown eventually became not only a baseball facility, but was also used by N.F.L. teams as a training site. Numerous business conferences are held there annually. 2008 was the 61st and final year that the Dodgers held Spring Training in Vero Beach. They moved to a new site in Glendale, Arizona in 2009.
- The Palm Beach Cardinals and Jupiter Hammerheads each had their smallest attendance in team history. These 2 teams share Roger Dean Stadium in Jupiter. That ballpark is also used as a Spring Training site by the Florida Marlins and the St. Louis Cardinals. The Marlins and Cardinals Gulf Coast League affiliates also play in the same complex. In a typical year, there are about 30 Major League spring training games, 140 Florida State League regular season games, and 60 Gulf Coast League games scheduled for Jupiter. Pro baseball's busiest facility is also host to Minor League spring training, the fall Florida Instructional League, and high school and college games.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS**MIDWEST LEAGUE (FULL-SEASON A)** (16 teams -- 140 game schedule)RECORD HIGHS: League – **4,184,843 (2010)**; Team – Dayton - 597,433 (2010)

- **The transfer of Bowling Green (KY), and Lake County (Eastlake, OH) from the South Atlantic League helped the Midwest League set a new attendance record for the 4th year in a row. Attendance rose 555,805 (15.3%), reaching a record high of 4,184,843. But even without new teams, the league would've set a record. The 14 teams that played in this league in both 2010 and 2009 had a combined increase of 0.9%. This league's attendance first topped one million in 1982, and initially surpassed 2 million in 1994.**
- **Average attendance per date was up 14 to 3,904, a 4th straight year with a new record average high.**
- 9 teams had increases in total attendance, and 10 teams were up in average per date.
- **Dayton drew 597,433, breaking their own record for the highest attendance ever by a Class A team. In their 11 year history, the Dragons have the 11 highest season attendance totals ever in Class A.**
- **Dayton has sold out all 774 home games they've played, going back to Opening Day 2000. This is the longest sellout streak in pro baseball history!** The Boston Red Sox hold the Major League record of 631 consecutive sellouts of regular season games, a streak still active at the start of the 2011 season. The Portland Trail Blazers of the N.B.A. had 814 consecutive sellouts between 1977 and 1995, which is the longest sellout streak in North American pro sports, a streak Dayton hopes to break in 2011.
- In 2010, Dayton outdrew everyone, except for 4 Class AAA teams. Only 2 teams below Class AAA (Round Rock and Frisco of the Class AA Texas League) have ever outdrawn Dayton in a single season since 2000.
- West Michigan held the record broken by Dayton in 2000. The Whitecaps, who play in a suburb of Grand Rapids, topped 500,000 for 5 straight years, including 1996, when they drew a then-record 547,701. They've topped 350,000 for 17 straight years. In 1994, they broke the Class A record of 463,039 set by Denver in 1949.
- **Fort Wayne set another new attendance record. The Tincaps (The name honors Johnny Appleseed, who lived in Fort Wayne, and at times, wore a tin cooking pot on his head.) drew 404,292.**
- Wisconsin (Appleton) followed a record high in 2009 with its 2nd best attendance ever in 2010.
- **Dayton (8,535 in 2010), Kane County (6,244), and West Michigan (5,385), are the only Class A teams to average more than 5,200 per home date in each season from 2000 through 2010.** Fort Wayne and Lansing also averaged more than 5,200 per date in 2009 and in 2010. Dayton's ballpark has 7,230 seats.
- **Bowling Green had a record-high. But it's only the team's 2nd year of operation.**
- Clinton, a community-owned team, topped 100,000 for the 5th straight year, and had its 2nd highest attendance ever. The LumberKings had failed to reach 100,000 for 17 years in a row between 1989 and 2005. The team's attendance record-high is 127,251, set in 1988.
- Kane County's attendance has surpassed 400,000 for 17 straight years, and topped 500,000 each year from 2001 through 2006. The Cougars had the biggest increase in this league in 2010, up 30,791.
- Burlington (IA) and Beloit have always had fairly low attendance. The all-time record in Burlington is 83,927, achieved in 1994. Beloit drew a team record high 101,127 in 1986, and has not topped 100,000 since then. Yet, both teams are profitable. In fact Beloit has made a profit for 8 straight seasons. These teams are publicly owned, their ballparks are mainly staffed by volunteers, and profits go into maintaining the ballpark.
- Lake County posted an increase after 6 consecutive seasons with declines. Lansing has surpassed 330,000 in each of their 15 years of operation.
- South Bend had the lowest attendance in its history, which goes back to 1988, and suffered the biggest decline in the league in 2010, down 25,804. Their park gets some remodeling in 2011.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS**SOUTH ATLANTIC LEAGUE (FULL-SEASON A)** (14 teams -- 140 game schedule)

RECORD HIGHS: League - 3,862,077 (2007); Team – Lakewood – 482,206 (2001)

- The league had 2 fewer teams in 2010, as Bowling Green (KY) and Lake County (OH) moved to the Midwest League. This change was made to reduce team and umpire travel costs.
- As a result of losing 2 teams, attendance fell 12.7% from the 2009 16 team league. However, the 14 returning teams had a combined gain of 1.1% in 2010. Average per date was down 110. The returning teams had a combined 30 more dates in 2010 than in 2009.
- 11 teams had gains in total attendance, though most of those increases were small. Asheville, up 13,670 had the best increase. Greensboro, down 27,038, had the worst loss. 6 teams increased their average per date.
- **Since 2000, total attendance in this league is up 65% (1,954,697 to 3,223,655), and average per date is up 59% (2,150 to 3,415).**
- **Lakewood was back on top as attendance leader, drawing 431,954, with 24 capacity crowds. The BlueClaws have led the league in attendance 9 times in the last 10 years. (Greensboro led in 2008.) Lakewood also had the league's best average attendance per home date in 2010, with a figure of 6,171.**
- Lakewood's total 2010 attendance was higher than all but one Class A team (Dayton), and 3 AA teams (Frisco, Richmond and Reading). The BlueClaws also outdrew 13 Class AAA teams.
- The Greensboro Grasshoppers drew 379,511, falling short of 400,000 for the first time in 6 years.
- **Kannapolis lost 9 dates due to rain, but still had its best average per date ever, and its 3rd best total.**
- In 2006, Greenville (SC) got a new park, and posted the biggest total attendance gain by a U.S. based team. 2010 Drive attendance was 337,918, 3rd best in team history, and up 222,757 from 2005.
- **The Augusta (GA) GreenJackets drew a team record-high 201,760.** This team's name comes from the green jacket presented to the winner of The Masters golf tournament, which is held every spring in Augusta.
- Charleston (SC) had its 3rd best total ever. Savannah drew its highest total since 2000.
- Lexington (KY) has reached 330,000 in each of its 10 seasons.
- For the 6th year in a row, Lakewood and Greensboro averaged above 5,000 per home date.
- A great team name in Minor League Baseball had a small gain. The Hickory Crawdads drew 140,789 in 2010. Hickory's first season was 1993, the year they reached their record high total of 283,727.
- This league has achieved some of the biggest increases ever for relocated teams. In their first season (2001), Lakewood drew 482,206, an all-time high for a South Atlantic League team. It was also a 14 fold increase from the 32,641 this franchise attracted in 2000, when it played in Cape Fear, NC. Lake County drew 437,515, in 2003, their first year in Ohio. In 2002, that franchise's attendance was just 52,103 in Columbus, GA.
- The Delmarva Shorebirds had been the league leaders in attendance from their inaugural season in 1996, through 2000. In 2010, they finished 6th in the league in total attendance, drawing 221,051.
- In 2002, Charleston, SC set a record when one game had an official attendance of 0. This was a promotion called "Nobody Night" to achieve the lowest attendance ever at any game. A party for fans was held outside the ballpark until after the fifth inning, when the game became official. At that point, fans were admitted free. The old mark for smallest 'crowd' was 1, set by Oakland of the Pacific Coast League on November 8, 1905. Yes, November, and no promotion here. It was a rainy day. The P.C.L. used to have a very long schedule. In 1905, Oakland played 222 games.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS**NEW YORK-PENN LEAGUE (SHORT-SEASON A)** (14 teams -- 76 game schedule)

RECORD HIGHS: League – 1,890,053 (2002); Team – Brooklyn – 317,124 (2002)

- Total attendance rose 2.4% to 1,829,755, the 3rd highest total in league history. Average per date fell by 14. The league had 14 more playing dates in 2010 than in 2009.
- **Brooklyn drew 264,441 to lead all short-season teams for the 10th straight year.** The Cyclones hold the 10 highest total attendance figures for any short-season team. They have surpassed 2.8 million in attendance in team history, reaching that mark faster than any short-season team.
- In 2002, the Cyclones set the short-season record of 317,124, averaged 8,345 per date, and sold out every game. The Cyclones drew 289,382 in 2001, breaking the New York-Penn League mark set Mahoning Valley (206,287) in 2000, and the short-season record of 249,995 set by Portland of the Northwest League in 1996.
- **In just 37 home dates in 2010, the Cyclones had a higher total attendance than 46 of 60 full-season Class A teams, 11 of 30 Class AA teams, and 14 of 16 Mexican League teams. All these teams played many more home dates than the Cyclones.**
- Brooklyn averaged 7,147 per date. Just one Class A team (Dayton), and one Class AA team (Frisco) had a higher average than Brooklyn. In fact, Brooklyn had a higher per date average than 18 of the 30 Class AAA teams. In their 10 year history, the Cyclones have averaged 7,804 per date.
- The Aberdeen IronBirds, who are owned by Cal Ripken Jr., had another great year. They drew 242,258, and sold out every game. They averaged a team record-high 6,548 per date. The total and average per date figures were 2nd best among short-season teams. The IronBirds have topped 225,000 every season.
- 7 of the 13 teams in the league that operated in the same market in both 2010 and 2009 had gains in total attendance, and 5 teams saw growth in average per date.
- **Lowell's 10 year sellout streak ended at 413 games. But helped by a crowd of 22,940 for a game at Fenway Park in Boston, the Spinners drew a team-record 201,512, and had the league's best gain.**
- **The Staten Island Yankees drew a team-record high 209,018. Their attendance is up 81% since 2006.**
- Hudson Valley topped 4,000 in average per date for the 17th consecutive year. Their ballpark seats 4,494. The Renegades have drawn at least 138,000 every year.
- **Tri-City (Troy, NY) set a team record for the 7th straight year, drawing a record-high total of 155,315, and a record-high average per date of 4,314. The ValleyCats have posted a 49% total increase since 2003.**
- The Oneonta Tigers relocated to Norwich, CT, and drew 50,511 in 2010. 2009 attendance in Oneonta was 23,521. The all-time season high in Oneonta was 58,742 in 1990. Norwich had a full-season Class AA Eastern League team from 1995 through 2009. That team's highest attendance was 281,473 in 1995, and it drew 203,005 in 2009. It moved to Richmond, VA in 2010.
- Jamestown had its lowest total since 1993.
- Mahoning Valley (Niles, OH) drew 114,556, their smallest total ever, down 6,199. This was the biggest decline in the league. The Scrappers topped 200,000 in both 1999 and 2000, the team's first two seasons.
- Team relocations and new parks have resulted in a significant increase in New York-Penn League attendance in the past 17 years. In 1993, the league's 14 teams drew a total attendance of 708,375, an average of 50,598 per team, and an average of 1,540 per home date. The 2010 attendance total of 1,829,755 is a gain of 158% from 1993. 2010 average attendance per team was 130,697, and the average per home date was 3,581. In 2011, 11 of the 14 teams in this league will play in a ballpark that opened between 1994 and 2006.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS**NORTHWEST LEAGUE (SHORT-SEASON A)** (8 teams -- 76 game schedule)

RECORD HIGHS: League – 1,088,382 (1998); Team – Portland – 249,995 (1996)

- Attendance fell 2.4% in 2010. Average per date was down 54. 5 teams had increases in total attendance, and 5 were also up in average per date. Only 3 dates in the entire league were lost due to rain.
- Vancouver had the biggest gain, drawing 154,592, its best attendance as a short-season team. In 1988, the Canadians set their all-time record of 386,220, while a member of the full-season Pacific Coast League.
- Spokane led the league for the 11th straight year, attracting 175,287, 5th best among short-season teams. The Indians have topped 100,000 for 25 straight years, and have drawn over 160,000 for 16 years in a row.
- Eugene had the biggest decline in the league, as they moved into a new ballpark at the University of Oregon. The Emeralds topped 100,000 for the 26th consecutive year, the longest such streak by a short-season team.
- **Tri-City (Pasco, WA) drew 84,921, their 4th straight record-high year as a Northwest League team.** In 1997, Tri-City drew 109,101, in the independent Western Baseball League, which had a longer season.
- Salem-Keizer failed to reach 100,000 for the first time since the team rejoined the league in 1997.
- Boise has topped 100,000 every year since 1989, except for 1997, when they drew 99,840.

APPALACHIAN LEAGUE (SHORT-SEASON ROOKIE) (10 teams -- 68 game schedule)

RECORD HIGHS: League – 442,755 (1993); Team – Danville - 80,539 (1993)

- Total attendance fell 6.5%, and average attendance per date was down 96. This league has small markets, and capacity of its ballparks ranges from 1,500 in Elizabethton to 3,000 in Burlington, NC.
- Greeneville, TN led the league for the 7th year in a row, drawing 47,321, an average of 1,392 per date. No other team in this league reached an average of 1,000 per date.
- 5 teams had total attendance gains. Bristol had the largest increase, while Bluefield had the biggest decline. 2 teams had increases in average per date.
- Bristol drew just 22,019, the lowest of any NAPBL team. But that was their best total since 1999. They also averaged only 667 per date. Pulaski had its 2nd highest attendance ever.

