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MINOR LEAGUE BASEBALL

2011 ATTENDANCE ANALYSIS

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2011 MINOR LEAGUE BASEBALL ATTENDANCE

TABLE OF CONTENTS

	<u>Pages</u>
How Data Was Compiled. List of Sources. How Baseball's Minor Leagues are Organized.....	2-3
Combined NAPBL and Independent Leagues Overview, Number of Home Dates, Playoff Attendance.....	4-5
# Teams with Attendance Growth, Small Change, Biggest Gains and Declines in 2011 by Classification...	6-7
Average Attendance per Date.....	7-8
Teams Posting the Biggest Gains and Declines in 2011.....	9
2011 Individual Team Attendance Growth Compared with 2001 and 1991.....	10-11
Minor League Baseball in Major League Markets.....	12-13
NAPBL Annual Total Attendance (1946-2011), Yearly Number of Teams, Average Attendance per Team..	14
2011 NAPBL Minor League Attendance Highlights.....	15
Annual NAPBL Full-Season and Short-Season Team Attendance Leaders 1940-2011.....	16-17
New Markets, New Ballparks. Total Attendance Highs and Lows.....	18
NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS	
Class AAA - International, Pacific Coast, and Mexican Leagues.....	19-21
Class AA – Eastern, Texas, and, Southern Leagues.....	22-23
Class A Full-Season - California, Carolina, Florida State, Midwest, and South Atlantic Leagues.....	24-28
Class A Short-Season, and Rookie – New York-Penn, Northwest, Appalachian, and Pioneer Leagues.....	29-30
NAPBL Individual Teams – 2011 Attendance, Average per Date, Changes vs. 2010.....	31-35
NAPBL and Independent Leagues – 2011 Total and Average per Date Attendance, Changes vs. 2010.....	36
INDEPENDENT INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS	
Independent Leagues Overview, Yearly Attendance and Team Leaders.....	37-38
North American, American Association, Pecos, Can-Am, Frontier, and Atlantic Leagues.....	38-41
Independent League Individual Teams – 2011 Attendance, Average per Date, Changes vs. 2010.....	42-43
Single Season Attendance Highs for all NAPBL and Independent Teams.....	44-49
Minor League and Major League Attendance Growth - 2011 vs. 1999, 1989, 1979, 1969.....	50-56
New Ballparks. Minor League Baseball Attendance Compared to Minor League Hockey Attendance.....	57
Minor League Attendance Records in Cities that Later Joined the Major Leagues.....	58
1949 - Minor League Baseball's Best Attendance Year until 1999 (all leagues) and until 2004 (NAPBL)....	59-62
1961 and 1962 - Minor League Attendance Reaches a Low Point.....	63-65
Minor League Attendance Recovers in a Big Way, College Baseball Attendance, Just For Fun Stats.....	66

2011 MINOR LEAGUE BASEBALL ATTENDANCE

This report is an analysis of Minor League Baseball attendance for the 2011 season. It includes:

- An overview of key highlights.
- Attendance notes for each league and for individual teams.
- Listing of 2011 total attendance and per-game average attendance for every league and team.
- A comparison of 2011 vs. 2010 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 2011.
- 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 42 years. Tables show how league attendance has grown vs. 1999, 1989, 1979, and 1969.
- A comparison of individual team attendance in 2011 with attendance in 2001 and 1991.
- 2011 Playoff and All-Star Game attendance.
- 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 combined 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 average attendance per team reached its lowest post World War II low, and at 1962, when total attendance was at its post-war low.

NEW FEATURES THIS YEAR

This year's analysis has some new features, including:

- The yearly listing of teams leading the NAPBL Minor Leagues in attendance, which includes the full-season and short-season leaders, now goes back to 1940.
- Yearly total independent leagues attendance since 1993.
- A more detailed listing of each current Minor League market's record-high attendance.
- A listing of record-high Minor League attendance in cities that later joined the Major Leagues.

NOTE TO LEAGUES, TEAMS, AND MEDIA

You can download this report, and the 2011 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 2011. 1997-2011 independent league data is from each league's official Website. Information from individual teams sometimes came from that 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, 1961, 1969-1980, 1989-1993 seasons), the Website 'thebaseballcube.com' (1982-1988), the Encyclopedia of Minor League Baseball, Third Edition (pre-1969 and 1980's NAPBL), 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,' 'ballparkbiz.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 league and team 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 2011 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, unless noted otherwise.

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 2010 CONTINENTAL LEAGUE AND THE 2011 PECOS BASEBALL 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.

Data for the Pecos Baseball League, which played its first season in 2011, was estimated by the league office. Most of their box scores did not list attendance.

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.

“PRE-GAME WARM 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 took place in 2011. The Northern, Continental, United Baseball, and Golden Baseball Leagues disbanded. Some teams from those leagues played in the new North American and Pecos Baseball Leagues. Others moved into the Frontier League or the American Association.

In 2011, the 6 independent leagues that operated were the American Association, Atlantic, Can-Am, Frontier, North American, and Pecos Baseball Leagues. Most of these leagues played 92-100 game schedules. The Atlantic League played a 128 game schedule. The Pecos League had a 68 game schedule.

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**Fewer Teams and 359 Fewer Dates Result in an Attendance Decline for Baseball's Minor Leagues in 2011**

- Combined attendance for all of baseball's minor leagues fell slightly in 2011. This was mostly due to fewer games played, especially by independent leagues. Other factors were bad weather, and that only one NAPBL team (Omaha) got a completely new ballpark. It was the 3rd straight year that combined attendance for Major League affiliated leagues (NAPBL) and independent leagues declined. This followed 24 straight seasons of increases.
- **Total attendance for all minor leagues fell 1,454,672 (2.9%) in 2011 to 48,082,830, with average attendance per date down by 8.** This total attendance figure is the 7th highest of all time. The comparison excludes the 2010 Continental League, which did not report attendance. (It probably was under 20,000.) In 2010, the combined NAPBL/Independent attendance was down 0.1%, and it fell 3.8% in 2009.
- **Total 2011 attendance for the 15 Major League affiliated (NAPBL) leagues was down 180,403 (0.4%) to 41,252,053. But average attendance per date was up 37.** 174 teams that charged admission operated in 2011. Total attendance in these leagues was down 0.5% in 2010, and 3.7% in 2009.
- **6 independent leagues, with 55 teams that played home games, drew 6,830,777 in 2011, down 1,274,269 (15.7%).** Their average attendance per date fell by 249. There were fewer leagues and teams than in 2010. Independent leagues had a combined 139,861 (1.8%) increase in 2010, and a combined 4.2% dip in 2009.
- Major League Baseball attendance rose 0.5% in 2011, but had fallen 0.4% in 2010, and 6.6% in 2009.
- The Mexican League had 2 fewer teams. But their total attendance rose 22.4%, and average per date was up 1,274, the best increases by any league. Mexican League attendance fell 11.8% in 2010, and 23.7% in 2009.
- If 2010 figures for the two Mexican League teams that didn't play in 2011 are excluded, NAPBL total attendance actually increased 28,852 (0.4%) in 2011. NAPBL leagues had a combined 141 fewer dates in 2011 than in 2010. The 160 U.S./Canadian NAPBL teams played a combined total of 57 fewer dates in 2011 than in 2010.
- **Despite the decline in overall attendance, leagues and teams continued to set records in 2011. The Florida State League set record-highs for total attendance and average per date. 15 individual full-season, and 4 short-season NAPBL teams had their best total attendance ever in 2011.** More details about all the record-setters can be found in the league summaries. The independent American Association also set a record-high in total attendance, but that was because the league added 4 teams.

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 - 39,294,427	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	2011 - 48,082,830
1997 - 38,227,980	2002 - 45,049,213	2007 - 51,298,733	

The record-high combined NAPBL Minor League and independent league regular season attendance was 51,576,409 in 2008. Also in 2008, the 176 NAPBL Minor League teams that charged admission set their record-high of 43,263,740. The independent league record-high came in 2007, when 9 leagues, with 67 teams that played home games, drew 8,485,921.

2011 HAD FEWER PLAYING DATES FOR NAPBL LEAGUES AND INDEPENDENT LEAGUES

Fewer leagues, fewer teams, and a wet summer in the Northeast, resulted in a combined 359 fewer playing dates in 2011 compared to 2010. NAPBL leagues had a total of 141 fewer dates, while independent leagues had 218 less (excludes the Continental League in 2010).

Among NAPBL leagues, the number of home dates declined by 84 in the Mexican League, due to 2 fewer teams. The International League had 27 fewer dates. There were 21 fewer dates in the Eastern League, the Carolina League played 15 fewer dates, and the number of dates in the South Atlantic, New York-Penn, and Midwest Leagues fell by 13, 12, and 11, respectively. NAPBL teams had the fewest playing dates since 2004. But the Northwest League didn't lose any dates due to weather.

OF HOME DATES

<u>YEAR</u>	<u>NAPBL LEAGUES</u>	<u>NAPBL - EXCL. MEXICAN LEA.</u>	<u>INDEPENDENT LEAGUES</u>
2011	10,238	9,534	2,622
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 2011. There were 198 post-season games played by NAPBL teams. These games drew a total of 822,240, an average of 4,153 per date.

Playoffs are a big event for the Mexican League. In 2011, the Mexican League drew 406,215 for its 42 post-season games, an average of 9,672 per game. 14 games topped 10,000 in attendance, with a high of 23,553 at Mexico City. 2011 regular season games in the Mexican League had an average attendance of 4,719.

The 156 playoff games for U.S./Canadian teams averaged 2,667 per game. Only 2 games (at Sacramento, in the Pacific Coast League) topped 10,000 in attendance, and 24 games drew at least 5,000. Attendance was below 1,000 at 35 games. But in 2010, just 11 U.S./Canadian playoff games topped 5,000.

Independent league teams drew 139,614 for 63 playoff games, an average of 2,216 per game. These figures exclude the Pecos League.

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 usually, 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.

9 All-Star Games were played by NAPBL leagues in 2011. They drew a combined 59,723, led by a crowd of 12,439 at the AAA game at Salt Lake City. The Eastern League game drew 7,517. The 3 independent league All-Star Games drew a total of 13,685, led by the Atlantic League, which attracted 8,053 to its game at York.

COMBINED NAPBL MINOR LEAGUES AND INDEPENDENT LEAGUES OVERVIEW**TEAMS WITH ATTENDANCE GROWTH – 2011 vs. 2010**

In 2011, there was a small increase in the number of teams that achieved gains in attendance. 173 NAPBL teams played in the same market as in 2010. 87 of these teams had growth in total attendance in 2011, while 86 had declines. A few more teams had losses than had increases in 2010. 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.