PIONEER LEAGUE (SHORT-SEASON ROOKIE) (8 teams -- 76 game schedule)

RECORD HIGHS: League – 728,952 (2008); Team – Salt Lake City - 217,263 (1992)

- The league had a 9.9% decline in total attendance, and average per date fell by 264.
- 2 teams had increases in total attendance, but only Missoula posted an average per date increase.
- Ogden led the league in total attendance for the 11th consecutive season.
- Great Falls, down 37,803, had the worst loss among short-season teams, and their lowest total since 1997.
- **Missoula drew team record-highs for total (87,345), and average (2,361), and had the league's best gain.**
- **The Casper Ghosts, named for cartoon character Casper the Friendly Ghost, drew a team record-high 57,120. The Ghosts are the only pro baseball team that wears glow-in-the-dark caps.**

2010 MINOR LEAGUE BASEBALL ATTENDANCE

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TEAM	2010 TOTAL ATTENDANCE	HOME DATES	AVERAGE PER DATE	2009 TOTAL ATTENDANCE	# CHANGE 2010 vs. 2009	BALLPARK OPENED:
INTERNATIONAL LEAGUE (AAA)						
Buffalo Bisons	575,296	70	8,219	529,789	45,507	1988
Charlotte Knights	305,842	72	4,248	320,427	(14,585)	1990
Columbus (OH) Clippers	635,141	71	8,946	666,797	(31,656)	2009
Durham Bulls	500,073	71	7,043	488,385	11,688	1995
Gwinnett (GA) Braves	337,240	70	4,818	423,556	(86,316)	2009
Indianapolis Indians	569,969	71	8,028	549,552	20,417	1996
Lehigh Valley (PA) IronPigs	645,905	70	9,227	641,335	4,570	2008
Louisville Bats	613,020	71	8,634	612,525	495	2000
Norfolk Tides	392,752	72	5,455	387,153	5,599	1993
Pawtucket Red Sox	592,326	71	8,343	625,561	(33,235)	1942
Rochester Red Wings	462,004	70	6,600	461,946	58	1997
Scranton-Wilkes Barre Yankees	338,731	68	4,981	358,888	(20,157)	1989
Syracuse Chiefs	416,382	68	6,123	392,518	23,864	1997
Toledo Mud Hens	558,059	70	7,972	559,037	(978)	2002
LEAGUE TOTAL	6,942,740	985	7,048	7,017,469	(74,729)	
PACIFIC COAST LEAGUE (AAA)						
Albuquerque Isotopes	571,100	70	8,159	602,129	(31,029)	2003
Colorado Springs Sky Sox	328,003	68	4,824	300,185	27,818	1988
Fresno Grizzlies	481,606	71	6,783	480,627	979	2002
Iowa (Des Moines) Cubs	521,669	68	7,672	536,872	(15,203)	1992
Las Vegas 51s	336,488	71	4,739	337,388	(900)	1983
Memphis Redbirds	462,041	71	6,508	474,764	(12,723)	2000
Nashville Sounds	319,235	67	4,765	305,434	13,801	1978
New Orleans Zephyrs	380,538	68	5,596	362,771	17,767	1997
Oklahoma (City) RedHawks	367,082	67	5,479	397,219	(30,137)	1998
Omaha Royals	406,276	69	5,888	371,046	35,230	1948
Portland (OR) Beavers	294,332	69	4,266	369,580	(75,248)	1926
Reno Aces	447,701	72	6,218	466,606	(18,905)	2009
Round Rock (TX) Express	596,985	71	8,408	626,899	(29,914)	2000
Sacramento River Cats	657,910	72	9,138	657,095	815	2000
Salt Lake (City) Bees	510,484	70	7,293	492,321	18,163	1994
Tacoma Rainiers	351,095	68	5,163	352,450	(1,355)	1960
LEAGUE TOTAL	7,032,545	1,112	6,324	7,133,386	(100,841)	
TOTAL -- CLASS AAA	13,975,285	2,097	6,664	14,150,855	(175,570)	
EASTERN LEAGUE (AA)						
Akron Aeros	261,563	69	3,791	316,836	(55,273)	1997
Altoona Curve	286,321	69	4,150	275,945	10,376	1999
Binghamton Mets	203,823	66	3,088	210,526	(6,703)	1992
Bowie Baysox	251,728	71	3,545	247,660	4,068	1994
Erie SeaWolves	218,748	68	3,217	220,909	(2,161)	1995
Harrisburg Senators	294,325	70	4,205	228,741	65,584	2010
New Britain Rock Cats	368,523	67	5,500	366,682	1,841	1996
New Hampshire Fisher Cats	386,102	70	5,516	386,991	(889)	2005
Portland (ME) Sea Dogs	390,772	67	5,832	404,709	(13,937)	1994
Reading Phillies	456,466	69	6,615	460,791	(4,325)	1950
Richmond Flying Squirrels*	463,842	70	6,626	203,005	260,837	1985
Trenton Thunder	384,028	71	5,409	371,602	12,426	1994
<i>*Played as Connecticut (Norwich) in 2009</i>						
LEAGUE TOTAL	3,966,241	827	4,796	3,694,397	271,844	

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TEAM	2010 TOTAL ATTENDANCE	HOME DATES	AVERAGE PER DATE	2009 TOTAL ATTENDANCE	# CHANGE 2010 vs. 2009	BALLPARK OPENED:
<u>SOUTHERN LEAGUE</u> (AA)						
Birmingham Barons	275,887	66	4,180	287,185	(11,298)	1988
Carolina Mudcats	255,360	67	3,811	263,175	(7,815)	1991
Chattanooga Lookouts	217,469	67	3,246	224,157	(6,688)	2000
Huntsville Stars	91,237	65	1,404	93,845	(2,608)	1985
Jacksonville Suns	354,725	69	5,141	354,553	172	2003
Mississippi (Pearl) Braves	178,138	68	2,620	194,795	(16,657)	2005
Mobile BayBears	186,256	61	3,053	209,742	(23,486)	1997
Montgomery (AL) Biscuits	269,840	67	4,027	266,818	3,022	2004
Tennessee (Kodak) Smokies	262,415	68	3,859	260,153	2,262	2000
West TN (Jackson) Diamond Jaxx	118,503	65	1,823	129,778	(11,275)	1998
LEAGUE TOTAL	2,209,830	663	3,333	2,284,201	(74,371)	
<u>TEXAS LEAGUE</u> (AA)						
Arkansas (Little Rock) Travelers	326,066	66	4,940	346,635	(20,569)	2007
Corpus Christi Hooks	412,369	69	5,976	443,628	(31,259)	2005
Frisco RoughRiders	544,152	69	7,886	553,916	(9,764)	2003
Midland (TX) RockHounds	285,188	68	4,194	282,283	2,905	2002
NW Arkansas Naturals	320,523	66	4,856	318,056	2,467	2008
San Antonio Missions	289,113	69	4,190	300,669	(11,556)	1994
Springfield (MO) Cardinals	357,336	67	5,333	402,618	(45,282)	2003
Tulsa Drillers	408,183	66	6,185	316,365	91,818	2010
LEAGUE TOTAL	2,942,930	540	5,450	2,964,170	(21,240)	
TOTAL CLASS AA	9,119,001	2,030	4,492	8,942,768	176,233	
<u>CALIFORNIA LEAGUE</u> (A)						
Bakersfield Blaze	64,321	69	932	65,656	(1,335)	1941
High Desert (Adelanto) Mavericks	109,368	69	1,585	112,470	(3,102)	1991
Inland Empire (S. Bernadi.) 66ers	179,295	70	2,561	202,728	(23,433)	1996
Lake Elsinore Storm	217,826	68	3,203	235,174	(17,348)	1994
Lancaster JetHawks	156,840	70	2,241	150,970	5,870	1996
Modesto Nuts	180,344	67	2,692	167,722	12,622	1952
Rancho Cucamonga Quakes	150,687	70	2,153	266,773	(116,086)	1993
San Jose Giants	201,123	70	2,873	211,054	(9,931)	1942
Stockton Ports	198,016	70	2,829	203,327	(5,311)	2005
Visalia Rawhide	108,681	68	1,598	105,405	3,276	1946
LEAGUE TOTAL	1,566,501	691	2,267	1,721,279	(154,778)	
<u>FLORIDA STATE LEAGUE</u> (A)						
<i>Bradenton Marauders*</i>	51,856	63	823	33,788	18,068	1923
Brevard County Manatees	89,729	67	1,339	68,596	21,133	1994
(Port) Charlotte Stone Crabs	171,450	64	2,679	171,314	136	1987
Clearwater Threshers	172,716	68	2,540	169,559	3,157	2004
Daytona Beach Cubs	150,157	67	2,241	147,921	2,236	1930
Dunedin Blue Jays	36,892	64	576	35,683	1,209	1977
Fort Myers Miracle	112,733	66	1,708	115,361	(2,628)	1991
Jupiter Hammerheads	67,614	68	994	68,741	(1,127)	1998
Lakeland Flying Tigers	64,010	63	1,016	49,569	14,441	1966
Palm Beach Cardinals	64,767	67	967	68,562	(3,795)	1998
St. Lucie Mets	100,921	67	1,506	95,598	5,323	1988
Tampa Yankees	99,736	65	1,534	92,671	7,065	1996
<i>*Played at Sarasota in 2009</i>						
LEAGUE TOTAL	1,182,581	789	1,499	1,117,363	65,218	

2010 MINOR LEAGUE BASEBALL ATTENDANCE

<u>TEAM</u>	<u>2010 TOTAL ATTENDANCE</u>	<u>HOME DATES</u>	<u>AVERAGE PER DATE</u>	<u>2009 TOTAL ATTENDANCE</u>	<u># CHANGE 2010 vs. 2009</u>	<u>BALLPARK OPENED:</u>
<u>CAROLINA LEAGUE (A)</u>						
Frederick Keys	291,299	69	4,222	293,438	(2,139)	1990
Kinston Indians	118,741	66	1,799	133,049	(14,308)	1949
Lynchburg Hillcats	152,161	65	2,341	164,328	(12,167)	2004
Myrtle Beach Pelicans	223,176	68	3,282	238,287	(15,111)	1999
Potomac Nationals	205,279	67	3,064	180,541	24,738	1984
Salem Red Sox	211,527	66	3,205	231,186	(19,659)	1995
Wilmington (DE) Blue Rocks	296,041	65	4,554	288,094	7,947	1993
Winston-Salem Dash	312,313	68	4,593	57,665	254,648	2010
LEAGUE TOTAL	1,810,537	534	3,391	1,586,588	223,949	
<u>MIDWEST LEAGUE (A)</u>						
Beloit Snappers	73,440	67	1,096	83,480	(10,040)	1982
<i>Bowling Green (KY) Hot Rods*</i>	<i>235,412</i>	<i>67</i>	<i>3,514</i>	<i>232,987</i>	<i>2,425</i>	<i>2009</i>
Burlington (IA) Bees	60,508	66	917	64,499	(3,991)	1947
Cedar Rapids (IA)ernels	173,210	67	2,585	169,697	3,513	2002
Clinton LumberKings	123,553	68	1,817	107,665	15,888	1937
Dayton Dragons	597,433	70	8,535	586,193	11,240	2000
Fort Wayne Tin Caps	404,942	70	5,785	378,529	26,413	2009
Great Lakes (Midland, MI) Loons	263,878	65	4,060	271,146	(7,268)	2007
Kane County (IL) Cougars	430,831	69	6,244	400,040	30,791	1991
<i>Lake County (OH) Captains</i>	<i>287,935</i>	<i>68</i>	<i>4,234</i>	<i>267,895</i>	<i>20,040</i>	<i>2003</i>
Lansing Lugnuts	360,510	68	5,302	346,935	13,575	1996
Peoria Chiefs	203,558	65	3,132	219,168	(15,610)	2002
Quad Cities River Bandits	224,128	64	3,502	236,401	(12,273)	2004
South Bend Silver Hawks	129,599	64	2,025	155,403	(25,804)	1988
West Michigan Whitecaps	371,575	69	5,385	356,642	14,933	1994
Wisconsin Timber Rattlers	244,331	65	3,759	253,240	(8,909)	1995
LEAGUE TOTAL	4,184,843	1,072	3,904	3,629,038	555,805	
<i>*2009 league totals exclude Bowling Green and Lake County, who played in the South Atlantic League until 2010.</i>						
<u>SOUTH ATLANTIC LEAGUE (A)</u>						
Asheville Tourists	160,023	68	2,353	146,353	13,670	1992
Augusta (GA) GreenJackets	201,760	67	3,011	194,437	7,323	1995
Charleston (SC) RiverDogs	269,023	69	3,899	268,985	38	1997
Delmarva (Salisbury) Shorebirds	221,051	68	3,251	214,575	6,476	1996
Greensboro Grasshoppers	379,511	69	5,500	406,549	(27,038)	2005
Greenville (SC) Drive	337,918	68	4,969	335,159	2,759	2006
Hagerstown Suns	135,799	66	2,058	126,166	9,633	1931
Hickory Crawdads	140,789	68	2,070	131,414	9,375	1993
Kannapolis Intimidators	123,828	61	2,030	132,342	(8,514)	1995
Lakewood (NJ) BlueClaws	431,954	70	6,171	429,221	2,733	2001
Lexington (KY) Legends	336,168	69	4,872	332,588	3,580	2001
Rome (GA) Braves	193,061	68	2,839	183,750	9,311	2003
Savannah Sand Gnats	120,426	66	1,825	110,846	9,580	1941
West Virginia (Charleston) Power	172,344	67	2,572	177,691	(5,347)	2005
LEAGUE TOTAL	3,223,655	944	3,415	3,690,958	(467,303)	
<i>*2009 league totals include Bowling Green and Lake County, who moved to the Midwest League in 2010.</i>						
TOTAL FULL SEASON A	11,968,117	4,030	2,970	11,745,226	222,891	

2010 MINOR LEAGUE BASEBALL ATTENDANCE

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<u>TEAM</u>	<u>2010 TOTAL ATTENDANCE</u>	<u>HOME DATES</u>	<u>AVERAGE PER DATE</u>	<u>2009 TOTAL ATTENDANCE</u>	<u># CHANGE 2010 vs. 2009</u>	<u>BALLPARK OPENED:</u>
<u>NEW YORK-PENN LEAGUE</u> (Sh. A)						
Aberdeen IronBirds	242,258	37	6,548	247,061	(4,803)	2002
Auburn Doubledays	56,810	37	1,535	55,804	1,006	1995
Batavia Muckdogs	36,601	36	1,017	35,620	981	1996
Brooklyn Cyclones	264,441	37	7,147	264,102	339	2001
<i>Connecticut (Norwich) Tigers*</i>	<i>50,511</i>	<i>34</i>	<i>1,486</i>	<i>23,521</i>	<i>26,990</i>	<i>1995</i>
Hudson Valley (NY) Renegades	158,932	36	4,415	161,332	(2,400)	1994
Jamestown Jammers	44,895	37	1,213	45,095	(200)	1941
Lowell Spinners	201,512	37	5,446	186,522	14,990	2000
Mahoning Valley (OH) Scrappers	114,556	38	3,015	120,755	(6,199)	1999
State College Spikes	140,927	38	3,709	142,068	(1,141)	2006
Staten Island Yankees	209,018	36	5,806	206,635	2,383	2001
Tri-City (Troy, NY) ValleyCats	155,315	36	4,314	145,976	9,339	2002
Vermont Lake Monsters	88,340	35	2,524	84,114	4,226	1922
Williamsport Crosscutters	65,639	37	1,774	68,130	(2,491)	1923
<i>*Played in Oneonta, NY in 2009</i>						
LEAGUE TOTAL	1,829,755	511	3,581	1,786,735	43,020	
<u>NORTHWEST LEAGUE</u> (Short A)						
Boise Hawks	105,671	38	2,781	103,783	1,888	1989
Eugene Emeralds	107,561	38	2,831	125,475	(17,914)	2010
Everett AquaSox	90,079	36	2,502	89,929	150	1984
Salem-Keizer (OR) Volcanoes	96,219	38	2,532	106,590	(10,371)	1997
Spokane Indians	175,287	37	4,737	174,941	346	1958
Tri-City (Pasco, WA) Dust Devils	84,921	38	2,235	84,198	723	1995
Vancouver (BC) Canadians	154,592	38	4,068	149,297	5,295	1951
Yakima Bears	70,695	38	1,860	72,881	(2,186)	1993
LEAGUE TOTAL	885,025	301	2,940	907,094	(22,069)	
<u>APPALACHIAN LEAGUE</u> (Rookie)						
Bluefield (WV) Orioles	22,868	32	715	34,510	(11,642)	1939
Bristol (VA) White Sox	22,019	33	667	19,390	2,629	1969
Burlington (NC) Royals	30,273	33	917	29,621	652	1960
Danville (VA) Braves	30,615	33	928	35,743	(5,128)	1993
Elizabethton (TN) Twins	24,668	31	796	27,767	(3,099)	1974
Greeneville (TN) Astros	47,321	34	1,392	49,293	(1,972)	2004
Johnson City (TN) Cardinals	24,049	32	752	23,639	410	1956
Kingsport (TN) Mets	28,822	32	901	33,691	(4,869)	1995
Princeton (WV) Rays	26,946	31	869	25,944	1,002	1988
Pulaski Mariners	32,348	33	980	30,526	1,822	1935
LEAGUE TOTAL	289,929	324	895	310,124	(20,195)	

2010 MINOR LEAGUE BASEBALL ATTENDANCE

<u>TEAM</u>	<u>2010 TOTAL ATTENDANCE</u>	<u>HOME DATES</u>	<u>AVERAGE PER DATE</u>	<u>2009 TOTAL ATTENDANCE</u>	<u># CHANGE 2010 vs. 2009</u>	<u>BALLPARK OPENED:</u>
<u>PIONEER LEAGUE</u> (Rookie)						
Billings Mustangs	101,516	37	2,744	105,173	(3,657)	2008
Casper Ghosts	57,120	38	1,503	56,680	440	2002
Great Falls (MT) Voyagers	66,106	36	1,836	103,909	(37,803)	1956
Helena Brewers	32,723	37	884	33,478	(755)	1939
Idaho Falls Chukars	91,551	38	2,409	94,674	(3,123)	2007
Missoula Osprey	87,345	37	2,361	85,034	2,311	2004
Ogden Raptors	132,799	38	3,495	146,068	(13,269)	1997
Orem (UT) Owlz	81,229	37	2,195	96,926	(15,697)	2005
LEAGUE TOTAL	650,389	298	2,183	721,942	(71,553)	
TOTAL SHORT A & ROOKIE	3,655,098	1,434	2,549	3,725,895	(70,797)	
<u>MEXICAN LEAGUE</u>						
Campeche Pirates	91,636	44	2,083	121,129	(29,493)	
Cancun (Quintana Roo) Tigers	123,086	47	2,619	148,716	(25,630)	
Chihuahua Dorados	143,658	52	2,763	105,121	38,537	
Laguna Cowboys	211,825	51	4,153	191,200	20,625	
Mexico City Red Devils	246,568	46	5,360	181,990	64,578	
Minatitlan Oilers	74,529	53	1,406	113,191	(38,662)	
Monclova (del Norte) Steelers	265,222	50	5,304	258,020	7,202	
Monterrey Sultans	356,755	53	6,731	400,310	(43,555)	
Nuevo Laredo Owls	65,597	47	1,396	94,610	(29,013)	
Oaxaca Warriors	166,393	47	3,540	205,557	(39,164)	
Puebla Parrots	170,252	51	3,338	202,797	(32,545)	
Reynosa Broncos	187,614	54	3,474	313,917	(126,303)	
Saltillo Sarape Makers	237,435	48	4,947	296,558	(59,123)	
Tabasco Cattlemen	105,379	53	1,988	108,633	(3,254)	
Veracruz Aguila Reds	98,780	45	2,195	153,117	(54,337)	
Yucatan Lions	170,226	47	3,622	184,908	(14,682)	
LEAGUE TOTAL	2,714,955	788	3,445	3,079,774	(364,819)	
TOTAL- ALL NAPBL LEAGUES	41,432,456	10,379	3,992	41,644,518	(212,062)	

MINOR LEAGUE BASEBALL ATTENDANCE - 2010 vs. 2009

<u>League</u>	<u>TOTAL ATTENDANCE</u>				<u>AVERAGE PER DATE</u>		
	<u>2010</u>	<u>2009</u>	Change-2010 vs. 2009		<u>2010</u>	<u>2009</u>	<u># Change</u> <u>2010 vs. 2009</u>
			<u>#</u>	<u>%</u>			
International	6,942,740	7,017,469	(74,729)	(1.1)	7,048	7,348	(300)
Pacific Coast	7,032,545	7,133,386	(100,841)	(1.4)	6,324	6,369	(45)
AAA Total	13,975,285	14,150,855	(175,570)	(1.2)	6,664	6,820	(156)
Mexican	2,714,955	3,079,774	(364,819)	(11.8)	3,445	3,675	(230)
Eastern	3,966,241	3,694,397	271,844	7.4	4,796	4,612	184
Southern	2,209,830	2,284,201	(74,371)	(3.3)	3,333	3,461	(128)
Texas	2,942,930	2,964,170	(21,240)	(0.7)	5,450	5,459	(9)
AA Total	9,119,001	8,942,768	176,233	2.0	4,492	4,462	30
California	1,566,501	1,721,279	(154,778)	(9.0)	2,267	2,480	(213)
Carolina	1,810,537	1,586,588	223,949	14.1	3,391	3,063	328
Florida State	1,182,581	1,117,363	65,218	5.8	1,499	1,486	13
Midwest	4,184,843	3,629,038	555,805	15.3	3,904	3,890	14
South Atlantic	3,223,655	3,690,958	(467,303)	(12.7)	3,415	3,525	(110)
Full Season A Total	11,968,117	11,745,226	222,891	1.9	2,970	2,978	(8)
New York - Penn	1,829,755	1,786,735	43,020	2.4	3,581	3,595	(14)
Northwest	885,025	907,094	(22,069)	(2.4)	2,940	2,994	(54)
Appalachian	289,929	310,124	(20,195)	(6.5)	895	991	(96)
Pioneer	650,389	721,942	(71,553)	(9.9)	2,183	2,447	(264)
Short Season Total	3,655,098	3,725,895	(70,797)	(1.9)	2,549	2,646	(97)
NAPBL TOTAL	41,432,456	41,644,518	(212,062)	(0.5)	3,992	4,055	(63)
Northern	1,478,694	1,220,300	258,394	21.2	3,851	4,421	(570)
Frontier	1,498,061	1,444,176	53,885	3.7	2,719	2,626	93
Atlantic	2,151,416	2,160,993	(9,577)	(0.4)	4,021	4,054	(33)
American Association	1,227,518	1,482,214	(254,696)	(17.2)	2,698	3,154	(456)
Golden Baseball	742,394	631,109	111,285	17.6	1,879	1,890	(11)
Canadian-American	523,894	563,208	(39,314)	(7.0)	1,977	2,209	(232)
United	483,069	398,526	84,543	21.2	1,894	1,837	57
Continental Baseball	N.A.	64,659	N.A.	N.A.	N.A.	469	N.A.
Independent Total	8,105,046	7,965,185	139,861	1.8	2,854	2,872	(18)
GRAND TOTAL	49,537,502	49,609,703	(72,201)	(0.1)	3,747	3,804	(57)

Source: National Association of Professional Baseball Clubs, Independent Leagues

INDEPENDENT LEAGUE HIGHLIGHTS

- In 2010 there were 8 independent leagues, with 64 teams. No attendance was recorded by the 4 teams in the Continental Baseball League, which disbanded in July. Oakland County of the Frontier League had a partial home schedule. There were 63 independent teams in 2009, 62 operated in 2008, and there were 70 teams in 2007. In both 2006 and 2005, 56 teams played. The independent leagues had 46 teams in 2004, 62 teams in 2003, 56 teams in 2002, 53 teams in 2001, 50 teams in 2000, and 45 teams in 1999.
- The Continental League dropped 2 teams in 2010, while the Northern League added 2, and there was one additional team in the Golden Baseball league.
- Total independent leagues 2010 attendance was 8,105,046, up 1.8%. The combined independent leagues record is 8,485,921, set in 2007. In 2010, independent leagues recorded attendance for 67 more dates than in 2009. But independent leagues had a combined 273 fewer dates with recorded attendance than in 2007.
- Combined 2010 average attendance per date for the 7 leagues that recorded attendance was 2,854. This is down 18 from 2009. The all-time high average per date for independent leagues is 3,000, set in 2004.
- 55 independent league teams were in the same market in 2010 as in 2009 (Rockford switched from the Frontier to the Northern League). 28 of them had 2010 gains in total attendance, while 24 of these teams had increases in average attendance per date.
- NOTE ON LEAGUE AND TEAM RECORDS LISTED IN THIS SECTION: The number of teams in each league, and the number of games scheduled, can vary from year to year among independent leagues. This can have a significant impact on league and team totals.

MAJOR CHANGES COMING IN 2011

There will be many changes in the structure of the independent leagues in 2011. 4 teams will move from the Northern League to the American Association, and Joliet moves from the Northern League to the Frontier League. The remaining Northern League teams, along with some, but not all, teams from the United Baseball and Golden Baseball Leagues, will combine to form the North American League. Two new leagues, the Pecos League, and the Southwestern States League, both mainly based in Texas and New Mexico, plan to operate in 2011.

CAN-AM LEAGUE (6 teams -- 94 game schedule)

RECORD HIGHS: League – 1,040,107 (2007) 9 home teams; Team – Brockton – 203,094 (2004)

- Attendance was down 7.0%, to the smallest total since 1997, when this league was named the Northeast League. Average per date was down 232. The league played 10 more dates in 2010 than in 2009.
- Worcester was the only team in the league that had an increase in total attendance and average per date.
- Quebec City led the league for the 3rd straight year, but they had the league's biggest decline.
- The Sussex (NJ) Skyhawks averaged 1,670 per date in 2010, and had the smallest total in that ballpark's 17 year history. A New York-Penn League team, used to play in Sussex. That team's record-high average was 4,652 per date, set in 1995. The Skyhawks will not operate in 2011.
- Pittsfield, MA took over the team that was in Nashua. They played at historic Wahconah Park, which opened in 1919, and last had a pro team from 1985 through 2003. But the 2010 team had the lowest attendance in Pittsfield since 1976, and was down 10,876 from what the Nashua team drew in 2009.
- Brockton had the lowest attendance in team history. Their attendance is down more than 50% since 2004. The New Jersey Jackals (Montclair) posted the smallest total in their 13 year history.
- In 2011, the Newark Bears join the Can-Am League, moving from the Atlantic League. A new team, named the Rockland Boulders, will play in Pomona, NY. There will also be a road-game only team.

INDEPENDENT LEAGUE HIGHLIGHTS**NORTHERN LEAGUE** (8 teams -- 100 game schedule)

RECORD HIGHS: League – 2,189,151 (2005) 12 teams; Team – Winnipeg – 323,141 (2004)

- The league added Lake County (Zion, IL) and Rockford moved from the Frontier League. Total attendance was up 21.2%. The returning 6 teams from 2009 had a combined increase of 0.3%.
- Average attendance per date was 3,851, down 570, the largest decrease of any minor league. The returning teams had a combined average decline of 246. In 2008, this league averaged 4,621 per date, the highest average ever by a modern independent league.
- Winnipeg led the league in total attendance for the 11th straight year. But for the first time in 8 years, they didn't have the highest average per date among independent teams (Long Island of the Atlantic League did.). Still, in their last 12 years of operation, the Goldeyes have averaged 6,464 per date.
- 5 teams had increases in total attendance, led by Joliet. Average attendance per date was up for 3 teams.
- **Gary set a new (by a grand total of 2) record-high, drawing 166,366.**
- Fargo had its best attendance since 2002. Kansas City has topped 200,000 in all 8 years of operation.
- Schaumburg had the biggest loss, and drew under 200,000 for the first time in their 12 year history.
- The Northern League will not operate in 2011. Lake County, Rockford, and Schaumburg join the North American League. Joliet goes to the Frontier League. Fargo-Moorhead, Gary, Kansas City, and Winnipeg will play in the American Association.

ATLANTIC LEAGUE (8 teams -- 140 game schedule)

RECORD HIGHS: League – 2,208,734 (2008) 8 teams; Team – Long Island – 443,142 (2001)

- Total attendance in 2010 fell 0.4%. In 2008, this league drew the highest attendance ever by a modern (post 1950's) independent league, breaking the record set by the Northern League in 2005. 5 teams had a total attendance increase in 2010. Average per home date was up for 6 teams.
- Average attendance per date was 4,021, down 33. The league record is 4,153, which was reached in 2007.
- **For the 11th year in a row, the Long Island (Central Islip, NY) Ducks had the highest total attendance of any independent league team, drawing 410,619 in 2010. They averaged 6,039 per home date, which was best among independent teams. In team history (2000-2010), the Ducks have averaged more than 100% of their ballpark's capacity. From 2000 through 2005, they sold out 340 of 426 home dates.**
- Somerset (Bridgewater, NJ) had the top gain in the league, and drew 369,466, 2nd highest among independent teams. The Patriots have drawn more than 335,000 in all 12 seasons of operation.
- Lancaster's total of 327,467 was the 3rd highest independent team attendance. The Barnstormers have topped 300,000 in all 6 years of operation.
- **Southern Maryland (Waldorf), owned by Hall-of-Famer Brooks Robinson, drew a record-high 240,777.**
- Bridgeport had a small decline in 2010. Bluefish attendance has fallen from 342,857 in 1999 to 160,653 in 2010. Part of the cause of this drop may be the arena that opened next to the ballpark. It is home to minor league hockey and college basketball, so the Bluefish have more competition for the sporting events dollar.
- Newark drew 117,985, its smallest Atlantic League total ever, and had the 3rd worst dip among independent teams. Record-high in Newark was 243,255 in 2001. The Bears move to the Can-Am League in 2011, and will be replaced by an Atlantic League road team. Sugar Land, TX (near Houston) joins this league in 2012.