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
2011	173	87	86	0
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

In average attendance per home date, considerably more NAPBL teams had gains than had declines in 2011. 96 teams were up, while 77 were down. These figures exclude teams that moved. In 2010, 64 teams had increases, and 109 teams showed declines in average attendance per home date. It rose for 63 teams in 2009, while 107 recorded a decline, and one had no change. In 2008, average attendance per home date increased 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.

Just 12 independent league teams playing in the same market (but not always in the same league) as in 2010, had increases in total attendance in 2011, while 37 were down. 9 of those teams posted gains in average per date, with 40 showing declines. In 2010, 28 of 55 independent league teams had increases in total attendance, with 24 up in average per date. 16 of 55 teams had a total attendance gain in 2009, with 19 up in average 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 2011, a combined total of 37 NAPBL and independent teams that posted attendance increases vs. 2010, had gains of less than 5,000. This includes 18 full-season NAPBL teams, 14 short-season NAPBL teams, and 5 independent league teams. For 13 of those teams, the increase from 2010 was less than 1,000.

There were 29 teams with declines vs. 2010 (12 full-season NAPBL, 10 short-season NAPBL, and 7 independent), whose 2011 attendance fell less than 5,000 from 2010, with 3 of those teams down less than 1,000.

In 2010, 43 teams overall had gains of 5,000 or less, with 16 teams up less than 1,000 from 2009. There were 29 teams whose attendance fell less than 5,000, with 5 teams down less than 1,000.

TOTAL PROFESSIONAL BASEBALL ATTENDANCE WENT DOWN AGAIN IN 2011, BUT JUST SLIGHTLY

Major League Baseball regular season attendance was 73,415,306 in 2011, up 0.5% from 2010. Combined Major League/Minor League attendance in 2011 was 121,498,146. This is down from 122,591,909 in 2010. 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 2011 gains in total attendance were: Memphis (among all AAA teams); Mobile (AA); Bradenton (full-season A); Connecticut (short-season A); Orem (Rookie).

By classification, NABPL teams with the worst losses in 2011 were: Salt Lake City (AAA); Jacksonville, FL (AA); Lake County, OH (full-season A); Lowell (short-season A); Casper (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 2011 in both the NAPBL and independent leagues can be found on page 9.

AVERAGE ATTENDANCE PER HOME DATE – NAPBL AND INDEPENDENT LEAGUES

In 2011, average attendance per home date rose by 37 for NAPBL leagues, fell by 249 for the independent leagues, and was down by a combined total of 8 for all Minor Leagues. The larger decline in average attendance per date for independent leagues is mainly due to the addition 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 – 1997-2011 (record highs in bold)

Year	NAPBL Leagues	Independent Leagues	All Minor Leagues
2011	4,029	2,605	3,739
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 rose by 37 to 4,029 in 2011. The record-high is 4,174, in 2008.
- The International League averaged 6,956, best of any league in 2011, but down from a record-high 7,348 in 2009.
- The Florida State League had its highest average per date in history, and the Carolina League had its best average since 1995.
- For the third straight year, no team averaged at least 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 9,249 per home date, the best mark in the Minors in 2011.** They also had the highest average per date (9,227) in 2010. In 2009, Columbus, OH had the best average.
- Sacramento, Monterrey, Saltillo, Columbus, Pawtucket, Louisville, Round Rock, Albuquerque, Indianapolis, and Dayton were other teams that averaged 8,000+ per date. So 11 teams drew at least 8,000 per home date in 2011. The number of teams reaching this level was 10 in 2010, 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.
- Tucson had the lowest average among Class AAA teams in 2011 – 3,410.
- Frisco (7,276), Reading (6,720), and Richmond (6,679) were the Class AA teams that averaged more than 6,000 per date in 2011. In previous years, the number of Class AA teams reaching an average of 6,000+ was 4 in both 2010 and 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 1,582 per date. This was up 178 from 2010.
- 10 Class A (including short-season) teams topped 5,000 per date in 2011. This level was topped by 11 teams in 2010 and 2009, 12 in 2008 and 2007, 10 in 2006, 11 in 2005, 10 in 2004 and 2003, 9 in 2002, and 10 in 2001.
- **Dayton averaged 8,288 per date to lead Class A for the 12th straight year.** Kane County and Lakewood were the other full-season Class A teams who topped 6,000 fans per date, just as they did in 2010 and 2009.
- Bakersfield had the lowest average (572) among all NAPBL teams. Burlington IA, Dunedin, and Lakeland also did not reach the 1,000 per date mark among full-season teams.
- **Brooklyn averaged 7,002 per home date, leading all short-season teams for the 11th year in a row.**
- 2 other short-season teams – Aberdeen (6,560), and Staten Island (5,664) topped a 5,000 per date average. Hudson Valley, Lowell, 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.
- Puebla (Mexican League), up 3,780, had the best average per date gain. Among U.S./Canadian NAPBL teams, Bradenton's 684 per date increase was best. Salt Lake City, down 855 per date, had the largest NAPBL decline.
- **Among independent league teams, Winnipeg had the best average attendance per date (5,740) in 2011.** Long Island, Somerset, St. Paul, and Kansas City were the other independent league teams that exceeded 5,000 per date. 5 independent teams averaged 5,000+ in 2010, 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.
- All 5 Pecos League teams averaged less than 1,000 per date. Maui averaged 810 per date, the lowest among non- Pecos League independent teams in 2011. Pittsfield and Newark also averaged less than 1,000. 3 teams averaged below 1,000 per date in 2010. In both 2009 and 2008, there were 6 independent league teams that drew under 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.

BIGGEST GAINS AND WORST DECLINES IN 2011

10 BIGGEST GAINS IN TOTAL ATTENDANCE – 2011 vs. 2010 – NAPBL TEAMS

<u>TEAM</u>	<u>LEAGUE</u>	<u>2011 ATTENDANCE</u>	<u>CHANGE vs. 2010</u>
Puebla	Mexican	363,011	192,759
Saltillo	Mexican	429,343	191,908
Veracruz	Mexican	194,831	96,051
Mexico City	Mexican	330,626	84,058
Monterrey	Mexican	430,420	73,665
Bradenton	Florida State	103,978	52,122
Monclova	Mexican	307,580	42,358
Laguna	Mexican	249,548	37,723
Yucatan	Mexican	202,335	32,109
Memphis	Pacific Coast	493,528	31,487

- 5 Mexican League teams were on the list of the 10 biggest attendance declines in 2010.

10 BIGGEST DECLINES IN TOTAL ATTENDANCE – 2011 vs. 2010 – NAPBL TEAMS

<u>TEAM</u>	<u>LEAGUE</u>	<u>2011 ATTENDANCE</u>	<u>CHANGE vs. 2010</u>
Salt Lake City	Pacific Coast	437,769	(72,715)
Sacramento	Pacific Coast	600,306	(57,604)
Buffalo	International	521,530	(53,766)
Lake County, OH	Midwest	235,897	(52,038)
Lakewood, NJ	South Atlantic	382,070	(49,884)
Jacksonville, FL	Southern	309,310	(45,415)
Columbus, OH	International	591,884	(43,257)
Tulsa	Texas	366,291	(41,892)
Syracuse	International	374,680	(41,702)
Scranton-Wilkes Barre	International	298,098	(40,633)

- Buffalo had the 5th best increase in 2010. Lakewood lost 9 home dates due to rain in 2011.

5 BIGGEST GAINS IN TOTAL ATTENDANCE – 2011 vs. 2010 – INDEPENDENT TEAMS

<u>TEAM</u>	<u>LEAGUE</u>	<u>2011 ATTENDANCE</u>	<u>CHANGE vs. 2010</u>
Wichita	American Assn.	159,239	24,466
Rio Grande Valley	North American	65,916	14,489
Edmonton	North American	102,253	10,127
Pittsfield	Can-Am	37,154	7,669
Sioux City, IA	American Assn.	64,000	7,572

7 BIGGEST DECLINES IN TOTAL ATTENDANCE – 2011 vs. 2010 – INDEPENDENT TEAMS

<u>TEAM</u>	<u>LEAGUE</u>	<u>2011 ATTENDANCE</u>	<u>CHANGE vs. 2010</u>
Lake County (Zion), IL	North American	26,480	(102,376)
Newark, NJ	Can-Am	51,854	(66,131)
Joliet	Frontier	108,610	(56,786)
Chico	North American	67,282	(46,537)
River City, MO	Frontier	71,958	(41,473)
Traverse City	Frontier	169,739	(34,701)
Lake Erie (Avon), OH	Frontier	128,628	(30,952)

- Lake County, IL only played 18 home dates. Newark moved to the shorter-season Can-am League.

INDIVIDUAL TEAM ATTENDANCE GROWTH – 2011 vs. 2001, AND 2011 vs. 1991

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 2011 attendance with attendance in 2001 and in 1991. It includes 2011 teams that were playing in different leagues, or in different NAPBL classifications in either 1991 or 2001. Some cities went from being NAPBL-affiliated markets in 2001 and/or 1991, to hosting independent league teams in 2011. Other markets went from having a short-season team to having a full-season team, and vice-versa.

2011 vs. 2001

In 2011, there were 184 Minor League teams (154 NAPBL and 30 independent) that played in the same general geographic area as they, or some other Minor League team played in, for the 2001 season. It includes teams that stayed in the same market, but moved to a new ballpark since 2001.

72 of those 154 NAPBL teams had higher attendance in 2011 than in 2001, while 82 teams had a decline. Norwich, CT had a full-season Class AA team in 2001, and a short-season team in 2011. Tri-City (NY), Lehigh Valley, Montgomery, AL, and Springfield, MO went from independent leagues in 2001 to NAPBL leagues by 2011, and all had significant attendance increases vs. 2001. Lehigh Valley (Allentown, PA) drew 518,866 more than an independent team in the same market drew in 2001. A new park, and an affiliation with the Phillies are major reasons for this gain.

Only 8 of the 30 independent league markets with a team in both years drew better in 2011 than in 2001. 5 of these 2011 independent markets (El Paso, Shreveport, Wichita, Edmonton, Calgary) had full-season NAPBL teams in 2001, so they played a longer schedule then. Pittsfield was in a short-season NAPBL league in 2001. Wichita had a gain vs. 2001, but Pittsfield was down.

29 NAPBL teams moved to a new park in the same market after 2001. Only one of these teams, Eugene, OR, had lower attendance in 2011 than in 2001. This excludes teams in the Mexican League. Fort Worth and Gateway were the independent teams who have moved to a new park after 2001, and both posted gains in 2011 vs. 2001.