INDEPENDENT LEAGUE HIGHLIGHTS**FRONTIER LEAGUE** (12 teams -- 96 game schedule – Oakland County only played a partial home schedule)

RECORD HIGHS: League – 1,503,220 (2007) 12 teams; Team – Southern Illinois – 259,392 (2007)

- Total attendance rose 3.7%, to 1,498,061, the 2nd best total in league history. Average per date was up 93 to a league record high (by 1) 2,719. 6 teams had gains in total attendance, and 6 were up in average per date.
- **Since 2001, when this league expanded to 12 teams, total attendance is up 108.3%, and average per date attendance has increased 83.3%.**
- Traverse City led the league in total attendance, and had the 3rd best gain (34,082) among independent teams.
- The Southern Illinois (Marion) Miners led this league in attendance in each of the first 3 years they operated. They missed the league lead by just 259 in 2010, but did have the highest average per date. In 2007, the Miners became the first Frontier League team to average over 5,000 per date.
- **Lake Erie (Avon, OH) drew a team record-high 159,580.**
- **Florence (KY) set a team record, drawing 112,844.**
- River City (O'Fallon, MO) topped 100,000 for the 11th time in the last 12 years.
- Washington, PA, near Pittsburgh, had the worst decline in the league in 2010. From 2003 through 2008, this team averaged around 100% of their ballpark's capacity.
- Normal, IL replaced Rockford in 2010. Rockford moved to the Northern League.
- Oakland County will not operate in 2011. But the Cruisers are expected to return in 2012 when their new ballpark in Waterford, MI will be ready. Joliet moves to this league, from the Northern League, for 2011.

UNITED LEAGUE (6 teams – 92 game schedule)

RECORD HIGHS: League – 549,014 (2007) 6 teams; Team – Amarillo – 159,332 (2008)

- The league had 38 more dates, with a longer schedule. Total attendance was up 21.2%, and average per date increased by 57. 5 teams had gains in total attendance, while 3 were up in average per date.
- Amarillo drew 139,790, to lead the league again. But this team will play in the American Association in 2011.
- Coastal Bend (Robstown, TX, near Corpus Christi) played only 34 dates, and drew just 11,874, averaging 349 per date. That's the lowest total and average per date of any Minor League team for 2010.
- Edinburg's attendance was up 36,574, the best gain among independent teams.
- **Laredo, up 34,566, had the 2nd highest independent team increase, and drew a team-record high 66,194.**
- Edinburg, Rio Grande Valley, and San Angelo are expected to play in the North American League in 2011.

CONTINENTAL LEAGUE (4 teams – League disbanded prior to the end of the 2010 season)

RECORD HIGHS: League – 64,659 (2009); Team – Alexandria, LA – 45,727 (2009)

- The league played with 4 teams prior to the premature ending of its season in July. No attendance figures were reported. The league had a combined total of 85 or 86 dates. Average attendance per date was probably less than 200.

INDEPENDENT LEAGUE HIGHLIGHTS**AMERICAN ASSOCIATION** (10 teams -- 96 game schedule)

RECORD HIGHS: League – 1,506,665 (2008) 10 teams; Team – St Paul -- 297,834 (2007)

- Total attendance fell 17.2%, the worst percentage decline in the Minors in 2010. Average per date was down 456. The league played 15 fewer dates in 2010 than in 2009. The total and average were the lowest in this league's 5 year history.
- All 10 teams had declines in both total attendance, and average per date.
- Among all independent teams, Fort Worth, down 55,745, had the worst decline in 2010, and Sioux Falls, down 46,011, had the 2nd biggest loss.
- **St. Paul drew 237,994, posting the best total in this league for the 5th straight year.** Their average per date of 5,064 was the 5th highest average among independent league teams. Most Saints games have been sellouts since this team was founded in 1993, including a streak of 249 in a row. The huge success of the neighboring Minnesota Twins at new Target Field caused Saints attendance to decline 29,404. The Twins sold out 79 of 81 regular season games at their new park, and came with a few hundred of selling out the other 2.
- Lincoln had the smallest loss (8,769).
- There will be 14 teams, and a 100 game schedule, in the American Association in 2011. Fargo-Moorhead, Gary, Kansas City, and Winnipeg join from the Northern League. Amarillo joins from the United League, replacing Pensacola, which gets an NAPBL Southern League team, and a new ballpark, in 2012.

GOLDEN BASEBALL LEAGUE (10 teams – 90 game schedule)

RECORD HIGHS: League – **742,394 (2010)** 10 teams; Team – Tucson -- 139,149 (2009)

- **The Golden Baseball League added Maui and Tijuana, and dropped Long Beach. Total attendance for the 10 team league rose 17.6% to a record high 742,394, compared to the 9 team total in 2009.** For the first time in this league's history, as many as 3 of its teams topped 100,000.
- Average per date was down 11. The league played 61 more dates in 2010 than in 2009.
- The 8 teams that were in this league in both 2010 and 2009 had a combined attendance increase of 12.0%. The combined average per date for those 8 teams was up 108.
- **In its 2nd year, Victoria drew a team record-high 116,872.**
- Tucson led the league in total attendance, but had the largest decline. In 2008, Tucson played in the NAPBL Class AAA Pacific Coast League, with a much longer schedule, and drew 245,121. Their highest attendance in the P.C.L. was 317,347 in 1991. Tucson returns to the P.C.L. for 2011, and possibly 2012, as a San Diego Padres farm team. By 2013, that team is expected to move to a new ballpark in Escondido, CA.
- Chico had a league-best gain of 24,543, and drew 113,819, its best total attendance as a Golden League team. They drew 132,052 as a Western League team in 1998.
- Tijuana drew 46,748 in its first year in this league. In 2004, in the Mexican League, Tijuana drew 548,863.
- 6 teams had increases in total attendance. 5 teams posted gains in average per date.
- Calgary, Edmonton, Chico, Maui, and Yuma, along with a new team in Henderson, NV, will join 3 teams from the Northern League, and 3 teams from the United League, in the new North American League in 2011. The Golden Baseball League will not operate.

2010 INDEPENDENT MINOR LEAGUE BASEBALL ATTENDANCE

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TEAM	2010 TOTAL ATTENDANCE	HOME DATES	AVERAGE PER DATE	2009 TOTAL ATTENDANCE	# CHANGE 2010 vs. 2009	BALLPARK OPENED:
<u>CAN-AM LEAGUE</u>						
Brockton Rox	100,092	46	2,176	112,343	(12,251)	2002
New Jersey Jackals	86,014	44	1,955	88,658	(2,644)	1998
<i>Pittsfield Colonials*</i>	<i>29,485</i>	<i>42</i>	<i>702</i>	<i>40,361</i>	<i>(10,876)</i>	<i>1919</i>
Quebec (City) Capitales	147,978	45	3,288	164,009	(16,031)	1938
Sussex Skyhawks	71,826	43	1,670	79,663	(7,837)	1994
Worcester Tornadoes	88,499	45	1,967	78,174	10,325	2005
<i>*Played in Nashua in 2009</i>						
LEAGUE TOTAL #	523,894	265	1,977	563,208	(39,314)	
<u>NORTHERN LEAGUE</u>						
Fargo - Moorhead RedHawks	183,145	50	3,663	181,872	1,273	1996
Gary RailCats	166,366	49	3,395	166,334	32	2003
Joliet JackHammers	165,396	48	3,446	146,258	19,138	2002
Kansas City (KS) T-Bones	264,368	48	5,508	245,625	18,743	2003
Lake County (Zion, IL) Fielders	128,856	47	2,742	0	-----	2010
<i>Rockford RiverHawks*</i>	<i>126,432</i>	<i>44</i>	<i>2,873</i>	<i>110,565</i>	<i>15,867</i>	<i>2005</i>
Schaumburg (IL) Flyers	172,732	50	3,455	202,112	(29,380)	1999
Winnipeg Goldeyes	271,399	48	5,654	278,099	(6,700)	1999
LEAGUE TOTAL*	1,478,694	384	3,851	1,220,300	258,394	
<i>*2009 league total excludes Rockford which played in the Frontier League in 2009.</i>						
<u>ATLANTIC LEAGUE</u>						
Bridgeport Bluefish	160,653	65	2,472	162,121	(1,468)	1998
Camden Riversharks	246,039	68	3,618	234,519	11,520	2001
Lancaster Barnstormers	327,467	67	4,888	314,228	13,239	2005
Long Island (Central Islip) Ducks	410,619	68	6,039	414,973	(4,354)	2000
Newark (NJ) Bears	117,985	63	1,873	163,736	(45,751)	1999
Somerset (NJ) Patriots	369,466	69	5,355	355,429	14,037	1999
S. Maryland (Waldorf) Blue Crabs	240,777	68	3,541	239,541	1,236	2008
York Revolution	278,410	67	4,155	276,446	1,964	2007
LEAGUE TOTAL	2,151,416	535	4,021	2,160,993	(9,577)	
<u>FRONTIER LEAGUE</u>						
Evansville Otters	110,711	44	2,516	104,829	5,882	1915
Florence (KY) Freedom	112,844	50	2,257	102,086	10,758	2004
Gateway (Sauget, IL) Grizzlies	186,147	50	3,723	175,720	10,427	2002
Kalamazoo Kings	56,342	44	1,281	70,449	(14,107)	1996
Lake Erie (Avon, OH) Crushers	159,580	51	3,129	153,654	5,926	1993
Normal (IL) CornBelters	132,309	50	2,646	0	-----	2010
<i>Oakland County (MI) Cruisers@</i>	<i>9,114</i>	<i>15</i>	<i>608</i>	<i>20,252</i>	<i>(11,138)</i>	<i>1971</i>
River City (O'Fallon, MO) Rascals	113,431	48	2,363	89,776	23,655	1999
Southern IL (Marion) Miners	204,181	48	4,254	209,477	(5,296)	2007
Traverse City Beach Bums	204,440	56	3,651	170,358	34,082	2006
Washington (PA) Wild Things	116,722	48	2,432	133,881	(17,159)	2002
Windy City ThunderBolts	92,240	47	1,963	103,129	(10,889)	1999
LEAGUE TOTAL*	1,498,061	551	2,719	1,444,176	53,885	
<i>*2009 league total includes Rockford which moved to the Northern League in 2010.</i>						
<i>@-Oakland County played a limited home schedule in both 2010 and 2009.</i>						

2010 INDEPENDENT MINOR LEAGUE BASEBALL ATTENDANCE

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<u>TEAM</u>	<u>2010 TOTAL ATTENDANCE</u>	<u>HOME DATES</u>	<u>AVERAGE PER DATE</u>	<u>2009 TOTAL ATTENDANCE</u>	<u># CHANGE 2010 vs. 2009</u>	<u>BALLPARK OPENED:</u>
<u>AMERICAN ASSOCIATION</u>						
El Paso Diablos	179,452	48	3,739	200,323	(20,871)	1990
Fort Worth Cats	122,062	41	2,977	177,807	(55,745)	2002
Grand Prairie (TX) Airhogs	124,539	46	2,707	141,132	(16,593)	2008
Lincoln Saltdogs	163,676	48	3,410	172,445	(8,769)	2001
Pensacola Pelicans	50,608	44	1,150	71,797	(21,189)	1991
St. Paul Saints	237,994	47	5,064	267,398	(29,404)	1982
Shreveport-Bossier Captains	71,468	45	1,588	86,635	(15,167)	1986
Sioux City (IA) Explorers	56,428	46	1,227	70,978	(14,550)	1993
Sioux Falls (SD) Canaries	86,518	45	1,923	132,529	(46,011)	1964
Wichita (KS) Wingnuts	134,773	45	2,995	161,170	(26,397)	1934
LEAGUE TOTAL	1,227,518	455	2,698	1,482,214	(254,696)	
<u>UNITED LEAGUE</u>						
Amarillo Dillas	139,790	48	2,912	121,617	18,173	1957
Coastal Bend (TX) Thunder	11,874	34	349	46,084	(34,210)	2003
Edinburg Roadrunners	101,620	39	2,606	65,046	36,574	2001
Harlingen (Rio G.) White Wings	51,427	43	1,196	44,877	6,550	1950
Laredo Broncos	66,194	43	1,539	31,628	34,566	1976
San Angelo Colts	112,164	48	2,337	89,274	22,890	2000
LEAGUE TOTAL	483,069	255	1,894	398,526	84,543	
<u>GOLDEN BASEBALL LEAGUE</u>						
Calgary Vipers	66,518	39	1,706	54,910	11,608	1966
Chico Outlaws	113,819	42	2,710	89,276	24,543	1997
Edmonton Capitals	92,126	44	2,094	84,813	7,313	1995
<i>Mauī Na Koa Ikaika*</i>	50,343	41	1,228	54,931	(4,588)	1973
Orange Cty. (Fullerton) Flyers	49,064	36	1,363	28,344	20,720	1992
St. George (UT) Roadrunners	31,753	30	1,058	44,417	(12,664)	1997
Tijuana Cimarrones	46,748	31	1,508	0	-----	
Tucson Toros	117,068	44	2,661	139,149	(22,081)	1998
Victoria (BC) Seals	116,872	45	2,597	93,691	23,181	1967
Yuma Scorpions	58,083	43	1,351	41,578	16,505	1969
LEAGUE TOTAL	742,394	395	1,879	631,109	111,285	
<i>*Played in Long Beach in 2009.</i>						
<u>CONTINENTAL LEAGUE</u>						
Bay Area Toros (League City, TX)	0	0		2,315		
Big Bend (Alpine, TX) Cowboys	0	0		11,682	-----	1947
Desert Valley Mountain Lions	0	0		0	-----	
Coastal Kingfish (Road Team)	0	0		0	-----	
Alexandria (LA) Aces	0	0		45,727		
Texarkana Gunslingers	0	0		4,935		
LEAGUE TOTAL	0	0		64,659	-----	
<i>No attendance data available for 2010. League folded in late July. Alexandria and Texarkana did not operate in 2010.</i>						
GRAND TOTAL						
8 Independent Leagues in 2010	8,105,046	2,840	2,854	7,965,185	139,861	

Independent leagues are not affiliated with Major League Baseball, or with the National Association.
Attendance for independent leagues was obtained from league Web sites.

SEASON RECORD-HIGH ATTENDANCE – INDIVIDUAL TEAMS

This section lists the season record-high attendance figure for each team that played in a U.S. and Canadian-based NAPBL or independent league in 2010. It excludes the Continental League, which folded in July, and did not compile attendance data. Teams are listed with the league they played in for 2010. Many independent league teams will shift to different leagues in 2011.

The records listed are for each current team in its particular market. If there is information that a former team in that same market had a higher record attendance than the current team's record-high, it will be listed in a footnote. This usually occurs when a market that now has either a short-season or independent team, once was home to an NAPBL full-season team, or in the case of the Brooklyn Cyclones, a Major League team.

There are a few cases in markets with a current full-season NAPBL team, where a former team holds that market's all-time attendance record. Richmond, Jupiter/Palm Beach, and Hagerstown are examples of that, and here again, the attendance records of both the current and the former teams will be listed.

The data used to compile this section goes back to 1969 for all U.S./Canadian NAPBL teams. It also covers all seasons, with the exception noted below, for all current independent teams. The longest running independent leagues began play in 1993.

Records set in 2010 are listed in bold. If 2010 was also the team's first season, the figure is in italics.

Sources

Attendance data for NAPBL teams was obtained from The Sporting News Baseball Guides for the following seasons: 1969-1980; 1989-1993; 1996. The Website 'thebaseballcube.com' provided data for the 1981 through 1988 seasons. Data for 1994, 1995, and 1997 through 2010 came from the office of Minor League Baseball. Mexican League attendance from 1955 through 1993, and 1996 is from the Encyclopedia of Minor League Baseball.

Thanks to Steve Densa, Executive Director of Communications for Minor League Baseball, who provides this data. Thanks also to Pete Palmer, editor of The ESPN Baseball Encyclopedia, for providing some of the figures that were missing from thebaseballcube.com. Data from independent leagues came from the Website of each league, or from the Websites of individual teams.

What's Missing?

The 1981 attendance for the Mexican League was not available. Hopefully, in the future, these figures can be obtained.

League Record-High Attendance

The record-high attendance for all NAPBL and independent leagues can be found in the League and Team Highlights sections of this report. Also listed there is the single season, individual team, all-time record-high in each league.

SEASON RECORD-HIGH ATTENDANCE – INDIVIDUAL TEAMS**INTERNATIONAL LEAGUE – CLASS AAA**

Team	Record-High	Year	Team	Record-High	Year
Buffalo	1,188,972	1991	Louisville	1,052,438	1983
Charlotte	403,029	1993	Norfolk	560,211	1995
Columbus, OH	666,797	2009	Pawtucket	688,421	2005
Durham	520,952	2007	Rochester	515,436	1998
Gwinnett County, GA	423,556	2009	Scranton-Wilkes Barre	580,908	2007
Indianapolis	659,237	1998	Syracuse	446,025	1999
Lehigh Valley, PA	645,905	2010	Toledo	590,159	2007

PACIFIC COAST LEAGUE – CLASS AAA

Team	Record-High	Year	Team	Record-High	Year
Albuquerque	602,129	2009	Oklahoma City	542,095	2005
Colorado Springs	328,003	2010	Omaha	449,753	1997
Fresno	563,079	2002	Portland, OR (a)	454,197	2002
Iowa	576,310	2007	Reno	466,606	2009
Las Vegas	386,310	1993	Round Rock	700,277	2005
Memphis	887,976	2001	Sacramento	901,214	2001
Nashville	556,250	1990	Salt Lake City	713,224	1994
New Orleans	519,584	1998	Tacoma	352,450	2009

(a) – Moves to Tucson for 2011. Record high for Tucson is 317,347 in 1991 for a P.C.L. team

EASTERN LEAGUE – CLASS AA

Team	Record-High	Year	Team	Record-High	Year
Akron	522,459	1999	New Britain	368,523	2010
Altoona	394,062	2004	New Hampshire	386,991	2009
Binghamton	259,183	1992	Portland, ME	434,684	2004
Bowie	463,976	1995	Reading	486,570	2002
Erie	246,404	2001	Richmond (a)	463,842	2010
Harrisburg	294,325	2010	Trenton	457,344	1998

(a) – Class AAA team in Richmond drew 533,076 in 1993

SOUTHERN LEAGUE – CLASS AA

Team	Record-High	Year	Team	Record-High	Year
Birmingham	467,867	1994	Mississippi	246,674	2007
Carolina	328,207	1993	Mobile	332,639	1997
Chattanooga	292,920	1994	Montgomery	322,946	2004
Huntsville, AL	300,810	1985	Tennessee	268,033	2002
Jacksonville, FL	420,495	2004	West Tenn (Jackson)	313,775	1998

TEXAS LEAGUE – CLASS AA

Team	Record-High	Year	Team	Record-High	Year
Arkansas	377,977	2008	N.W. Arkansas	358,792	2008
Corpus Christi	506,398	2006	San Antonio	411,459	1994
Frisco	666,977	2003	Springfield, MO	526,630	2005
Midland	292,563	2008	Tulsa	408,183	2010

SEASON RECORD-HIGH ATTENDANCE – INDIVIDUAL TEAMS**CALIFORNIA LEAGUE – FULL-SEASON CLASS A**

Team	Record-High	Year	Team	Record-High	Year
Bakersfield	158,714	1992	Modesto	180,344	2010
High Desert	218,444	1992	Rancho Cucamonga	446,146	1995
Inland Empire	273,739	1997	San Jose	211,054	2009
Lake Elsinore	383,797	1995	Stockton	218,497	2007
Lancaster	316,390	1996	Visalia	108,681	2010

FLORIDA STATE LEAGUE – FULL-SEASON CLASS A

Team	Record-High	Year	Team	Record-High	Year
Bradenton	51,856	2010	Fort Myers	124,749	2008
Brevard County	144,688	1994	Jupiter (a)	114,301	2001
(Port) Charlotte	171,450	2010	Lakeland	64,010	2010
Clearwater	172,716	2010	Palm Beach (a)	105,122	2006
Daytona	164,007	2008	St. Lucie	100,921	2010
Dunedin	80,126	1994	Tampa (b)	149,191	1997

(a) – West Palm Beach record-high – 165,656 in 1981

(b) – St. Petersburg record-high - 202,383 in 1989

CAROLINA LEAGUE – FULL-SEASON CLASS A

Team	Record-High	Year	Team	Record-High	Year
Frederick	351,146	1993	Potomac	220,145	1998
Kinston	151,953	1997	Salem	258,469	2007
Lynchburg	164,413	2007	Wilmington, DE	358,766	1995
Myrtle Beach	242,397	2008	Winston-Salem	312,313	2010

MIDWEST LEAGUE – FULL-SEASON CLASS A

Team	Record-High	Year	Team	Record-High	Year
Beloit	101,127	1986	Kane County, IL	522,042	2004
Bowling Green, KY	235,412	2010	Lake County, OH	437,515	2003
Burlington, IA	83,927	1994	Lansing	538,325	1996
Cedar Rapids	196,066	2002	Peoria	275,673	2008
Clinton	127,251	1988	Quad Cities	260,471	1994
Dayton	597,433	2010	South Bend	258,424	1994
Fort Wayne	404,942	2010	West Michigan	547,401	1996
Great Lakes	324,564	2007	Wisconsin	253,240	2009

SOUTH ATLANTIC LEAGUE – FULL-SEASON CLASS A

Team	Record-High	Year	Team	Record-High	Year
Asheville	175,892	2008	Hickory	283,727	1993
Augusta, GA	201,760	2010	Kannapolis	132,342	2009
Charleston, SC	284,718	2007	Lakewood	482,206	2001
Delmarva	324,412	1997	Lexington, KY	451,076	2001
Greensboro	441,106	2007	Rome	246,718	2003
Greenville, SC	349,116	2008	Savannah	135,351	2000
Hagerstown (a)	153,675	2005	West Virginia	248,766	2007

(a) – Class AA Eastern League team drew 193,753 in 1991

SEASON RECORD-HIGH ATTENDANCE – INDIVIDUAL TEAMS**NEW YORK-PENN LEAGUE – SHORT-SEASON CLASS A**

Team	Record-High	Year	Team	Record-High	Year
Aberdeen	247,836	2008	Lowell	201,512	2010
Auburn	58,233*	1991	Mahoning Valley	206,287	2000
Batavia	52,909	1971	State College	153,350	2008
Brooklyn (a)	317,124	2002	Staten Island	209,018	2010
Connecticut (b)	50,511	2010	Tri-City (Troy, NY) (c)	155,315	2010
Hudson Valley	164,425	2006	Vermont	124,496	1996
Jamestown	63,069	2001	Williamsport (d)	83,346	2003

* - Since 1969

(b) - Class AA Eastern Lea. team drew 281,473 in 1995

(d) - Class AA Eastern Lea. team drew 100,586 in 1988

(a) - Brooklyn Dodgers drew 1,807,526 in 1947

(c) - Albany-Colonie (Class AA) drew 324,003 in 1985

NORTHWEST LEAGUE – SHORT-SEASON CLASS A

Team	Record-High	Year	Team	Record-High	Year
Boise	165,255	1995	Spokane (b)	192,021	2007
Eugene (a)	148,282	1996	Tri-City, WA (c)	84,921	2010
Everett	119,396	1998	Vancouver (d)	154,592	2010
Salem-Keiser	136,836	1997	Yakima (e)	86,822	1993

(a) - PCL team drew 168,094 in 1972 (best since 1969)

(c) - Indep. Western Leag. team drew 109,101 in 1997

(e) - Full-season team drew 133,917 in 1949

(b) - PCL team drew 221,526 in 1982 (best since 1969)

(d) - PCL team drew 386,220 in 1988

APPALACHIAN LEAGUE – SHORT-SEASON ROOKIE

Team	Record-High	Year	Team	Record-High	Year
Bluefield	55,373	1991	Greeneville, TN	51,806	2008
Bristol	32,409	1976	Johnson City	48,038	1994
Burlington, NC	76,653	1987	Kingsport	55,457	1999
Danville	80,539	1993	Princeton	39,436	1994
Elizabethton	30,134	2007	Pulaski	33,679	2008

PIONEER LEAGUE – SHORT-SEASON ROOKIE

Team	Record-High	Year	Team	Record-High	Year
Billings	122,090	2003	Idaho Falls	104,960	2007
Casper	57,120	2010	Missoula	87,345	2010
Great Falls	114,603	2003	Ogden	146,068	2009
Helena	51,236	1982	Orem	109,125	2007

SEASON RECORD-HIGH ATTENDANCE – INDIVIDUAL TEAMS**CAN-AM LEAGUE – INDEPENDENT**

Team	Record-High	Year	Team	Record-High	Year
Brockton	203,094	2004	Quebec City	164,009	2009
New Jersey Jackals	120,379	2005	Sussex, NJ (c)	101,638	2007
Pittsfield (a) (b)	56,295	2002	Worcester	124,745	2005

(a), (b) - 2002 team was in the Northeast Lg. Div. of Northern Lg. NY-Penn Lg. team drew 101,110 in 1990

(c) – Short-season NY-Penn League team drew 176,788 in 1995

NORTHERN LEAGUE – INDEPENDENT

Team	Record-High	Year	Team	Record-High	Year
Fargo-Moorhead	193,364	2002	Lake County, IL	128,856	2010
Gary	166,366	2010	Rockford (a)	138,234	2008
Joliet	202,755	2002	Schaumburg	236,476	1999
Kansas City, KS	289,162	2007	Winnipeg	323,241	2004

(a) – Full-season Class A Midwest League team drew 158,674 in 1988

ATLANTIC LEAGUE – INDEPENDENT

Team	Record-High	Year	Team	Record-High	Year
Bridgeport	342,857	1999	Newark, NJ	243,255	2001
Camden	313,792	2002	Somerset	376,315	2004
Lancaster, PA	378,310	2005	Southern Maryland	240,777	2010
Long Island	443,142	2001	York	293,967	2008

FRONTIER LEAGUE – INDEPENDENT

Team	Record-High	Year	Team	Record-High	Year
Evansville (a)	136,941	2005	Oakland County, MI	20,252	2009
Florence, KY	112,844	2010	River City, MO	185,333	2004
Gateway (Sauget, IL)	217,500	2004	Southern Illinois	259,392	2007
Kalamazoo	135,654	2004	Traverse City	206,102	2007
Lake Erie (Avon, OH)	159,580	2010	Washington, PA	156,276	2003
Normal	132,309	2010	Windy City, IL	103,129	2009

(a) – Class AAA American Association team drew 147,807 in 1972

AMERICAN ASSOCIATION – INDEPENDENT

Team	Record-High	Year	Team	Record-High	Year
El Paso (a)	211,316	2007	St. Paul	297,834	2007
Fort Worth (b)	185,175	2008	Shreveport-Bossier (c)	86,635	2009
Grand Prairie	143,627	2008	Sioux City, IA	149,770	1995
Lincoln	247,471	2002	Sioux Falls, SD	150,837	2008
Pensacola	92,468	2007	Wichita, KS (d)	161,170	2009

(a) - Class AA Texas League team drew 329,233 in 1995 (b) - Full-season team drew 354,288 in 1948

(c) - Class AA Texas League team drew 234,587 in 1988

(d) - Class AAA American Association team drew 280,320 in 1971

SEASON RECORD-HIGH ATTENDANCE – INDIVIDUAL TEAMS**UNITED BASEBALL LEAGUE – INDEPENDENT**

Team	Record-High	Year	Team	Record-High	Year
Amarillo	159,332	2008	Rio Grande Valley (b)	103,535	2000
Coastal Bend (a)	103,134	2003	Laredo	66,194	2010
Edinburg (a)	145,370	2004	San Angelo (b)	150,770	2000

(a) - This record was set when team was in the independent Central League

(b) - This record was set when team was in the independent Texas-Louisiana League

GOLDEN BASEBALL LEAGUE – INDEPENDENT

Team	Record-High	Year	Team	Record-High	Year
Calgary (a)	71,363	2007	St. George (d)	44,417	2009
Chico (b)	113,819	2010	Tijuana (e)	46,748	2010
Edmonton (c)	107,987	2005	Tucson (f)	139,149	2009
Maui	50,343	2010	Victoria, BC	116,872	2010
Orange County	59,071	2006	Yuma	90,370	2005

(a) - Class AAA PCL team drew 332,590 in 1988

(c) - Class AAA PCL team drew 463,684 in 1996

(e) - Mexican League team drew 548,863 in 2004

(b) - Indep. Western Lg. team drew 132,052 in 1998

(d) - Indep. Western Lg. team drew 79,517 in 1999

(f) - Class AAA PCL team drew 317,347 in 1991

MEXICAN LEAGUE – NAPBL (SINCE 1955) RECORDS ONLY

Team	Record-High	Year	Team	Record-High	Year
Campeche	287,749	1983	Nuevo Laredo	247,583	1978
Cancun-Quintana Roo	214,556	2007	Oaxaca	209,984	2008
Chihuahua	249,126	2008	Puebla	362,170	2000
Laguna	350,717	2008	Reynosa	313,917	2009
Mexico City Reds	536,743	1967	Saltillo	613,551	2001
Minititlan	211,227	2008	Tabasco	441,835	1979
Monclova	425,738	1998	Veracruz	237,705	1964
Monterrey	989,454	2006	Yucatan	560,000	1982

Mexico City also had a team named the Tigers, whose attendance high was 441,885 in 1965.

ATTENDANCE GROWTH - 2009 vs. 1999, 1989, 1979 and 1969

Minor League Baseball attendance has increased very sharply over the past 4 decades. New ballparks, better marketing and promotion programs, and the fact that Minor League baseball offers good entertainment at a reasonable price, have all been contributing factors to this attendance boom.