The Mexico City Red Devils (up 256,428), and Puebla (up 255,650), both of the Mexican League, posted the biggest increases of any team when comparing 2011 and 2001 attendance for teams that played roughly the same schedule length for both years. Toledo drew 249,359 more fans in 2011 than in 2001, the best gain among all Class AAA and U.S./Canadian teams. A major factor in this increase is a new ballpark. Midland's increase of 160,518 topped Class AA. Montgomery and Springfield, MO had bigger gains vs. 2001 than Midland did, but they were playing in shorter season independent leagues in 2001.

Greensboro had the best gain (243,581) among full-season Class A teams. Tri-City (Troy, NY), up 55,774 vs. an independent team (Albany-Colonie) in the same market in 2001, had the best growth among short-season teams. Vancouver's gain of 43,805 was best when comparing teams that were in NAPBL short-season leagues in both years. Overall, there were 16 NAPBL teams that drew at least 100,000 more fans in 2011 than in 2001. Among independent markets, Gateway, up 137,174, and Fort Worth, up 57,594, had the best increases.

Class AAA Memphis' attendance fell 394,448 since 2001, the biggest decline of any team. Sacramento had a 300,908 decline. Yucatan of the Mexican League was down 299,035. Akron, down 219,317, had the worst loss of any Class AA team. Lexington's drop of 138,727 was the largest among full-season Class A teams, while Mahoning Valley's decline of 70,569 was the biggest for a short-season NAPBL team. 16 NAPBL markets saw attendance decline at least 100,000 since 2001. This includes now-short-season Norwich, CT, down 169,164 from what their full-season team drew in 2001.

Bridgeport, down 93,905, and Newark, down 191,401, had the largest declines among teams that played in independent leagues in both 2011 and in 2001. But Newark now plays a shorter schedule, with 52 home dates in 2011, compared to 69 dates in 2001. Edmonton was down 269,991, and Calgary dipped 184,683 since 2001. Both of these teams went from the full-season NAPBL Pacific Coast League in 2001, to the independent, shorter season North American League in 2011. Nevertheless, average attendance per date is also way down for these teams.

There were 176 NAPBL teams that charged admission to their games in 2001, and the total attendance for those teams was 38,808,339. In 2011, there were 174 NAPBL teams that charged admission, and they drew a combined 41,252,053. Independent league attendance was 5,997,478 in 2001, with 52 teams playing home games. In 2011, the 55 independent teams that played a regular schedule of home games drew 6,830,777.

INDIVIDUAL TEAM ATTENDANCE GROWTH – 2011 vs. 2001, AND 2011 vs. 1991**2011 vs. 1991**

There were no independent leagues in operation in 1991.

A significantly larger percentage of teams posted increases, and very large increases, when comparing 2011 attendance with 1991 attendance, than when comparing 2011 attendance with 2001. This is due to much better marketing of Minor League Baseball starting in the 1990's, and the opening of so many new ballparks since 1991.

109 NAPBL teams played in the same geographic market in 2011, as a team played in during the 1991 season. 70 of those teams had higher attendance in 2011, than a team in the same market in 1991. Attendance fell for 39 teams. 3 of the teams with declines (Tri-City, NY in 2011, replacing Albany-Colonie, which operated in 1991, Vancouver, and Williamsport) now play a short-season schedule, as opposed to a full-season in 1991. Jupiter and Palm Beach, who share a ballpark in Jupiter FL, each drew less in 2011, than the 1991 team playing in nearby West Palm Beach.

7 markets with independent league teams in 2011 (Pittsfield, Shreveport, Rockford, Wichita, El Paso, Calgary, Edmonton), had teams in NAPBL leagues in 1991. Rockford was the only one of these 2011 independent league teams to outdraw its 1991 NAPBL predecessor.

54 of the 101 NAPBL U.S./Canadian teams in operation in both 2011 and 1991, play in a ballpark that opened after 1991. 42 of them had better attendance in 2011 than in 1991. The 12 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 1991. However, the ValleyCats are very successful, having set a team attendance record in each of the last 8 years. Tucson is the only NAPBL market above Class A with a ballpark that opened after 1991, whose 2011 attendance was less than it was 20 seasons earlier.

Attendance was at least 100,000 higher in 2011 than in 1991 for 32 teams, with 13 of those teams posting increases of more than 200,000. Reno had a gain of 356,269, as it moved from Class A to Class AAA. Toledo (AAA), up 331,776 since 1991, had the best increase among teams who were in the same classification in both years. The Mud Hens also posted the biggest gain among U.S./Canadian teams since 2001. Memphis and Saltillo also had gains of better than 300,000.

New Britain, up 217,127, had the best increase among Class AA teams. Winston-Salem's gain of 201,083 was best for full-season Class A. Spokane's attendance was 53,347 higher than in 1991, the best gain for a short-season team. Saltillo, up 310,490, had the best increase among Mexican League teams.

7 teams drew at least 100,000 less in 2011 than in 1991. This includes Vancouver, which had a full-season team 20 years ago, but plays in a short-season league now. Buffalo, which drew an all-time Minor League high of 1,188,972 in 1991, had the largest decline since then, down 667,442. Scranton-Wilkes Barre had a loss of more than 200,000. Huntsville, down 130,866, had the largest decline among Class AA teams.

South Bend's loss of 108,276 was the worst among full-season Class A teams. Boise had the biggest drop (33,751) among teams that played a short-season schedule in both 2011 and in 1991. Campeche, down 56,257, had the largest dip in the Mexican League.

There were 4 independent league teams who drew at least 100,000 less in 2011 than in 1991. 20 years ago, all these cities had NAPBL teams that played longer schedules. Calgary had the biggest decline among these teams, down 263,657.

In 1991 there were 168 NAPBL teams in operation in leagues that charged admission. Total attendance that year was 26,590,096. 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, numerous Minor League teams played near Major League cities. In 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, 40 miles from Boston, Reading, 60 miles from Philadelphia, Toledo, 60 miles from Detroit, 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 2011, 57 Minor League teams played in the same television market as a Major League franchise. 3 more teams (Pawtucket, Toledo, and Dayton) are located in non-Major League TV markets, but their ballparks are within about 60 miles of a Major League city. So in 2011, 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 no more than 60 miles away, but is officially in a different TV market.

In 1976, Pawtucket, Reading, Toledo, and San Jose drew a combined attendance of 381,747. This was 3.4% of the total 1976 Minors attendance. In 2011, the same 4 teams, all except Toledo playing in the same ballparks as in 1976, drew a combined 1,807,872. Also in 2011, the 57 Minor League teams in Major League markets, plus Toledo, Pawtucket, and Dayton, drew a combined 13,515,789. That was 28.1% of the year's total Minor League attendance. It was also 19.3% 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 (Reading), and none in New York. In 2011, the New York TV market had 10 teams, including 2 within New York City. The Boston/Providence 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	2011 Attendance	Notes
Lakewood, NJ	382,070	Led South Atlantic League 2001-2007, and 2009-2010
Brooklyn, NY	245,087	Owens 11 of the 15 highest short-season team totals
Staten Island, NY	192,568	Record high in 2010. Up 67% since 2006
Hudson Valley (Fishkill), NY	149,243	Sold out nearly all games since team formed in 1994
Long Island (Central Islip), NY	382,027	Highest total indep. attend. in each of the last 12 years
Somerset (Bridgewater), NJ	372,082	Averaged over 5,000/date every year in their history
Bridgeport, CT	151,168	Attendance down 56% since 1999 high of 342,857
Newark, NJ	51,854	Moved to Can-Am Lg. in 2011, but had all-time low
Rockland County, NY	128,518	New team replaced Sussex, NJ
New Jersey Jackals (Montclair)	84,865	4 straight declines after a significant gain in 2007
New York Market Total	2,139,482	Overall 6.2% decrease in total attendance in 2011

Boston Area Teams	2011 Attendance	Notes
Pawtucket (Providence TV market)	578,930	Drew over 600,000 in 8 of the last 11 years
New Hampshire (Manchester)	373,482	6 straight record-highs – 2004-2009
Lowell, MA	167,222	Dip in 2011, sellout streak ends at 413 games in 2010
Brockton, MA	94,112	Led Can-Am Lea. 2004-07, but down 53% since 2004
Worcester, MA	83,745	Down slightly in 2011. Plays at Holy Cross University
Boston Area Total	1,297,491	0.2% decline in 2011

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

Philadelphia Area Teams	2011 Attendance	Notes
Reading, PA	456,957	Eastern League attendance leader 8 of last 10 years
Wilmington, DE	288,738	Led Carolina Lg. in att. 11 straight years-1998-2008
Lehigh Valley (Allentown, PA)	628,925	Best attend. in Minors in 2011. 231 sellouts-2008-11
Trenton, NJ	379,501	AA record 14 straight years of 400,000+ ends in 2009
Camden, NJ	244,228	Small decline in 2011
Philadelphia Market Total	1,998,349	A loss of 1.5% in 2011

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

- Los Angeles 5 Minor League teams... Rancho Cucamonga had led the California League for 17 straight years, before suffering a huge decline in 2010... Lake Elsinore led that league in 2011.
- Chicago 5 teams... Kane County has topped 400,000 for 18 straight seasons, and been above 500,000 in 6 of the last 10 years... Gary set a team record every year from 2003 to 2007, and in 2010.
- San Francisco 1 team... San Jose set a record high in total and average per date attendance in 2011.
- Dallas 3 teams... Frisco has led all Class AA teams in attendance for 7 straight years.
- Washington 5 teams... Frederick topped Carolina League in 2009, and in 2011 had its best att. since 2002.
- Seattle 2 teams... Tacoma had a record-high attendance to its newly rebuilt ballpark in 2011.
- Tampa 5 teams... In 2011, 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 recent 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, but is down lately.
- Baltimore 1 team... Aberdeen set avg./date high in 2011, and is the 2nd best draw of short-season teams.
- Atlanta 2 teams... Rome usually draws well... Gwinnett County had an increase in 2011.
- 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 did not operate in 2011... Toledo (a separate TV market) is about 60 miles from Detroit, and the Mud Hens have surpassed 500,000 for 10 straight years
- Cincinnati 2 teams... Dayton (a separate TV market) has topped 570,000 in all 12 years of operation, has a North American pro sports record of 844 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 2011. But Houston will get an Atlantic League team, playing in its suburb of Sugar Land, in 2012.