Tables at the end of this section compare 2010 Major League and Minor League attendance with attendance for the 1999, 1989, 1979, and 1969 seasons. Note the sub-total (*in italics*) provided for Class AAA. The old Class AAA American Association teams were moved into either the International or Pacific Coast Leagues after the 1997 season. The sub-total is a more accurate way to compare Class AAA attendance between years.

Both the Major and Minor leagues have more teams today than 21, 31 and 41 years ago. So the tables look at average attendance per team for each league, in addition to the comparisons of total season attendance.

Figures for average attendance per date are not available for 1989, 1979, and 1969. No independent leagues were in operation in those years either.

ONE MORE LOOK AT THE 2010 NUMBERS

The 176 NAPBL teams that charged admission drew 41,432,456, an average of 235,412 per team. Average per date was 3,992. 60 independent teams with home attendance drew 8,105,046, an average of 135,084 per team, and an average per date of 2,854. Most independent teams play shorter seasons than NAPBL teams. Combined NAPBL and independent attendance was 49,537,502, averaging 209,905 per team, and 3,747 per date. Major League total attendance was 73,054,407, an average of 2,435,147 per team, and 30,138 per date.

2010 COMPARISON WITH 1999

By 1999, the boom in Minor League attendance was underway. Comparing 2010 with 1999 attendance won't have the same dramatic growth as comparisons with 1989, 1979, and 1969. But there were healthy gains.

NAPBL total attendance rose 17.8% from 1999. Average attendance per date was up 606 (17.9%). There were 176 NAPBL teams in 2010 and in 1999. 44 independent teams played home games in 1999. Independent leagues total attendance was up 66.4% vs. 1999, and their average per date increased by 295 (11.5%). Combined 2010 NAPBL and independent total attendance rose 23.7% from 1999, and average per date was up 489 (15.0%).

2010 average attendance per team was at least 25% higher than in 1999 for 7 NAPBL leagues. The Texas League's average attendance per team rose 64.6%. The South Atlantic League was up 57.3%, the Florida State League had a 46.5% increase, and the Pioneer League gained 43.1%. The Midwest (32.0%), New York-Penn (33.5%), and the Pacific Coast Leagues (25.4%), also had average per team gains of more than 25%.

But 5 NAPBL leagues had a lower average attendance per team in 2010 than they had in 1999. The Northwest League was down 13.4%, and the Appalachian League declined 12.3%. Full-season leagues with decreases were the California (down 6.5%), Mexican (down 5.6%), and Southern Leagues (down 5.3%).

The 30 Class AAA teams averaged 465,843 per team in 2010. In 1999, the 30 Class AAA teams averaged 401,475 per team. Class AAA average per date was 6,664 in 2010, compared to 5,913 in 1999. Class AA teams averaged 4,492 in 2010, up 551 from the 1999 average of 3,941. Full-season Class A teams averaged 2,970 in 2010, compared to 2,296 in 1999. Short-season teams averaged 2,549 in 2010, vs. 2,231 in 1999.

Buffalo drew 684,051 to lead all teams in total attendance in 1999. The Bisons also had the highest average per date (10,060) of any team. Indianapolis drew 658,250. Overall, 6 teams topped 500,000. Akron was the Class AA leader, drawing 522,459. Lansing had the best full-season Class A attendance (462,515). The short-season attendance leader was Portland, OR, who drew 206,136. Among independent league teams, Bridgeport had the highest total attendance (342,857), and St. Paul had the best average per date (6,329).

The Major League 2010 total attendance and average per team was up 4.2% from 1999. 30 teams operated each year. Average attendance per date was up 928 (3.2%) from the 1999 average of 29,210.

ATTENDANCE GROWTH - 2009 vs. 1999, 1989, 1979 and 1969**2010 COMPARISON WITH 1989**

The 164 NAPBL teams drew a total of 23,103,593 in 1989, an average of 140,876 per team. 2010 NAPBL total attendance was 79.3% higher than in 1989, and the average per team was up 67.0%. Independent leagues did not operate in 1989. But if independent leagues attendance is included in the 2010 figures, the results are gains of 114.4% in total attendance, and 49.0% in average per team.

The Appalachian League, down 6.9% is the only league whose 2010 average attendance per team was lower than the 1989 average. Every other league had a gain of at least 20%.

4 leagues more than doubled their per team averages compared to 1989. The South Atlantic League average per team was 160.4% higher in 2010 than in 1989. The New York-Penn was up 156.1%, the Midwest League gained 113.3%, and the Eastern League had a 107.7% increase. The Pacific Coast, Texas, and Carolina Leagues achieved increases of better than 70%. The combined Class AAA average per team was up 37.1%.

Among individual teams, Buffalo had the highest attendance, drawing an incredible 1,132,183. Louisville and Columbus, OH also topped 500,000. 13 teams reached 500,000 in 2010. Highest Class AA attendance in 1989 was at Arkansas (296,428). In 2010, 13 Class AA teams topped 300,000. Durham led full-season Class A in 1989, drawing 272,202. That figure was topped by 13 Class A teams in 2010. Durham is now in Class AAA, and the Bulls drew 500,073 in 2010. Yucatan drew 310,715 to lead the Mexican League in 1989.

In 1989, just 2 of the 26 teams in either the Midwest or South Atlantic Leagues topped 200,000. But in 2010, 18 teams in those leagues reached that milestone. Salt Lake City drew 173,256 to top all short-season teams in 1989. Just 4 of the 40 short-season teams in 1989 drew at least 100,000. 14 teams did that in 2010, with 4 of them surpassing 200,000.

Major League total attendance was up 32.4% vs. 1989. Average per team (26 teams in 1989), rose 14.8%.

2010 COMPARISON WITH 1979

142 NAPBL teams charging admission operated in 1979. Total attendance was 15,265,633, an average of 107,504 per team. NAPBL 2010 total attendance was 171.4% higher than in 1979, with the average per team up 119.0%. When independent league attendance is added to the 2010 totals, the result is a 224.5% increase in total attendance, and a 95.3% gain in average per team.

11 of the 15 NAPBL leagues more than doubled their average attendance per team since 1979. There was a better than 4-fold increase in 5 leagues: Carolina - 380.9%; Eastern - 354.8%; New York-Penn - 337.8%; Midwest - 330.6%; Northwest - 315.2%. The only leagues that did not at least double their average attendance per team were the Southern, Florida State, and Appalachian Leagues, which had increases of less than 50%, and the Mexican League, which was down 26.1%. The Class AAA leagues had a combined 159.1% increase from the 1979 average per team of 179,784.

In 1979, Columbus (OH) had the top Minor League attendance, drawing 599,544 to newly re-built Cooper Stadium. That figure was topped by Columbus, Louisville, Lehigh Valley, and Sacramento in 2010. 3 Mexican League teams (Mexico City Reds, Tabasco, and Yucatan) topped 400,000 in 1979. But Denver (335,684), and Albuquerque (266,586) were the only other Class AAA teams to top 250,000. All Class AAA teams did that in 2010.

Nashville drew 515,482 to lead Class AA in 1979, the first of 4 straight years the Sounds topped 500,000. Memphis and El Paso were the only other Class AA teams to reach 200,000. 26 of the 30 Class AA teams topped 200,000 in 2010. Just 2 of the 34 full-season Class A teams attracted more than 100,000 fans in 1979. West Palm Beach drew 125,213, and Greensboro's attendance was 165,596. In 2010, 50 of the 60 full-season Class A teams, and 14 short-season teams, drew more than 100,000. Greensboro's Class A leading total of 1979 was topped by 34 full-season Class A teams, and 5 short-season teams in 2010. Eugene drew 66,156 to lead all short-season teams in 1979. 22 short-season NAPBL teams drew more than that in 2010.

Major League total attendance was up 67.7% vs. 1979. Average per team (26 teams in 1979), rose 45.4%.

ATTENDANCE GROWTH - 2009 vs. 1999, 1989, 1979 and 1969**2010 COMPARISON WITH 1969**

The 148 NAPBL teams that operated in 1969 drew just 9,984,263, an average of 67,461 per team. 2010 total NAPBL attendance was 315.0% higher, and average per team showed a 249.0% gain. Add the independent teams to the 2010 figures, and the total attendance growth is 396.2%, with average per team up 211.1%.

There have been some incredible increases in average attendance per team since 1969. The Midwest League was up 540.7%. The South Atlantic League (named the Western Carolinas League until 1980) had a 502.5% gain with 5 current teams each individually drawing better in 2010 than the entire league drew in 1969.

The New York-Penn League had a 448.8% increase, and the Eastern League was up 417.9%. The International, Pacific Coast, Southern, Texas, California, Carolina, Northwest, and Pioneer Leagues were each up better than 200%. The Florida State League, up 154.5%, the Appalachian League, up 67.2%, and the Mexican League, down 31.2%, were the only leagues whose 2010 average per team was not at least triple the 1969 figure. Combined Class AAA average per team was up 244.6%.

In 1969, the Mexico City Reds led all of Minor League Baseball in attendance, drawing 428,548. Among U.S. based teams, Hawaii (Honolulu) was the top draw, with a total of 280,477. In 2010, Hawaii's 1969 total attendance was topped by 61 NAPBL teams, including all teams in the Texas, International, and Pacific Coast Leagues, and by 3 independent league teams. Honolulu no longer has a team.

Only 5 teams below the AAA level topped 100,000 in 1969. Dallas-Fort Worth, then in the Class AA Texas League, attracted 235,827. No United States based Class A team reached 100,000. Miami had the best full-season Class A attendance in the U.S., drawing 77,354. 52 of 60 full-season Class A teams, and 21 short-season teams topped that figure in 2010. Salt Lake City drew 76,789 to lead all short-season teams in 1969.

Major League total attendance rose 168.3% vs. 1969. Average per team (24 teams in 1969), rose 114.6%.

INDIVIDUAL TEAMS OUTDRAWING ENTIRE LEAGUES

The following individual teams drew more fans in 2010 than their entire league drew in 1979 and/or 1969: (Example: Reading drew 456,466 in 2010. In 1979, the Eastern League's total attendance was 436,040, and in 1969, that league drew 382,933.)

Eastern League - Reading, Richmond (1979 & 1969); Trenton, New Hampshire, Portland, ME (1969)

Southern League - Jacksonville (1969)

Carolina League - Wilmington, Frederick, Winston-Salem (1979)

Midwest League - Dayton (1979 & 1969); Kane County, Fort Wayne, West Michigan (1969)

South Atlantic Lea. - Greensboro, Lakewood (1979 & 1969);
Charleston SC, Greenville, Lexington (1969)

NY-Penn League - Brooklyn, Aberdeen, Staten Island, Lowell (1969)

Northwest League - Spokane, Vancouver, Eugene, Boise (1969)

MAJOR AND MINOR LEAGUE BASEBALL ATTENDANCE - 2010 vs. 1999

League	2010			1999			% Chg. in Avg./Team 2010 vs. 1999
	Attendance	# Teams	Avg./Team	Attendance	# Teams	Avg./Team	
American National	32,163,931	14	2,297,424	31,816,532	14	2,272,609	1.1
	<u>40,890,476</u>	<u>16</u>	<u>2,555,655</u>	<u>38,322,848</u>	<u>16</u>	<u>2,395,178</u>	<u>6.7</u>
MAJORS TOTAL	73,054,407	30	2,435,147	70,139,380	30	2,337,979	4.2
American Assoc. International	Teams now in the I.L. & P.C.L.			Teams now in the I.L. & P.C.L.			
	6,942,740	14	495,910	6,437,251	14	459,804	7.9
Pacific Coast	<u>7,032,545</u>	<u>16</u>	<u>439,534</u>	<u>5,606,999</u>	<u>16</u>	<u>350,437</u>	25.4
<i>Class AAA Total</i>	<i>13,975,285</i>	<i>30</i>	<i>465,843</i>	<i>12,044,250</i>	<i>30</i>	<i>401,475</i>	<i>16.0</i>
Mexican	2,714,955	16	169,685	2,875,289	16	179,706	(5.6)
Eastern	3,966,241	12	330,520	3,868,732	12	322,394	2.5
Southern	2,209,830	10	220,983	2,332,712	10	233,271	(5.3)
Texas	2,942,930	8	367,866	1,787,915	8	223,489	64.6
California	1,566,501	10	156,650	1,675,245	10	167,525	(6.5)
Carolina	1,810,537	8	226,317	1,652,256	8	206,532	9.6
Florida State	1,182,581	12	98,548	941,861	14	67,276	46.5
Midwest	4,184,843	16	261,553	2,774,427	14	198,173	32.0
South Atlantic *	3,223,655	14	230,261	2,049,461	14	146,390	57.3
New York-Penn	1,829,755	14	130,697	1,371,054	14	97,932	33.5
Northwest	885,025	8	110,628	1,021,390	8	127,674	(13.4)
Appalachian	289,929	10	28,993	330,517	10	33,052	(12.3)
Pioneer	<u>650,389</u>	<u>8</u>	81,299	<u>454,362</u>	<u>8</u>	56,795	43.1
NAPBL TOTAL	41,432,456	176	235,412	35,179,471	176	199,883	17.8
Independent Lgs.	8,105,046	60	135,084	4,871,797	44	110,723	22.0
GRAND TOTAL	49,537,502	236	209,905	40,051,268	220	182,051	15.3

* The South Atlantic League was named the Western Carolinas League until 1980.

Independent league totals exclude teams that only played road games.