NAPBL MINOR LEAGUES ATTENDANCE HIGHLIGHTS**NAPBL TOTAL ATTENDANCE, # OF TEAMS, AVERAGE ATTENDANCE PER TEAM – SINCE 1946**

Year	Total NAPBL Attendance	# of Teams	Average Att. per Team	Year	Total NAPBL Attendance	# of Teams	Average Att. per Team
				1985	18,380,000	154	119,351
1946	32,704,315	314	104,154	1986	18,456,808	154	119,849
1947	37,184,167	388	95,835	1987	20,215,564	158	127,947
1948	38,415,716	438	87,707	1988	21,659,873	160	135,374
1949	39,640,443	448	88,483	1989	23,103,593	164	140,876
1950	32,960,733	442	74,572	1990	25,244,569	164	153,930
1951	26,135,174	365	71,603	1991	26,590,096	168	158,274
1952	24,024,373	334	71,929	1992	27,180,170	168	161,787
1953	21,109,565	288	73,297	1993	30,022,761	169	177,649
1954	18,674,503	264	70,737	1994	33,355,199	172	193,926
1955	18,203,889	243	74,913	1995	33,126,934	172	192,598
1956	16,402,953	217	75,590	1996	33,293,383	171	194,698
1957	14,875,346	200	74,377	1997	34,721,716	172	201,870
1958	12,744,883	171	74,531	1998	35,427,618	174	203,607
1959	11,622,581	152	76,464	1999	35,179,471	176	199,883
1960	10,660,811	152	70,137	2000	37,647,819	176	215,126
1961	9,766,505	147	66,439	2001	38,808,339	176	220,502
1962	9,732,582	134	72,631	2002	38,639,142	176	219,541
1963	9,749,381	130	74,995	2003	39,069,707	176	221,987
1964	10,102,310	128	78,924	2004	39,887,755	176	226,635
1965	10,029,518	130	77,150	2005	41,333,279	176	234,848
1966	9,826,124	133	73,881	2006	41,710,357	176	236,991
1967	9,940,660	135	73,635	2007	42,812,812	175	244,645
1968	9,887,328	135	73,239	2008	43,263,740	176	245,817
1969	9,984,263 \$	148	67,461	2009	41,644,518	176	236,617
1970	10,726,470	145	73,976	2010	41,432,456	176	235,412
1971	11,134,084	148	75,230	2011	41,252,053	174	237,081
1972	10,986,628	136	80,734				
1973	10,828,828	136	79,624				
1974	10,562,452	134	78,824				
1975	11,021,848	130	84,783				
1976	11,324,947	141	80,319				
1977	13,004,297	144	90,308				
1978	13,012,727	152	85,610				
1979	15,304,724 @	150	107,504				
1980	15,541,674 *	145	107,184				
1981	16,178,790	140	115,563				
1982	17,637,244	150	117,582				
1983	18,559,190	153	121,302				
1984	17,580,299	154	114,158				

\$ - 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.

NAPBL MINOR LEAGUES ATTENDANCE HIGHLIGHTS

- **Total NAPBL attendance fell 0.4% in 2011, but there were 2 fewer teams than a year ago. The remaining 174 teams had a combined increase of 28,852. Although 2011 was the 3rd straight year with a total attendance decline, attendance has increased vs. the previous season 30 times in the last 37 years.**

Major League Baseball attendance has gone up vs. the previous season in 23 of the past 37 years, including 2011.

- **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 2011, there were 174 teams in the 15 NAPBL leagues that charge admission to their games. **The last 11 seasons have seen 11 of the 12 highest totals in the 110 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, only 20 leagues overall, and 128 teams who charged admission, were 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.
- 2011 average season attendance per team, including short-season teams, was 237,081. 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.
- 6 NAPBL leagues had increases in total attendance in 2011. The Florida State League set a new record for total attendance, and had a 9.7% increase. The Mexican League was up 22.4% despite having 2 fewer teams. The California, Northwest, Appalachian, and Pioneer Leagues also had gains. 5 leagues increased their attendance in 2010. Just 3 leagues had increases in 2009, 7 leagues were up in 2008, and 13 leagues had gains in 2007.
- 9 NAPBL leagues had losses in total attendance, often due to bad weather. The Midwest League was down 4.8%. New York-Penn League attendance dropped 4.4%, the Texas League was off by 4.1%, and the International League saw a 4.0% decline.
- 7 leagues had gains in average attendance per home date, led by the Mexican League, up 1,274. The Florida State League's average per date rose by 143, and the Eastern League was up by 72. The California, Carolina, Northwest, and Pioneer Leagues also had gains. The biggest declines in average per date were in the Texas League, down 243, the Pacific Coast League, down 168, and the Midwest League, down 150. In both 2010, and 2009, 4 leagues had average per date increases.

GAINS AND LOSSES - A listing of total attendance gains and losses in 2011 vs. 2010 for each NAPBL team and league can be found starting on page 31. This same information for independent league teams starts on page 42.

THE PHILLIES AND THE IRONPIGS ACHIEVE AN ATTENDANCE FIRST IN 2011!

In 2011, the Class AAA Lehigh Valley IronPigs (Allentown, PA) led all of Minor League Baseball in attendance. Their parent team, the Philadelphia Phillies, led all of Major League Baseball.

This is the first time that a team led the Majors in attendance in the same season that one of its Minor League affiliates led all of the Minors in attendance. A team has led the American League, but not the Majors in attendance, in the same year that one of their affiliates had the best attendance in the Minor Leagues, in these 7 seasons: 1931 and 1932 Yankees (Newark, NJ); 1955 and 1956 Yankees (Denver); 1979 Yankees (Columbus, OH); 1980 Yankees (Class AA Nashville); 1999 Cleveland (Buffalo).

Two other Philadelphia affiliates led their leagues in attendance in 2011. Reading topped the Eastern League, and Clearwater led the Florida State League. The last time the Major League attendance leader had so many affiliates who lead their leagues in attendance was in 1987. That year, the St. Louis Cardinals posted the best attendance in the Majors, and 4 of their farm teams topped their respective leagues.

FULL-SEASON AND SHORT-SEASON NAPBL ANNUAL ATTENDANCE LEADERS – 1940-2011

Short-season leaders listed from 1947 through 1962 are for Class D teams which played slightly shorter schedules than other classifications. The Minor Leagues were reorganized into their present configuration in 1963. Record-highs shown in bold.

Year	U.S. NAPBL Full-Season Team Attendance Leader	Attendance	U.S. NAPBL Short-Season Team Attendance Leader	Attendance
1940	Seattle	295,820	Not Available	N/A
1941	Louisville	274,805	Not Available	N/A
1942	Los Angeles	271,169	Not Available	N/A
1943	Milwaukee	286,979	Not Available	N/A
1944	Baltimore	342,032	Not Available	N/A
1945	Seattle	434,133	Not Available	N/A
1946	San Francisco	670,563	Not Available	N/A
1947	San Francisco	640,643	Alexandria, LA	149,889
1948	San Francisco	606,563	Alexandria, LA	127,178
1949	Seattle	545,434	Hamilton, ONT	137,340
1950	Seattle	492,647	Hornell, NY	97,563
1951	Seattle	465,727	Hornell, NY	74,086
1952	Denver (Class A)	461,419	Decatur, IL	94,300
1953	Toronto	382,432	Decatur, IL	96,337
1954	Toronto	408,876	Jamestown, NY	86,460
1955	Denver	426,248	Dubuque, IA	94,925
1956	Denver	368,305	Dubuque, IA	92,364
1957	Buffalo	386,071	Dubuque, IA	91,647
1958	Buffalo *	286,480	Dubuque, IA	93,070
1959	Buffalo	413,263	St. Petersburg, FL	119,424
1960	Buffalo *	278,352	Tampa, FL	76,616
1961	Buffalo *	259,724	El Paso, TX	79,415
1962	Rochester, NY *	272,178	Miami	90,887
1963	Rochester, NY *	271,968	Salem, VA	34,061
1964	Rochester, NY *	272,091	Salem, VA	36,184
1965	Dallas-Fort Worth (AA) *	329,294	Salem, VA	44,254
1966	Dallas-Fort Worth (AA) *	271,367	Huron, SD	35,110
1967	Rochester, NY *	303,500	Salt Lake City	53,653
1968	Hawaii *	255,569	Salt Lake City	54,195
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 (Class AA)	380,159	Billings	58,750
1979	Columbus, OH	599,544	Eugene	66,156

FULL-SEASON AND SHORT-SEASON NAPBL ANNUAL ATTENDANCE LEADERS – 1940-2011

Year	U.S. NAPBL Full-Season Team Attendance Leader	Attendance	U.S. NAPBL Short-Season Team Attendance Leader	Attendance
1980	Nashville (Class AA)	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
2011	Lehigh Valley, PA	628,925	Brooklyn	245,087

* Mexican League teams with the highest yearly NAPBL attendance: Poza Rica 1958 (354,413); Mexico City Red Devils 1960 (318,797), 1961 (285,301), 1962 (349,753); Poza Rica 1963 (436,018); Mexico City Red Devils 1964 (464,689), 1965 (441,885), 1966 (445,664), 1967 (536,743), 1968 (480,068), 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**

In 2011, only one NAPBL team opened a new ballpark, and only one relocated. Two other 2010 teams did not operate. Attendance rose 0.2% for the 172 NAPBL teams that played in the same ballpark in both 2011 and 2010. The last time there was an increase in total combined attendance for teams that did not move to a new market or a new ballpark was in 2007.

League	2011 City	2011 Attendance	2010 City	2010 Attendance	Chg. vs. 2010
Pacific Coast	Tucson	242,136	Portland, OR	294,332	(52,196)
Pacific Coast	Omaha	410,326	Omaha	406,276	4,050
Mexican		Did not operate	Chihuahua	143,658	-----
Mexican		Did not operate	Nuevo Laredo	65,597	-----
Total – above teams		652,462		909,863	(257,401)
All other NAPBL teams		40,599,591		40,522,593	76,998

NAPBL TOTAL ATTENDANCE HIGHS AND LOWS

- 4 teams topped 600,000 in 2011 and 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.
- 13 teams drew at least 500,000 in 2011. The number of teams over 500,000 was 15 in 2010, 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, 10 in 1997, 7 in 1996, and 7 in 1995.
- Lehigh Valley had the best attendance in 2011, drawing 628,925.
- Louisville drew 601,372, and Sacramento reached 600,306. Sacramento had led all U.S./Canadian teams in attendance for 9 straight years (2000-2008), and was also top draw in 2010.
- Round Rock totaled 618,261 in its 7th AAA season, after setting both a Class AA and Texas League record for 5 consecutive years. The Express have drawn over 618,000 in 11 of the team's 12 seasons.
- Frisco was Class AA leader for the 7th straight year.
- Dayton (Midwest), which has sold out all 844 home games in its history, led Class A for the 12th year in a row.
- The Brooklyn Cyclones led all short-season teams for the 11th consecutive year.
- There were 10 full-season teams that drew under 100,000 in 2011. 5 of these teams play in the Florida State League. The number of full-season teams below 100,000 was 15 in 2010, 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, 25 in both 1999 and 1998, 24 in both 1997 and 1996, and 19 in 1995.
- Tucson (242,136) 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 once again had the lowest AA attendance (93,340).
- Bakersfield had the lowest attendance among full-season teams, drawing just 40,056.
- Bristol of the Appalachian (Rookie) League drew 22,433 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.)

- Total attendance fell 4.0% with 27 fewer dates in 2011 than in 2010. Average per date fell 92. The 2009 International League average per date of 7,348 may have been the highest for any league in Minor League history.
- 3 individual teams posted gains in total attendance vs. 2010, while 5 teams had a higher average per date.
- **Lehigh Valley (Allentown, PA) led Minor League Baseball in attendance in 2011. The IronPigs (the name comes from 'pig iron' used to make steel) drew 628,925. They had the Minors' highest average per date (9,249 in 2011), for the 2nd straight year. Their ballpark has just 8,089 seats, one of the smallest in Class AAA. With standing room and lawn seating, combined 2008-2011 attendance has exceeded the fixed-seating capacity 231 times (including playoffs), and reached 10,000 at 78 games. 62 of the 70 dates in 2011 (includes 2 playoff games) had crowds above seating capacity, with 20 as complete sellouts.**
- Louisville drew 601,372, which was #2 in the league and #3 in the Minors. The Bats have topped 600,000 each year since opening a new park in 2000, and 20 times since 1982. In 1983, Louisville was the first Minor League team to draw one million. They averaged 16,191 per date, and outdrew 3 Major League teams that year.
- The Columbus (OH) Clippers had the 5th best total in Minor League Baseball, drawing 591,884. 2011 was the 7th straight year that the Clippers have surpassed 500,000. They reached that level 25 times in the last 33 years. In 2009, Columbus got a new ballpark, and had the biggest attendance increase in the Minors.
- Pawtucket had another good year at the gate, making it 13 straight years above 500,000. In 1977, the late Ben Mondor bought the team, made the first of numerous upgrades of McCoy Stadium, and created a family-friendly atmosphere. A team that was bankrupt 35 years ago, is now among the annual attendance leaders.

PAWTUCKET RED SOX ATTENDANCE – 1977-2011

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	2011	578,930

- Scranton/Wilkes Barre drew under 300,000 for the first time in the team's 23 year history. Attendance is down 282,810 since 2007. A \$40 million renovation of their ballpark is underway, forcing the team to play elsewhere in 2012. 'Home' games will be played in Buffalo, Syracuse, Rochester, Pawtucket, Lehigh Valley, and Batavia.
- The Gwinnett Braves had the biggest total attendance gain in the league in 2011.
- Toledo topped 500,000 for the 10th straight year. The Mud Hens have the best total attendance increase of any U.S. team when comparing 2011 figures with those of 2001.
- Indianapolis reached 540,000 for the 16th year in a row. Rochester made it 15 consecutive years above 400,000. Durham has surpassed 460,000 in all 14 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, but suffered the largest decline in 2011. They had their smallest attendance since moving into their new park in 1988. Still, they've topped 500,000 for 24 straight years. The Bisons led the Minors in attendance each year from 1988 through 1999, topping 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 107,255 (1.5%). The league had 13 more playing dates than in 2010, and average per date was down 168. Total attendance rose for 9 teams, while 7 teams had increases in average per date.
- Round Rock led the league in attendance for the first time, drawing 618,261. It was the 2nd best total in the Minors, and the 11th time in the last 12 years that the Express topped 600,000. Crowds exceeded 10,000 at 13 games.
- For the first time in team history, Sacramento did not lead the league in attendance. They had a decline of 57,604. Attendance did top 10,000 at 19 games, with 5 sellout crowds exceeding 14,000. The River Cats had led the Minors in attendance 9 times from 2000 through 2010. They've drawn over 8.9 million since starting play in 2000, the quickest any team has ever reached that mark, and they've averaged 10,384 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 – 2000-2011

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*	2011	600,306	8,455

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

- The Albuquerque Isotopes have drawn over 560,000 in all 9 years of operation of the current team.
- Colorado Springs drew a team record-high 339,009, their 4th straight year above 300,000.** The Sky Sox never reached 300,000 in the team's first 20 years of operation (1988-2007).
- Tacoma's Cheney Stadium was totally renovated for 2011, and the Rainiers drew a record-high 378,518.**
- Memphis' streak of 9 straight declines ended. Attendance rose 31,487, the best gain in the league.
- Salt Lake City had the biggest decline (72,715) among all NAPBL teams, and came within 83 of posting the lowest attendance ever for this current Class AAA team. But the Bees have topped 430,000 in all 18 years of operation.
- Iowa topped 500,000 for the 8th time in the last 10 years. The Cubs have surpassed 400,000 for 20 years in a row.
- Tucson rejoined the P.C.L. in 2011. But attendance fell 52,196 from what the franchise drew when it played in Portland, OR in 2010. The Padres' attendance of 242,136 was the lowest of any Class AAA team in 2011, and also was Tucson's smallest P.C.L. total since 1990. Their P.C.L. record-high was 317,347 in 1991.
- 4 teams topped 500,000 in 2011, a mark reached by 5 teams in 2010, 4 teams in 2009, and 6 teams in 2008.
- Omaha had its 6th straight year with a gain, and drew 410,326, their highest total since 2000. That makes it 24 straight years above 300,000. Werner Park, which opened in 2011, has 6,434 fixed seats, and is the smallest Class AAA facility. Attendance exceeded seating capacity at 27 games in 2011. Full capacity is a bit over 9,000. Omaha's former home, Rosenblatt Stadium, was much bigger. The last game there drew 23,795. A larger new park in Omaha for the College Baseball World Series, which had been played at Rosenblatt, also opened in 2011.
- Fresno had its 10th straight year above 480,000. The Las Vegas 51s continued their attendance consistency. They've never drawn 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 (1,240,951 if playoff games are included), 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 farm teams, but is an NAPBL Minor League member.
- The Mexican League had the best attendance increase, by far, of any league in 2011. Total attendance was up 607,074 (22.4%), and average attendance per date rose by 1,274. The league had 2 fewer teams, and 84 fewer playing dates than in 2010, as Chihuahua and Nueva Laredo did not operate due to stadium problems. If you compare attendance for the 14 teams that played in both 2011 and 2010, the result is a total attendance gain of 816,329 (32.6%), and an average per date increase of 1,082.
- Playoff attendance was high once again, averaging 9,672 per date, with 14 games drawing over 10,000.
- Huge yearly attendance swings continue to take place in this league. In 2009, there was 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. Total attendance fell 11.8% in 2010.
- In 2011, 13 of the 14 teams had gains in both total attendance and average per date. Reynosa had the only decline. 8 of the 10 teams with the largest NAPBL total attendance growth in 2011 played in the Mexican League. Puebla, up 192,759, and Saltillo, up 191,908, had far and away the best gains of any teams. Veracruz, up 96,051, Mexico City, up 84,058, and Monterrey, up 73,665, rounded out the 5 best NAPBL gains of 2011. In 2010, Mexican League teams had 5 of the 10 worst NAPBL declines. Reynosa had the worst 2010 loss of any NAPBL team.
- The league average of 4,719 per date was the 2nd best since 1993. Puebla more than doubled its average per date from 3,338 in 2010 to 7,118 in 2011. Saltillo's average crowds rose from 4,947 to 8,587. Monterrey, Mexico City, and Veracruz also increased their averages by at least 1,000. No other NAPBL teams had such large gains.
- **Puebla drew a team record-high 363,011.**
- Mexico City had its highest total attendance since 1997. For the 2nd straight year the Red Devils had the 4th best gain in the NAPBL. This team had the highest Minor League attendance each year from 1960-1962, 1964-1969, and 1972-1976. At that time, there was another team, the Tigers, in Mexico City, that also drew well.
- Monclova saw its best crowds since 2001. Monterrey topped 400,000 for the 14th time in the last 15 years.
- The best team example of the wild attendance fluctuations in this league 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, including the Majors.
- In 2008, Monterrey's attendance swung back up. The Sultanes drew 658,491, which was 3rd 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 down again for Monterrey in 2009. Though the Sultanes led the league, drawing 400,310, they suffered a 258,181 loss from 2008, by far the biggest drop of any Minor League team. In 2010, Monterrey drew under 400,000 for the first time since 1996. The Sultanes drew 430,420 in 2011, leading the league in attendance.
- The Mexican League has the lowest growth rate of any NAPBL league when comparing 2011 attendance with both 1969 and 1979. Average attendance per team is up 3.4% vs. 1979, and is down 3.8% vs. 1969. No other NAPBL league had a 2011 decrease in average attendance per team vs. 1979 or 1969. The Appalachian League has the smallest increase vs. 1979, up 37.8%, and also vs. 1969, up 70.4%. On the other hand, 2011 Mexican League average attendance per team vs. 1989 is up 68.1%, which is better than 6 other leagues, and the average per team vs. 1999 increased 32.0%, which is a better growth rate than 10 other NAPBL leagues. Please see the section starting on page 50 for more details about Minor League Baseball's growth in average attendance per team over the past 42 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)

- Bad weather may have prevented the Eastern League from setting another record-high attendance. The league had 21 fewer dates played in 2011 than in 2010. Total attendance declined 1.1% to 3,923,381, which still was the 3rd highest in league history.
- Average attendance per date was 4,868, up 72. The league's record-high average per date is 4,904, set in 1998.
- 2011, 2010 and 2009 are the only years in Eastern League history that each team drew more than 200,000.
- 5 teams saw total attendance rise, with Erie posting the best gain. Average per date increased for 11 of the league's 12 teams. Portland had the only average per date decline.
- **Reading led the league in total attendance for the 8th time in the last 10 years. It was also the 11th time in the last 12 years that the Phillies topped 450,000, and their 14th year in a row above 400,000. That ties the record for consecutive seasons of drawing over 400,000 by a Class AA team.** Trenton topped this level each year from 1995 through 2008. Reading continues to draw very well despite the presence of the Lehigh Valley IronPigs in nearby Allentown. (Reading and Allentown have the same ownership.) 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 – 1984-2011

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	2011	456,957

- Richmond had a very successful year, drawing 447,520, the 3rd best total among all Class AA teams.
- **It was yet another record-setting season for New Britain. 9 lost home dates due to rain prevented the Rock Cats from setting an all-time high in total attendance for the 11th time in the last 12 years. But they did average a team record-high 5,867 per date.** Attendance has surpassed 300,000 for 8 straight years, and has more than doubled since the early years of New Britain Stadium, which opened in 1996.
- Harrisburg had its 2nd best total ever, and topped 200,000 for the 24th time in its 25 year history. Senators' 2011 attendance was 127,000 higher than in 2008.
- New Hampshire (Manchester) drew over 370,000 for the 5th straight year.
- Akron's attendance rose, after 6 straight years of declines. But their 2011 attendance of 266,265 is only about half of what it was a little more than a decade ago. The Aeros 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 - 2003-2011, and Corpus Christi – 2005-2006).
- Portland has drawn at least 369,000 per season since 1994, with 441 sellouts in 1,206 dates in their history.
- Binghamton topped 250,000 in its first season (1992), but has not done it since.