Sources: Minor League Baseball (NAPBL), Independent Leagues, Major League Baseball Information System

MAJOR AND MINOR LEAGUE BASEBALL ATTENDANCE - 2010 vs. 1989

League	2010			1989			% Chg. in Avg./Team 2010 vs. 1989
	Attendance	# Teams	Avg./Team	Attendance	# Teams	Avg./Team	
American National	32,163,931	14	2,297,424	29,849,262	14	2,132,090	7.8
	<u>40,890,476</u>	<u>16</u>	<u>2,555,655</u>	<u>25,323,834</u>	<u>12</u>	<u>2,110,320</u>	<u>21.1</u>
MAJORS TOTAL	73,054,407	30	2,435,147	55,173,096	26	2,122,042	14.8
American Assoc. International Pacific Coast	Teams now in the I.L. & P.C.L.						
	6,942,740	14	495,910	3,667,142	8	458,393	
	<u>7,032,545</u>	<u>16</u>	<u>439,534</u>	<u>2,613,247</u>	<u>8</u>	<u>326,656</u>	51.8
				<u>2,554,417</u>	<u>10</u>	<u>255,442</u>	72.1
<i>Class AAA Total</i>	<i>13,975,285</i>	<i>30</i>	<i>465,843</i>	<i>8,834,806</i>	<i>26</i>	<i>339,800</i>	<i>37.1</i>
Mexican	2,714,955	16	169,685	1,975,723	14	141,123	20.2
Eastern Southern Texas	3,966,241	12	330,520	1,272,812	8	159,102	107.7
	2,209,830	10	220,983	1,687,844	10	168,784	30.9
	2,942,930	8	367,866	1,511,610	8	188,951	94.7
California Carolina Florida State	1,566,501	10	156,650	933,883	10	93,388	67.7
	1,810,537	8	226,317	1,006,738	8	125,842	79.8
	1,182,581	12	98,548	957,344	14	68,382	44.1
Midwest South Atlantic * New York-Penn	4,184,843	16	261,553	1,716,443	14	122,603	113.3
	3,223,655	14	230,261	1,060,964	12	88,414	160.4
	1,829,755	14	130,697	714,561	14	51,040	156.1
Northwest Appalachian Pioneer	885,025	8	110,628	636,187	8	79,523	39.1
	289,929	10	28,993	311,510	10	31,151	(6.9)
	<u>650,389</u>	<u>8</u>	<u>81,299</u>	<u>483,168</u>	<u>8</u>	<u>60,396</u>	<u>34.6</u>
NAPBL TOTAL	41,432,456	176	235,412	23,103,593	164	140,876	67.1
Independent Lgs.	8,105,046	60	135,084	0	0	0	-----
GRAND TOTAL	49,537,502	236	209,905	23,103,593	164	140,876	49.0

* The South Atlantic League was named the Western Carolinas League until 1980.

Independent league totals exclude teams that only played road games.

Sources: Minor League Baseball (NAPBL), Independent Leagues, Major League Baseball Information System

MAJOR AND MINOR LEAGUE BASEBALL ATTENDANCE - 2010 vs. 1979

<u>League</u>	<u>2010</u>			<u>1979</u>			<u>% Chg. in Avg./Team 2010 vs. 1979</u>
	<u>Attendance</u>	<u># Teams</u>	<u>Avg./Team</u>	<u>Attendance</u>	<u># Teams</u>	<u>Avg./Team</u>	
American National	32,163,931	14	2,297,424	22,371,979	14	1,597,999	43.8
	<u>40,890,476</u>	<u>16</u>	<u>2,555,655</u>	<u>21,178,419</u>	<u>12</u>	<u>1,764,868</u>	<u>44.8</u>
MAJORS TOTAL	73,054,407	30	2,435,147	43,550,398	26	1,675,015	45.4
American Assoc. International Pacific Coast	Teams now in the I.L. & P.C.L.						
	6,942,740	14	495,910	1,296,740	8	162,093	
	<u>7,032,545</u>	<u>16</u>	<u>439,534</u>	<u>1,616,151</u>	<u>8</u>	<u>202,019</u>	145.5
				<u>1,761,487</u>	<u>10</u>	<u>176,149</u>	149.5
<i>Class AAA Total</i>	<i>13,975,285</i>	<i>30</i>	<i>465,843</i>	<i>4,674,378</i>	<i>26</i>	<i>179,784</i>	<i>159.1</i>
Mexican	2,714,955	16	169,685	4,591,286	20	229,564	(26.1)
Eastern Southern Texas	3,966,241	12	330,520	436,040	6	72,673	354.8
	2,209,830	10	220,983	1,482,437	10	148,244	49.1
	2,942,930	8	367,866	826,207	8	103,276	256.2
California Carolina Florida State	1,566,501	10	156,650	504,487	10	50,449	210.5
	1,810,537	8	226,317	282,371	6	47,062	380.9
	1,182,581	12	98,548	722,258	10	72,226	36.4
Midwest South Atlantic * New York-Penn	4,184,843	16	261,553	485,915	8	60,739	330.6
	3,223,655	14	230,261	347,237	6	57,873	297.9
	1,829,755	14	130,697	298,538	10	29,854	337.8
Northwest Appalachian Pioneer	885,025	8	110,628	213,163	8	26,645	315.2
	289,929	10	28,993	128,735	6	21,456	35.1
	<u>650,389</u>	<u>8</u>	<u>81,299</u>	<u>272,581</u>	<u>8</u>	<u>34,073</u>	<u>138.6</u>
NAPBL TOTAL	41,432,456	176	235,412	15,265,633	142	107,504	119.0
Independent Lgs.	8,105,046	60	135,084	0	0	0	-----
GRAND TOTAL	49,537,502	236	209,905	15,265,633	142	107,504	95.3

* The South Atlantic League was named the Western Carolinas League until 1980.

Independent league totals exclude teams that only played road games.

1979 figures for Inter-American League which folded in mid-season are not included.

Sources: Minor League Baseball (NAPBL), Independent Leagues, Total Baseball - 8th Edition

MAJOR AND MINOR LEAGUE BASEBALL ATTENDANCE - 2010 vs. 1969

League	2010			1969			% Chg. in Avg./Team 2010 vs. 1969
	Attendance	# Teams	Avg./Team	Attendance	# Teams	Avg./Team	
American National	32,163,931	14	2,297,424	12,134,745	12	1,011,229	127.2
	<u>40,890,476</u>	<u>16</u>	<u>2,555,655</u>	<u>15,094,946</u>	<u>12</u>	<u>1,257,912</u>	<u>103.2</u>
MAJORS TOTAL	73,054,407	30	2,435,147	27,229,691	24	1,134,570	114.6
American Assoc. International Pacific Coast	Teams now in the I.L. & P.C.L.			882,547	6	147,091	
	6,942,740	14	495,910	1,035,457	8	129,432	283.1
	<u>7,032,545</u>	<u>16</u>	<u>439,534</u>	<u>1,055,988</u>	<u>8</u>	<u>131,999</u>	233.0
Class AAA Total	13,975,285	30	465,843	2,973,992	22	135,181	244.6
Mexican	2,714,955	16	169,685	1,973,825	8	246,728	(31.2)
Eastern Southern Texas	3,966,241	12	330,520	382,933	6	63,822	417.9
	2,209,830	10	220,983	333,516	6	55,586	297.6
	2,942,930	8	367,866	828,268	8	103,534	255.3
California Carolina Florida State	1,566,501	10	156,650	369,217	8	46,152	239.4
	1,810,537	8	226,317	476,856	10	47,686	374.6
	1,182,581	12	98,548	464,662	12	38,722	154.5
Midwest South Atlantic * New York-Penn	4,184,843	16	261,553	367,420	9	40,824	540.7
	3,223,655	14	230,261	229,290	6	38,215	502.5
	1,829,755	14	130,697	190,519	8	23,815	448.8
Northwest Appalachian Pioneer	885,025	8	110,628	101,658	4	25,415	335.3
	289,929	10	28,993	138,763	8	17,345	67.2
	<u>650,389</u>	<u>8</u>	81,299	180,625	7	25,804	215.1
Northern Mexican Center Mexican Northern Mexican So. East	-----	----	-----	128,964	6	21,494	-----
	-----	----	-----	356,809	8	44,601	-----
	-----	----	-----	145,244	6	24,207	-----
	-----	----	-----	<u>341,702</u>	<u>6</u>	56,950	-----
NAPBL TOTAL	41,432,456	176	235,412	9,984,263	148	67,461	249.0
Independent Lgs.	8,105,046	60	135,084	0	0	0	-----
GRAND TOTAL	49,537,502	236	209,905	9,984,263	148	67,461	211.1

* The South Atlantic League was named the Western Carolinas League until 1980

In 1969, the Gulf Coast League listed attendance of 8,817, as one team charged admission. It is not included here.

Independent league totals exclude teams that only played road games.

Sources: Minor League Baseball (NAPBL), Independent Leagues, Total Baseball - 8th Edition

NEW BALLPARKS

New ballparks have been a major factor in the growth of minor league attendance. According to the "Baseball America Directory", ballparkdigest.com, and baseballparks.com, 121 of the 160 U.S./Canadian based NAPBL teams play in a park that opened from 1988 to 2010. 88 of these parks have been built since 1995, and 56 of them have opened since 2000. (Palm Beach and Jupiter of the Florida State League share the same facility, so there are 159 U.S./Canadian NAPBL ballparks.) 29 teams play in a park that opened prior to 1970, while the homes of 10 teams were built between 1970 and 1987. Many older parks have been totally refurbished, and bear little resemblance to their original structures.

Information is available about all 59 ballparks of U.S./Canadian independent league teams that operated in 2010. (Tijuana, Mexico is missing.) 44 of these parks opened since the start of 1988, (39 since 1995, and 25 since 2000), 10 were built prior to 1970, and 5 opened between 1970 and 1987. Overall, 164 current minor league ballparks have opened since 1988, with 127 of those opening since 1995, and 81 opening since 2000.

Omaha is the only NYPBL team that will open a completely new ballpark in 2011. Tacoma, South Bend, and Reading will complete major renovations of their parks.

MINOR LEAGUE BASEBALL ATTENDANCE COMPARED TO MINOR LEAGUE HOCKEY ATTENDANCE

Professional hockey has a system of minor leagues somewhat similar to that of baseball, with some minor league hockey teams being affiliated with teams in the National Hockey League. But while Minor League Baseball attendance has continued to grow in the first decade of the 21st Century, minor league hockey attendance is down.

In the 1998-99 season, there were 109 professional minor league hockey teams in the United States and Canada. By the 2009-10 season, the number of teams was down to 78.

Total regular season minor league hockey attendance fell 36.6% from 19,586,514 in 1998-99, to 12,412,638 in 2009-10, with 31 fewer teams. Average attendance per game dropped 466 from 4,865 in 1998-99, to 4,399 in 2009-10, a decline of 9.6%. On the other hand, National Hockey League total attendance in 2009-10 was up 16.7%, when compared to 1998-99, and the average attendance per game rose 5.0%. (Sources: league Web sites, ESPN.com, nhl.com.)

A LOOK BACK AT THE BOOM, DECLINE, AND REBIRTH OF MINOR LEAGUE BASEBALL

Minor League Baseball enjoyed a huge post-World War II attendance boom. But then there was a big decline in the number of teams and leagues, along with attendance, that lasted through the 1960's.

This section takes a look back at 1949, when total Minor League attendance reached levels that would not be seen again until a half-century later. It also examines 1961, when Minor League attendance fell below 10 million, and for many of the leagues still operating then, survival was not assured.

There are tables listing 1949 and 1961 Minor League attendance by league and by classification. The number of teams in every league, and the average attendance per team in each league, is also included. The team with the highest attendance in every league, and the team with the lowest attendance in every league, is listed.

The old classification system of Class B, C, and D leagues was still in use in 1949 and in 1961. In 1963, most surviving leagues from those classifications became full-season Class A, short-season Class A, and Rookie Leagues. There were no short-season leagues in 1949. The Pacific Coast League played a 188 game schedule, and other Class AAA, and AA leagues played 154 games. Class B leagues generally played between 140-154 games, Class C leagues played 124-150 games, and most Class D leagues played 120-140 games.

Major League teams had many more Minor League affiliates 60 years ago. In 1950, the Brooklyn Dodgers had 22 Minor League teams, while the St. Louis Cardinals had 21. The Giants, Yankees, Athletics, Indians, and Cubs each had at least 15 affiliates. Today, most Major League teams have 7 or 8 Minor League affiliates.

Data in this section comes from the 1950 and 1962 editions of The Sporting News Official Baseball Guide. These books were downloaded from the archive.org Website, which obtained them from the University of Florida library. The books were donated to the University by Red Barber, a UF alumnus, who along with Mel Allen, was the first broadcaster inducted into the Baseball Hall-of-Fame.

1949 – WHEN MINOR LEAGUE BASEBALL SET A RECORD THAT LASTED DECADES

Professional baseball attendance was at an all-time high in the late 1940's. Major League attendance reached 20,920,842 in 1948. This was up from just 8,772,746 in 1944. The 1948 total would not be topped until 1962, when there were 4 more Major League teams. The 1948 average attendance per MLB team was 1,307,553. That average figure was not surpassed until 1977. In 1949, Major League attendance was 20,215,365.

There were other leagues that were not part of 'Organized' baseball in 1949, and whose statistics were not reported in The Sporting News Guide. What were called the 'Negro Leagues' were still in operation, as this was just two years after Jackie Robinson and Larry Doby integrated the Major Leagues. Attendance for the Negro Leagues is not available, but many of their teams drew well until the late 1940's. These teams featured players who would have been Major League stars, had they been allowed to play there. Also operating in 1949 was an independent Mexican League, which did not join Organized Baseball until 1955. Attendance figures from that league are also not available.

Minor League total regular season attendance reached 39,640,443 in 1949, according to Minor League Baseball. Figures published in the 1950 Sporting News Baseball Guide show a regular season total of 39,684,550. Post-season 1949 Minor League attendance was 2,083,394. The NAPBL affiliated leagues did not top the 1949 record until 2004. The combined NAPBL-Independent league total surpassed the 1949 record in 1999.

In 1949, there were 448 teams in the 59 leagues that compiled attendance. 47 of those leagues had 8 teams, while the other 12 leagues had 6 teams each. In 2010, there were 15 NAPBL leagues with 176 teams, and 7 independent leagues with 60 teams, that charged admission to their games. Among the 1949 leagues still around today is the P.O.N.Y. (Pennsylvania, Ontario, New York) League, now named the New York-Penn League.

The Pacific Coast League, which was considered by many to be almost as good as the Major Leagues, had by far the highest attendance in the Minors. The league drew 3,751,929 in 1949, an average of 468,991 per team. This average per team is better than the 439,534 per team that the P.C.L. averaged in 2010, when it played a 144 game schedule. There were numerous cities in that league that would become Major League markets in the future.

1949 – WHEN MINOR LEAGUE BASEBALL SET A RECORD THAT LASTED DECADES

The other Class AAA leagues drew considerably less than the P.C.L., but still averaged better than 250,000 per team. The overall Class AAA average of 336,625 compares with a 465,843 average in 2010.

There were only 2 Class AA leagues. Both the Southern Association and the Texas League averaged more than 240,000 per team. In 2010, the 3 Class AA leagues averaged 303,967 per team.

Among the 4 Class A leagues, the Western League had the most success at the gate, averaging 227,309 per team, with all 6 teams topping 100,000. Denver led that league, drawing 463,039, which would remain as the highest attendance by a Class A team until 1994, when it was topped by West Michigan.

Class B, C, and D leagues had much lower attendance. A season's total of at least 100,000 in those leagues was exceptionally good. Some teams outside of the United States did well. Havana, Cuba topped all Class B teams, drawing 226,293. Quebec City led all Class C teams with attendance of 176,779. Only 3 of the 25 Class D leagues had any team that reached 100,000, with the highest figure of 137,340 at Hamilton, Ontario.