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)

- Rain wasn't the problem for the Texas League in 2011, but the brutal heat was. Total attendance fell 120,821. Average per date was down 243, the biggest loss by any league. Texas League average per date is still up 1,808 since 1999. 2 teams had gains in total attendance, and 2 teams were up in average.
- **Midland had the best increase, and drew a team-record high 308,810.** Attendance in Midland never topped 204,000 until 2002, but has been over 250,000 every year since then.
- Tulsa had the biggest loss in the league, down 41,892, but they still had their 2nd highest total attendance ever, and topped 300,000 for 16th time in the last 19 seasons.
- **Frisco drew 509,331 to lead all of Class AA for the 7th consecutive year.** But it was the smallest total in the team's 9 year history. The RoughRiders did have 33 sellouts, and attendance topped 10,000 at 25 games in Dr. Pepper Ballpark, which seats 7,748.
- Corpus Christi attracted 395,128, 4th best in Class AA, though it was the smallest total in the Hooks' 7 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.
- Springfield (MO) had the smallest attendance in the team's 7 years. Attendance is down 189,464 since 2005.

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

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

- Total attendance fell 34,325 (1.6%) to 2,175,505, the smallest total since 1996. There was a dip of 91 in average per date. 5 teams, led by Mobile, had increases in total attendance, and 5 teams increased their average per date.
- Jacksonville had their lowest attendance since 2002. Their decline of 45,415 was the worst among Class AA teams. But the Suns still led league for the 9th consecutive year. They have a streak of 23 straight years above 200,000, with attendance topping 300,000 in each of the past 9 years.
- Tennessee (Knoxville area) had their highest attendance since 2002, and their best average per date (3,960) ever.
- Huntsville (AL) had 11 rainouts, and drew just 93,340, the lowest total among Class AA teams in 2011. It was their 3rd straight year under 100,000, and the 8th time in the last 9 years 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. In 2011, the Stars drew at least 2,000 at just 7 dates, and 20 dates had crowds of under 1,000.
- Birmingham topped 250,000 for a Class AA high 24th straight year, but had their smallest total since 1992.
- Jackson, TN failed to reach 200,000 for the 9th straight year. The Generals had topped 300,000 in their first 3 years of operation (1998-2000), but have been below 150,000 for the past 7 years.
- Montgomery had the lowest total attendance in its 8 year history.
- The Carolina Mudcats move to Pensacola, FL for 2012, and will be renamed the Blue Wahoos, after a fish that is native to the area. They will be replaced in Zebulon, which is east of Raleigh, by the Class A Carolina League Kinston Indians. The Mudcats had played in North Carolina for 21 seasons. They drew a record-high 328,207 in 1994, and were also above 300,000 in 1993 and 1995. But attendance had not reached that level since then.
- The Montgomery Biscuits of the Southern League, Cedar Rapids Kernels in the Midwest League, and Kansas City T-Bones of the American Association, are the only teams in Minor League Baseball that are named for food. (Source: 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 rose 26,897 to 1,593,398 with 3 teams setting record-highs. There had been a decline in California League attendance in 9 of the previous 13 seasons. 8 teams had gains in total attendance in 2011.
- Average per date for the league was up by 36, with 7 individual teams posting increases.
- Lake Elsinore drew 225,769 to lead the league in attendance. 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. However, they have surpassed 200,000 in all 18 years of operation.
- In 2010, 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. In 2011, they drew 155,903.
- **The Modesto Nuts drew a team all-time high 180,785, making it 5 straight record-setting seasons. They had 13 sellouts, which is also a new team record.**
- **San Jose had the biggest total increase in the league, and drew a team record-high 222,547.** The Giants topped 200,000 for the 3rd straight year, and also for just the 3rd time in team history. This team failed to reach 100,000 in any year from 1974 through 1987.
- **Visalia set a record-high for the 3rd straight year, attracting 118,065 in 2011. Until 2009, they shared professional baseball's oldest existing season attendance record. That year, the Rawhide completed a ballpark renovation, and drew a team record-high 105,405. Their previous record of 104,311 was set in 1947.** Winston-Salem of the Carolina League also had their attendance high in 1947. They broke that old record when they moved into a new ballpark in 2010. 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. When Visalia drew 83,452 in 2007, it was that city's best attendance since 1951.
- Stockton drew 154,547 in 1947, and 145,804 in 1948. But attendance did not reach 120,000 again until 2005. They've topped 198,000 every year from that point on. Annual attendance in Stockton has more than doubled since a new park opened in 2005.
- Bakersfield had the worst decline in the league, and drew their lowest total since 1978. Their attendance of 40,056 was the smallest total for any full-season NAPBL team in 2011. It was also the lowest attendance by a California League team since Salinas attracted just 33,465 in 1990. The Blaze have surpassed 100,000 just once since 1999. Their 2011 average per date of 572 was the lowest in all of the Minors, except for teams in the new, independent Pecos League. The biggest 2011 crowd in Bakersfield was 2,520, which was the only game all year where they drew above 1,350. Attendance topped 1,000 at just 7 games, and was below 500 at 36 games.
- The High Desert Mavericks had a small increase in 2011. 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 17 years in a row.
- Weather, other than heat in certain cities, is rarely a problem in the California League. There were only 8 lost dates in the league in 2011. 9 dates were lost in 2010, and 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 1965, 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)

- Bad weather resulted in 15 fewer dates played in 2011 than in 2010.
- 2011 total attendance fell 1.2% to 1,789,631. That still was the 4th highest ever in this league.
- 4 teams had increases in total attendance, and 4 teams had gains in average per date.
- League average attendance per date was up 57. The 3,448 average per date was the highest since this league set its record-high of 3,513 per date in 1995.
- **Winston-Salem played its 2nd year in a new ballpark, and led the league in attendance with another team record-high, drawing 312,416. In 2010, the Dash opened their new ballpark a year later than expected, and easily set a new team record, attracting 312,313, with 19 sellouts. The team's previous record had been 233,507 in 1947, which was the longest-standing season attendance record by a current Minor League franchise going into 2010.** Veracruz, of the Mexican League, which set its record-high in 1964, has now gone the longest time of any team since achieving its current record.
- 2010 attendance in Winston-Salem was up 254,648 from 2009, which was the biggest increase in the Minor Leagues for that year. 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 team in the Carolina League since Peninsula drew 41,107 in 1991. Winston-Salem's attendance was down 112,398 in 2009, the second worst decline among U.S. teams for that year.
- **Lynchburg had the biggest 2011 gain in the league, and drew a team record-high 169,367.**
- The Frederick Keys topped 250,000 for the 22nd straight year, and had their best attendance since 2002.
- Wilmington, DE had 6 rainouts, but still topped 288,000 for the 19th year in a row. The Blue Rocks led the Carolina League in attendance each year from 1998 through 2008.
- Potomac has surpassed 200,000 just once in the last 12 years. The Nationals had the league's biggest decline in 2011, down 34,183.
- The current team in Myrtle Beach has topped 200,000 12 times in the last 13 years.
- Kinston played its final season in this league in 2011. The last game there drew 5,203. The Indians topped 130,000 only 8 times since 1963. Their highest attendance was 151,953 in 1997. In 2012, the team moves Zebulon, NC, about 30 miles east of Raleigh. They'll be called the Carolina Mudcats, keeping the name of the Southern League team that played in Zebulon, and that has now moved to Pensacola, FL.
- Carolina League attendance has been very stable over the past 15 years. This followed a huge attendance boom for the league from the early 1980's through the mid-1990's. In 1982, the 8 team league drew 564,144, with 6 of its teams failing to reach 50,000 in attendance. By 1995, attendance for the 8 team league was 1,816,193, with 3 teams topping 300,000. Winston-Salem was the only team to reach 300,000 in 2011, but it is quite likely that Frederick and Wilmington would have done it as well if these teams had fewer postponed games.

NAPBL INDIVIDUAL LEAGUE AND TEAM HIGHLIGHTS**FLORIDA STATE LEAGUE (FULL-SEASON A)** (12 teams -- 140 game schedule)RECORD HIGHS: League – **1,296,962 (2011)**; 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 114,381 (9.7%) to a record-high 1,296,962, the 2nd straight year with an attendance record. The total and percentage increases were the best among all U.S.-based NAPBL leagues. Since 2002, total attendance in this league is up 60%, while average per date is up 58%.**
- For the 2nd time in league history, and for the 2nd straight year, a record-high of 3 teams (Clearwater, Port Charlotte, Daytona) topped 150,000 in a season.
- **Average attendance per date was up 143, the best gain of any U.S.-based NAPBL league, to 1,642. That is the highest Florida State League average ever.** But this is still the lowest average per date of any full-season NAPBL league. Only the short-season Appalachian League and the independent Pecos League averaged less.
- **Clearwater led the league in total attendance for the 7th time in the last 8 years, and set a new record-high for the 6th straight year. The Threshers' 2011 total of 177,117 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 6 consecutive seasons. St. Petersburg did it 4 straight years (1988-1991).**
- **Bradenton attracted a record-high 103,978. The Marauders' increases of 52,122 in total attendance, and 684 in average per date, were the highest among U.S./Canadian teams.**
- (Port) Charlotte had the biggest decline (but it was only 5,075) in the league, yet they still topped 166,000.
- **St. Lucie drew 105,379, to set a new team record-high for the 2nd consecutive year.**
- Lakeland's attendance has nearly doubled since 2006.
- Daytona posted its 2nd best attendance ever.
- Fort Myers averaged 1,911 per date, which is a team record. Since 1998, the Miracle has had the most seasons in the Florida State League (12) with attendance above 100,000. St. Petersburg, which no longer has a team in the league, had topped 100,000 for 21 straight years, from 1977 through 1997.
- 10 teams had increases in total attendance, and 10 teams were up in average per date.
- Dunedin drew only 43,148, which was the 2nd lowest attendance for any full-season NAPBL team.
- 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 became not only a baseball facility, but was also used by N.F.L. teams as a training site. 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. Minor League Baseball now operates Dodgertown, and numerous business conferences are held there annually.
- The Palm Beach Cardinals and Jupiter Hammerheads 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 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)