INDIVIDUAL TEAMS

The San Francisco Seals of the Pacific Coast League drew 670,563 in 1946. That single season Minor League attendance record was not broken until 1983 when Louisville topped one million.

There were 13 teams that topped 400,000 in attendance in 1949. This included 7 of the 8 teams in the Pacific Coast League. Seattle of that league had the highest Minor League attendance with 545,434. 5 other teams drew at least 300,000, and there were 18 teams with attendance between 200,000 and 300,000. In 2010, there were 28 NAPBL teams, and one independent team that topped 400,000. An additional 25 NAPBL and 2 independent teams drew between 300,000 and 400,000 in 2010.

Major League Baseball only had 16 teams, located in 10 different markets in 1949. Quite a few cities that had Minor League teams in 1949 later joined the Majors. Listed below is the 1949 attendance for Minor League teams located in, or very close to, cities that later had Major League teams.

<u>Team</u>	<u>Attendance</u>	<u>Team</u>	<u>Attendance</u>	<u>Team</u>	<u>Attendance</u>
Seattle	545,434	Oakland	534,711	Hollywood, CA	502,445
San Diego	493,780	Montreal	473,798	Denver	463,039
San Francisco	447,022	Dallas	404,851	Los Angeles	402,089
Atlanta	370,361	Toronto	364,962	St. Paul	352,911
Milwaukee	266,061	Fort Worth	265,982	Houston	263,965
Minneapolis	247,637	Kansas City	216,754	Baltimore	203,823
Miami	170,466	Phoenix	126,347	St. Petersburg	108,397
Tampa	105,949	Miami Beach	90,682	Fort Lauderdale	66,544

INTO THE 1950'S

Television cut into Major League attendance starting in 1949. By 1953, MLB attendance had fallen to 14,383,797, before team relocations helped it begin a gradual climb.

But the Minor Leagues were not that fortunate. Televised Major League games, and just television in general, along with easier access to Major League ballparks, home air conditioning, and rundown Minor League ballparks, drastically reduced attendance. In 1954, total Minor League attendance was 18,674,503, which was less than half of the 1949 total. 7 years later, that 1954 total was cut in half. By the early 1960's, more than two thirds of the cities that hosted a Minor League team in 1949 no longer had one.

1949 MINOR LEAGUE BASEBALL ATTENDANCE

<u>League</u>	<u>Attendance</u>	<u># Teams</u>	<u>Avg./Team</u>	<u>Highest/Team</u>	<u>Attendance</u>	<u>Lowest/Team</u>	<u>Attendance</u>
American Assoc.	2,004,270	8	250,534	Indianapolis	413,973	Toledo	108,712
International	2,322,801	8	290,350	Montreal	473,798	Newark, NJ	88,170
Pacific Coast	3,751,929	8	468,991	Seattle	545,434	Portland, OR	378,892
Class AAA Total	8,079,000	24	336,625				
Southern Assoc.	1,947,573	8	243,447	Birmingham	421,305	Mobile	152,117
Texas	2,007,927	8	250,991	Dallas	404,851	Beaumont	116,264
Class AA Total	3,955,500	16	247,219				
Central	557,798	6	92,966	Charleston, WV	183,352	Muskegon	46,560
Eastern	1,016,789	8	127,099	Albany, NY	198,256	Utica	72,689
South Atlantic	988,088	8	123,511	Macon	212,416	Charleston, SC	94,816
Western	1,363,854	6	227,309	Denver	463,039	Sioux City, IA	125,356
Class A Total	3,926,529	28	140,233				
Big State	784,082	8	98,010	Austin	188,193	Greenville	58,500
Carolina	789,539	8	98,692	Winston-Salem	153,110	Martinsville	32,489
Colonial	225,097	6	37,516	Bristol, CT	62,485	Poughkeepsie	25,123
Florida Internat'l	899,571	8	112,446	Havana, Cuba	226,293	Lakeland	50,108
Inter-State	585,053	8	73,132	Allentown, PA	100,788	Hagerstown	34,762
New England	362,002	8	45,250	Springfield, MA	102,387	Providence	7,305
Piedmont	804,390	6	134,065	Richmond	177,354	Newport News	101,708
Southeastern	563,586	8	70,448	Jackson	129,140	Anniston	40,640
Three I	782,910	8	97,864	Waterloo	146,421	Springfield	48,952
Tri-State	722,914	8	90,364	Spartanburg	128,490	Sumter	55,309
Western Int'l	793,996	8	99,250	Spokane	186,648	Bremerton	35,440
Class B Total	7,313,140	84	87,061				
Arizona-Texas	494,208	6	82,368	Phoenix	126,347	Tucson	53,771
Border	359,916	6	59,986	Ottawa	78,577	Kingston, ONT	38,671
California	789,940	8	98,743	Fresno	145,946	Ventura	53,071
Canadian-American	696,726	8	87,091	Quebec City	176,779	Rome, NY	40,331
Central Association	265,581	6	44,264	Cedar Rapids	84,185	Rockford	19,304
Cotton States	437,383	8	54,673	Pine Bluff	82,442	Helena	34,468
East Texas	423,790	8	52,974	Paris	66,509	Henderson	34,500
Evangeline	545,121	8	68,140	Alexandria	107,597	Abbeville	48,780
Middle Atlantic	471,811	8	58,976	Johnstown, PA	105,776	New Castle	28,233
Northern	661,111	8	82,639	Duluth	107,548	Grand Forks	49,757
Pioneer	830,395	8	103,799	Billings	174,080	Idaho Falls	41,195
Sunset	367,899	8	45,987	Porterville	66,280	Riverside	32,450
Western Assoc.	606,340	8	75,793	St. Joseph	126,301	Leavenworth	33,132
W. Texas-New Mex	674,465	8	84,308	Amarillo	111,487	Clovis	47,697
Class C Total	7,624,686	106	71,931				

1949 MINOR LEAGUE BASEBALL ATTENDANCE

<u>League</u>	<u>Attendance</u>	<u># Teams</u>	<u>Avg./Team</u>	<u>Highest/Team</u>	<u>Attendance</u>	<u>Lowest/Team</u>	<u>Attendance</u>
Alabama State	219,910	8	27,489	Andalusia	39,958	Troy	18,323
Appalachian	390,768	8	48,846	Bluefield	116,572	Kingsport	23,967
Blue Ridge	171,557	6	28,593	Mount Airy	36,230	Wytheville	19,753
Coastal Plain	566,873	8	70,859	Kinston	88,814	Tarboro	41,212
Eastern Shore	195,164	6	32,527	Salisbury	39,063	Rehoboth Bch.	22,358
Far West	222,842	8	27,855	Klamath Falls	58,474	Vallejo	5,999
Florida State	453,707	8	56,713	Gainesville	84,718	Orlando	42,425
Georgia-Alabama	379,263	8	47,408	LaGrange	59,952	Carrollton	36,029
Georgia-Florida	406,875	8	50,859	Albany, GA	93,096	Moultrie	28,911
Georgia State	351,881	8	43,985	Dublin	62,049	Baxley	29,257
K-O-M	359,078	8	44,885	Ponca City	62,082	Miami	32,887
Kitty	293,048	8	36,631	Owensboro	67,700	Mayfield	23,244
Longhorn	426,863	8	53,358	San Angelo	83,245	Sweetwater	33,770
Missouri-Ohio Val.	203,064	6	33,844	Paducah	54,859	Belleville	13,500
Mountain State	229,726	8	28,716	Harlan	49,615	Newport	14,148
North Atlantic	242,021	8	30,253	Stroudsburg	39,890	Nazareth	17,716
North Carolina St.	346,386	8	43,298	Hi Point	95,792	Landis	24,806
Ohio - Indiana	430,790	8	53,849	Springfield	67,568	Lima	31,298
P.O.N.Y.	602,273	8	75,284	Hamilton,ONT	137,340	Oleon	40,264
Rio Grande Valley	271,139	6	45,190	Corpus Christi	97,192	Robstown	19,753
Sooner State	369,439	8	46,180	Pauls Valley	61,085	Seminole	33,258
Tobacco State	353,844	8	44,231	Lumberton	60,038	Red Springs	33,303
Virginia	269,313	6	44,886	Petersburg	76,000	Lawrenceville	29,000
Western Carolina	401,365	8	50,171	Newton	82,481	Hendersonville	21,235
Wisconsin State	628,506	8	78,563	Oshkosh	115,956	Wisconsin Rap	52,828
Class D Total	8,785,695	190	46,241				
GRAND TOTAL	39,684,550	448	88,582				

NOTE: 'Highest/Team' and 'Lowest/Team' indicate teams in that league with the highest and lowest attendance

1961 – MINOR LEAGUE ATTENDANCE NEARLY HITS BOTTOM

By 1961, the number of leagues was down to 22 with just 147 teams. Both the number of teams and leagues continued to fall through the early 1960's. The Southern Association had its last year in 1961, as did the Sophomore League (named the Longhorn League in 1949), and the Three I (Illinois, Iowa, Indiana) League. A new, short-lived Georgia-Florida League began in 1962. All leagues had 6 or 8 teams, with the exception of the Florida State League, which had 7. Two leagues in Mexico were now part of the NAPBL.

Total attendance in 1961 was just 9,766,505, an average of 66,439 per team. Post-season attendance was 208,729. The lowest total was reached a year later when attendance fell to 9,732,582.

Some leagues played shorter schedules than in 1949, but still longer than they play today. The Class AAA leagues played 154 games, while the Class AA leagues had 136, 140 or 154 game schedules. Class A leagues had 140 game schedules, while the Class B and C leagues played 128-140 games. Most Class D leagues played 120-140 games. The Western Carolinas League had a 104 game schedule, and the Appalachian League became the Minors' first short-season league, playing 68 games.

The Pacific Coast League had the highest attendance, just as it did in 1949. But the Mexican League was the only league whose average attendance per team surpassed 200,000. The 3 Class AAA leagues were the only others to average at least 100,000 per team. Average attendance per team was under 52,000 in all Class B, C, and D Leagues. In 1961, the average Class AAA, AA, and A team drew less than half of what it drew in 1949.

INDIVIDUAL TEAMS

In 1961, Baltimore, Kansas City, Milwaukee, Minneapolis-St. Paul, San Francisco-Oakland, and Los Angeles, which had been Minor League markets in 1949, now had Major League teams.

The Mexico City Reds had the best attendance in the Minors, drawing 285,301. That team frequently led the Minors in attendance in the 1960's and 1970's. Buffalo had the highest attendance among U.S. teams, with a total of 259,724. By 1969, Buffalo's attendance was down to 77,808, and the team moved to Winnipeg in the middle of the 1970 season. But the Bisons were back in Western New York in 1979. They opened a new ballpark in 1988, and became the biggest draw in Minor League history, topping one million for 6 straight years.

Just 6 other teams, besides the Mexico City Reds, and Buffalo reached 200,000 in 1961. Veracruz, Poza Rica, and the Mexico City Tigers of the Mexican League did it, along with Rochester, Tacoma, and Vancouver.

Class AA Tulsa, Little Rock, Birmingham, Chattanooga, and Class A Greenville were the only U.S. teams below the Class AAA level to reach 100,000. None of the 91 Class B, C or D teams drew at least 100,000, and just 18 of these teams topped 50,000.

A RESURGENCE IN MINOR LEAGUE BASEBALL

With low attendance, and many rundown ballparks, it was thought that much of Minor League Baseball would soon be gone. The Class AAA and perhaps the Class AA leagues would survive. However many baseball people believed that college baseball would replace the lower level leagues as feeders to the Majors.

But in the 1970's, Minor League Baseball attendance began a steady increase. Part of it was that more teams were needed due to Major League expansion. Then, starting in the late 1980's, better marketing, and new ballparks led to the attendance boom that continues today. Independent leagues started play, adding to the number of teams. Previous sections of this report have more details about this.

Even the availability of more Major League games than ever on television, in color high-definition, for that matter, has not stopped the growth of Minor League Baseball. Total attendance is more than 5 times what it was in the 1960's, and NAPBL attendance per team is up better than 3 fold. For what was once seen as a dying industry, Minor League Baseball seems to have a very bright future.

1961 MINOR LEAGUE BASEBALL ATTENDANCE

<u>League</u>	<u>Attendance</u>	<u># Teams</u>	<u>Avg./Team</u>	<u>Highest/Team</u>	<u>Attendance</u>	<u>Lowest/Team</u>	<u>Attendance</u>
American Assoc.	788,704	6	131,451	Indianapolis	179,423	Dallas-Ft.Wor.	105,933
International	1,244,631	8	155,579	Buffalo	259,724	San Juan, PR	28,543
Pacific Coast	1,349,810	8	168,726	Tacoma	243,790	Salt Lake City	106,454
Class AAA Total	3,383,145	22	153,779				
Mexican	1,245,923	6	207,654	Mex City Reds	285,301	Monterrey	152,776
Southern	647,801	8	80,975	Little Rock	136,316	Shreveport	28,349
Texas	468,181	6	78,030	Tulsa	130,443	Rio Grande	43,184
Class AA Total	2,361,905	20	118,095				
Eastern	382,132	6	63,689	Williamsport	79,183	Lancaster, PA	51,311
South Atlantic	492,490	8	61,561	Greenville	100,168	Jacksonville	25,156
Class A Total	874,622	14	62,473				
Carolina	261,266	6	43,544	Winston-Salem	70,236	Raleigh	26,480
Northwest	287,312	6	47,885	Salem	72,703	Wenatchee	31,338
Three I	286,554	6	47,759	Cedar Rapids	69,617	Des Moines	33,337
Class B Total	835,132	18	46,396				
California	171,503	6	28,584	Bakersfield	45,992	Stockton	11,660
Mexican Center	193,040	6	32,173	S. Luis Potosi	61,274	Celaya	15,904
Northern	207,325	6	34,554	Duluth-Superior	47,163	St. Cloud	24,320
Pioneer	260,896	6	43,483	Magic Valley	61,405	Idaho Falls	29,576
Class C Total	832,764	24	34,699				
Alabama - Florida	138,086	6	23,014	Pensacola	46,993	Dothan	7,963
Appalachian	151,261	8	18,908	Salem	34,125	Morristown	11,772
Florida State	190,852	7	27,265	St. Petersburg	53,330	Leesburg	10,605
Midwest	415,961	8	51,995	Davenport	74,617	Keokuk	25,064
New York-Penn	271,098	8	33,887	Jamestown	65,402	Wellsville	17,385
Sophomore	179,447	6	29,908	El Paso	79,115	Alpine	9,392
Western Carolina	132,202	6	22,034	Statesville	34,954	Belmont	10,081
Class D Total	1,478,907	49	30,182				
GRAND TOTAL	9,766,475	147	66,439				

NOTE: 'Highest/Team' and 'Lowest/Team' indicate teams in that league with the highest and lowest attendance