- Total attendance fell to 3,983,282, down 201,561 (4.8%) from the record-high set in 2010. That still was the 2nd highest total attendance in league history. This league's attendance first topped one million in 1982, and initially surpassed 2 million in 1994. There were 11 fewer playing dates in 2011 than in 2010.
- Average attendance per date fell 150 to 3,754, ending a streak of 4 years in a row with a new record average high.
- 3 teams had increases in total attendance, and 4 teams were up in average per date.
- **Dayton drew 571,886, their 12th straight year above 570,000. In their 12 year history, the Dragons have the 12 highest season attendance totals ever in Class A.**
- **Dayton has sold out all 844 home games they've played, going back to Opening Day 2000. This is the longest sellout streak in North American pro sports history!** The Boston Red Sox hold the Major League record of 712 consecutive sellouts of regular season games, plus 26 post-season games, a streak still active going into 2012. The Portland Trail Blazers of the N.B.A. had 814 consecutive sellouts between 1977 and 1995, which had been the longest sellout streak in North American pro sports.
- In 2011, Dayton outdrew everyone, except for 8 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 near Grand Rapids, topped 500,000 for 5 straight years, including 1996, when they drew a then-Class A-record 547,701. In 1994, they first broke the Class A record of 463,039 set by Denver in 1949. They've surpassed 350,000 for 18 years in a row.
- **Bowling Green, KY had the league's best increase, up 1,658, and drew a team record-high 237,070.**
- Fort Wayne had its 3rd highest attendance ever, and sold out 22 games.
- Wisconsin (Appleton) achieved its 3rd best attendance ever in 2011.
- **Dayton (8,288 in 2011), Kane County (6,123), and West Michigan (5,561), are the only Class A teams to average more than 5,200 per home date in each season from 2000 through 2011.** Fort Wayne and Lansing also averaged more than 5,200 per date in 2009, 2010, and 2011. Dayton's ballpark has 7,230 seats.
- Lake County's attendance fell 52,038, the largest decline among all Class A teams, and the 4th worst loss among all NAPBL teams. Total attendance for this Ohio team has fallen from 437,515 in 2003, to 235,897 in 2011.
- Clinton, a community-owned team, topped 100,000 for the 6th straight year, and had its 4th 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 18 straight years, and topped 500,000 each year from 2001 through 2006. The Cougars have averaged more than 7,000 per date 12 times in their history.
- Burlington (IA) and Beloit have always had fairly low attendance. In 2011, Burlington saw its smallest attendance since 1997, and Beloit posted its lowest total since 1999. 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. They are community owned, mainly staffed by volunteers, and profits go into ballpark maintenance.
- Lansing's attendance has fallen from 538,325 in 1996 to 345,089 in 2011. But the Lugnuts have topped 330,000 in all 16 years of operation.
- South Bend drew 112,795, the lowest attendance in its history, which goes back to 1988.

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)

- Some of this league's top draws were hit hard by bad weather in 2011. Total attendance fell 97,721 (3.0%), and average per date was down 57. There were 13 fewer playing dates than in 2010. 3 teams had gains in total attendance, but 6 teams had increases in average per date.
- Since 2000, total attendance in this league is up 60% (1,954,697 to 3,125,934), and average per date is up 56% (2,150 to 3,358).
- Greensboro was the total attendance leader in 2011, topping 375,000 for the 7th straight year.
- Lakewood had a rough year with weather, losing 9 home dates, and drawing under 400,000 for the first time ever. Their total attendance decline of 49,884 was the largest in the league. But the BlueClaws still had the league's best average per date (6,263), and hosted 25 crowds in excess of their park's seating capacity. The BlueClaws have led the South Atlantic League in total attendance 9 times in their 11 years of operation, and in the 2 years they didn't have the top total attendance, they led the league in average per date. There have been 108 crowds above 8,000 in Lakewood since they began play in 2001, and they've averaged over 6,100 per date every year.
- **Kannapolis had total attendance of 138,487, and an average per date of 2,067. Both are team record-highs.**
- **Savannah had the biggest attendance increase in the league. The Sand Gnats drew 135,415, which is a record-high for the current franchise.** An earlier South Atlantic League team there drew 217,000 in 1937.
- In 2006, Greenville (SC) got a new park, and posted the biggest total attendance gain by a U.S. based team. 2011 Drive attendance was 327,558, up 212,397 from the 2005 total of 115,161. Greenville has surpassed 325,000 in 6 straight seasons.
- The Augusta (GA) GreenJackets just missed a record, but still had their 3rd best total ever. Their name comes from the green jacket presented to the winner of The Masters golf tournament, held every spring in Augusta.
- Charleston (SC) had never drawn 200,000 until 1997. The RiverDogs have topped 230,000 each year since then.
- Lexington (KY) had its lowest total ever in 2011, in part due to 6 lost dates. But the Legends have drawn at least 300,000 in all 11 of their seasons.
- For the 7th year in a row, Greensboro averaged above 5,000 per home date.
- A great team name in Minor League Baseball had its lowest attendance ever. The Hickory Crawdads drew 131,131 in 2011. Hickory's first season was 1993, the year they reached their record-high total of 283,727.
- The Delmarva Shorebirds had been the league leaders in attendance from their first season in 1996, through 2000. In 2011, they finished 6th in the league in total attendance, drawing 211,993, the lowest total in team history.
- 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 OH, which now plays in the Midwest League, drew 437,515, in 2003, their first year in Ohio. In 2002, that franchise's attendance was just 52,103 in Columbus, GA.
- In 2002, Charleston, SC had a game with an official attendance of 0. It 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 5th inning, when the game became official. Fans were then admitted free. The old record 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 fell 4.4% to 1,749,891, the lowest total since 2001. Average per date was down 74. The league had 12 fewer playing dates in 2011 than in 2010.
- **Brooklyn drew 245,087 to lead all short-season teams for the 11th straight year.** However, that was the lowest total in team history, in part due to 3 rainouts. The Cyclones still hold 11 of the 15 highest total attendance figures for any short-season team (Aberdeen and Portland, OR each have 2). They have surpassed 3 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 by 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 35 home dates in 2011, the Cyclones had a higher total attendance than 46 of 60 full-season Class A teams, 7 of 30 Class AA teams, 8 of 14 Mexican League teams, and even the Class AAA Tucson Padres. All these teams played many more home dates than the Cyclones.
- Brooklyn averaged 7,002 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 11 year history, the Cyclones have averaged 7,735 per date.
- The Aberdeen IronBirds, who are owned by Cal Ripken Jr., had another great year. They drew 242,723, the 3rd best total in team history, and sold out every game. They averaged a team record-high 6,560 per date. The total and average per date were 2nd best for short-season teams. The IronBirds have topped 225,000 every season.
- 6 teams in the league had gains in total attendance, and 7 teams saw growth in average per date.
- **Tri-City (Troy, NY) set a team record for the 8th straight year, drawing a record-high total of 156,297, with 13 sellouts, and a record-high average per date of 4,342. The ValleyCats have posted a 50% increase in total attendance since 2003.**
- Lowell's declines of 34,290 in total attendance, and 801 in average per date, were the worst among short-season teams. Total attendance was the lowest since 1997. In 2010, the Spinners ended a sellout streak of 413 games.
- Staten Island had its 3rd highest total ever. Their attendance is up 67% since 2006.
- Hudson Valley topped 4,000 in average per date for the 18th consecutive year. Their ballpark seats 4,494. The Renegades have drawn at least 138,000 every year.
- The Connecticut (Norwich) Tigers had the best gain in the league. This is their 2nd year as a short-season team. Norwich had a Class AA Eastern League team from 1995 through 2009. It moved to Richmond in 2010.
- Jamestown lost 4 dates due to weather, and had its lowest total since 1993.
- Mahoning Valley (Niles, OH) drew 111,048, their smallest total ever. 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 18 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 2011 attendance total of 1,749,891 is a gain of 147% from 1993. 2011 average attendance per team was 124,992, and the average per home date was 3,507. In 2011, 11 of the 14 teams in this league played 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)

- This league did not lose a single date to weather in 2011. Total attendance rose 28,961 (3.3%), and average per date was up 67. 6 teams had increases in total attendance, and 6 were also up in average per date.
- Spokane led the league for the 12th straight year, attracting 183,458, 4th best among short-season teams. The Indians have topped 100,000 for 26 straight years, and have drawn over 160,000 for 17 years in a row.
- **Vancouver had its best attendance (162,162) 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.
- **Tri-City (Pasco, WA) attracted 85,953, their 5th 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.
- Eugene had its 3rd lowest total since 1985, but still topped 100,000 for the 27th straight year, the longest such streak by a short-season team. Their new park, on the campus of the University of Oregon, is smaller than the old one.
- Salem-Keizer had the league's best gain. They've reached 100,000 in all years except 2010, in their 15 seasons.
- Boise had the league's biggest dip, their lowest total since 1988, and just their 2nd under-100,000 total since 1989.

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

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

- Total attendance rose 1.9%. But average per date was down 13 to 882. That's the lowest figure since at least 1988. There were only 5 rainouts all season, and 11 more playing dates than in 2010. 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 8th year in a row, drawing 45,015, an average of 1,364 per date. No other team in this league reached an average of 1,000 per date.
- 6 teams had total attendance gains. Elizabethton had the largest increase, while Greeneville had the biggest decline. 5 teams had increases in average per date.
- Bristol drew just 22,433, the lowest of any NAPBL team. Yet that was their best total since 1998. They also averaged only 701 per date. Princeton had its best attendance since 2002.

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 3.2% gain in total attendance, and average per date was up 46.
- 4 teams had gains in total attendance, and 4 were up in average per date. Only 3 dates were lost to weather.
- Orem, up 22,778, had the best increase among all short-season teams, and the 2nd best gain below Class AA.
- Ogden led the league in total attendance for the 12th consecutive season.
- Great Falls had its lowest attendance since 1997, but Missoula posted its 3rd highest total ever.
- The Casper Ghosts, named for cartoon character Casper the Friendly Ghost, had the league's biggest decline. The team moves to Grand Junction, CO for 2012, and will be named the Rockies.

2011 NAPBL MINOR LEAGUE BASEBALL ATTENDANCE

Page 31

TEAM	2011 TOTAL ATTENDANCE	HOME DATES	AVERAGE PER DATE	2010 TOTAL ATTENDANCE	# CHANGE 2011 vs. 2010	BALLPARK OPENED:
<u>INTERNATIONAL LEAGUE</u> (AAA)						
Buffalo Bisons	521,530	67	7,784	575,296	(53,766)	1988
Charlotte Knights	279,107	68	4,105	305,842	(26,735)	1990
Columbus (OH) Clippers	591,884	68	8,704	635,141	(43,257)	2009
Durham Bulls	462,682	71	6,517	500,073	(37,391)	1995
Gwinnett (GA) Braves	351,565	69	5,095	337,240	14,325	2009
Indianapolis Indians	580,082	71	8,170	569,969	10,113	1996
Lehigh Valley (PA) IronPigs	628,925	68	9,249	645,905	(16,980)	2008
Louisville Bats	601,372	69	8,716	613,020	(11,648)	2000
Norfolk Tides	397,889	70	5,684	392,752	5,137	1993
Pawtucket Red Sox	578,930	70	8,270	592,326	(13,396)	1942
Rochester Red Wings	448,024	69	6,493	462,004	(13,980)	1997
Scranton-Wilkes Barre Yankees	298,098	65	4,586	338,731	(40,633)	1989
Syracuse Chiefs	374,680	64	5,854	416,382	(41,702)	1997
Toledo Mud Hens	549,438	69	7,963	558,059	(8,621)	2002
LEAGUE TOTAL	6,664,206	958	6,956	6,942,740	(278,534)	
<u>PACIFIC COAST LEAGUE</u> (AAA)						
Albuquerque Isotopes	578,328	71	8,145	571,100	7,228	2003
Colorado Springs Sky Sox	339,009	70	4,843	328,003	11,006	1988
Fresno Grizzlies	494,051	71	6,958	481,606	12,445	2002
Iowa (Des Moines) Cubs	500,675	69	7,256	521,669	(20,994)	1992
Las Vegas 51s	314,032	70	4,486	336,488	(22,456)	1983
Memphis Redbirds	493,528	70	7,050	462,041	31,487	2000
Nashville Sounds	335,143	69	4,857	319,235	15,908	1978
New Orleans Zephyrs	372,017	70	5,315	380,538	(8,521)	1997
Oklahoma (City) RedHawks	378,877	72	5,262	367,082	11,795	1998
Omaha Storm Chasers	410,326	69	5,947	406,276	4,050	2011
Reno Aces	432,314	71	6,089	447,701	(15,387)	2009
Round Rock (TX) Express	618,261	72	8,587	596,985	21,276	2000
Sacramento River Cats	600,306	71	8,455	657,910	(57,604)	2000
Salt Lake (City) Bees	437,769	68	6,438	510,484	(72,715)	1994
Tacoma Rainiers	378,518	71	5,331	351,095	27,423	1960
<i>Tucson Padres*</i>	<i>242,136</i>	<i>71</i>	<i>3,410</i>	<i>294,332</i>	<i>(52,196)</i>	<i>1998</i>
<i>*Played in Portland, OR in 2010</i>						
LEAGUE TOTAL	6,925,290	1,125	6,156	7,032,545	(107,255)	
TOTAL -- CLASS AAA	13,589,496	2,083	6,524	13,975,285	(385,789)	
<u>EASTERN LEAGUE</u> (AA)						
Akron Aeros	266,265	68	3,916	261,563	4,702	1997
Altoona Curve	285,906	68	4,205	286,321	(415)	1999
Binghamton Mets	209,044	66	3,167	203,823	5,221	1992
Bowie Baysox	255,832	70	3,655	251,728	4,104	1994
Erie SeaWolves	224,443	67	3,350	218,748	5,695	1995
Harrisburg Senators	291,248	69	4,221	294,325	(3,077)	2010
New Britain Rock Cats	363,759	62	5,867	368,523	(4,764)	1996
New Hampshire Fisher Cats	373,482	67	5,574	386,102	(12,620)	2005
Portland (ME) Sea Dogs	369,424	67	5,514	390,772	(21,348)	1994
Reading Phillies	456,957	68	6,720	456,466	491	1950
Richmond Flying Squirrels	447,520	67	6,679	463,842	(16,322)	1985
Trenton Thunder	379,501	67	5,664	384,028	(4,527)	1994
LEAGUE TOTAL	3,923,381	806	4,868	3,966,241	(42,860)	

2011 NAPBL MINOR LEAGUE BASEBALL ATTENDANCE

Page 32

TEAM	2011 TOTAL ATTENDANCE	HOME DATES	AVERAGE PER DATE	2010 TOTAL ATTENDANCE	# CHANGE 2011 vs. 2010	BALLPARK OPENED:
<u>SOUTHERN LEAGUE</u> (AA)						
Birmingham Barons	261,623	68	3,847	275,887	(14,264)	1988
Carolina Mudcats	255,216	69	3,699	255,360	(144)	1991
Chattanooga Lookouts	224,974	66	3,409	217,469	7,505	2000
Huntsville Stars	93,340	59	1,582	91,237	2,103	1985
Jackson (West Tenn) Generals	106,689	65	1,641	118,503	(11,814)	1998
Jacksonville Suns	309,310	70	4,419	354,725	(45,415)	2003
Mississippi (Pearl) Braves	191,653	70	2,738	178,138	13,515	2005
Mobile BayBears	210,956	69	3,057	186,256	24,700	1997
Montgomery (AL) Biscuits	256,403	68	3,771	269,840	(13,437)	2004
Tennessee (Kodak) Smokies	265,341	67	3,960	262,415	2,926	2000
LEAGUE TOTAL	2,175,505	671	3,242	2,209,830	(34,325)	
<u>TEXAS LEAGUE</u> (AA)						
Arkansas (Little Rock) Travelers	300,594	65	4,625	326,066	(25,472)	2007
Corpus Christi Hooks	395,128	70	5,645	412,369	(17,241)	2005
Frisco RoughRiders	509,331	70	7,276	544,152	(34,821)	2003
Midland (TX) RockHounds	308,810	68	4,541	285,188	23,622	2002
NW Arkansas Naturals	310,613	65	4,779	320,523	(9,910)	2008
San Antonio Missions	294,176	70	4,203	289,113	5,063	1994
Springfield (MO) Cardinals	337,166	66	5,109	357,336	(20,170)	2003
Tulsa Drillers	366,291	68	5,387	408,183	(41,892)	2010
LEAGUE TOTAL	2,822,109	542	5,207	2,942,930	(120,821)	
TOTAL CLASS AA	8,920,995	2,019	4,419	9,119,001	(198,006)	
<u>CALIFORNIA LEAGUE</u> (A)						
Bakersfield Blaze	40,056	70	572	64,321	(24,265)	1941
High Desert (Adelanto) Mavericks	119,028	69	1,725	109,368	9,660	1991
Inland Empire (S. Bernadi.) 66ers	185,411	70	2,649	179,295	6,116	1996
Lake Elsinore Storm	225,769	69	3,272	217,826	7,943	1994
Lancaster JetHawks	147,129	69	2,132	156,840	(9,711)	1996
Modesto Nuts	180,785	68	2,659	180,344	441	1952
Rancho Cucamonga Quakes	155,903	70	2,227	150,687	5,216	1993
San Jose Giants	222,547	69	3,225	201,123	21,424	1942
Stockton Ports	198,705	70	2,839	198,016	689	2005
Visalia Rawhide	118,065	68	1,736	108,681	9,384	1946
LEAGUE TOTAL	1,593,398	692	2,303	1,566,501	26,897	
<u>FLORIDA STATE LEAGUE</u> (A)						
Bradenton Marauders	103,978	69	1,507	51,856	52,122	1923
Brevard County Manatees	93,903	63	1,491	89,729	4,174	1994
(Port) Charlotte Stone Crabs	166,375	67	2,483	171,450	(5,075)	1987
Clearwater Threshers	177,117	69	2,567	172,716	4,401	2004
Daytona Beach Cubs	154,557	66	2,342	150,157	4,400	1930
Dunedin Blue Jays	43,148	66	654	36,892	6,256	1977
Fort Myers Miracle	122,328	64	1,911	112,733	9,595	1991
Jupiter Hammerheads	82,071	68	1,207	67,614	14,457	1998
Lakeland Flying Tigers	62,324	65	959	64,010	(1,686)	1966
Palm Beach Cardinals	68,620	63	1,089	64,767	3,853	1998
St. Lucie Mets	105,379	64	1,647	100,921	4,458	1988
Tampa Yankees	117,162	66	1,775	99,736	17,426	1996
LEAGUE TOTAL	1,296,962	790	1,642	1,182,581	114,381	

2011 NAPBL MINOR LEAGUE BASEBALL ATTENDANCE

Page 33

<u>TEAM</u>	<u>2011 TOTAL ATTENDANCE</u>	<u>HOME DATES</u>	<u>AVERAGE PER DATE</u>	<u>2010 TOTAL ATTENDANCE</u>	<u># CHANGE 2011 vs. 2010</u>	<u>BALLPARK OPENED:</u>
<u>CAROLINA LEAGUE (A)</u>						
Frederick Keys	296,296	67	4,422	291,299	4,997	1990
Kinston Indians	112,181	63	1,781	118,741	(6,560)	1949
Lynchburg Hillcats	169,367	69	2,455	152,161	17,206	2004
Myrtle Beach Pelicans	213,200	65	3,280	223,176	(9,976)	1999
Potomac Nationals	171,096	58	2,950	205,279	(34,183)	1984
Salem Red Sox	226,337	66	3,429	211,527	14,810	1995
Wilmington (DE) Blue Rocks	288,738	64	4,512	296,041	(7,303)	1993
Winston-Salem Dash	312,416	67	4,663	312,313	103	2010
LEAGUE TOTAL	1,789,631	519	3,448	1,810,537	(20,906)	
<u>MIDWEST LEAGUE (A)</u>						
Beloit Snappers	66,982	65	1,030	73,440	(6,458)	1982
Bowling Green (KY) Hot Rods	237,070	67	3,538	235,412	1,658	2009
Burlington (IA) Bees	54,284	65	835	60,508	(6,224)	1947
Cedar Rapids (IA) Kernels	169,000	69	2,449	173,210	(4,210)	2002
Clinton LumberKings	115,253	66	1,746	123,553	(8,300)	1937
Dayton Dragons	571,886	69	8,288	597,433	(25,547)	2000
Fort Wayne Tin Caps	376,022	67	5,612	404,942	(28,920)	2009
Great Lakes (Midland, MI) Loons	264,249	69	3,830	263,878	371	2007
Kane County (IL) Cougars	410,262	67	6,123	430,831	(20,569)	1991
Lake County (OH) Captains	235,897	66	3,574	287,935	(52,038)	2003
Lansing Lugnuts	345,089	64	5,392	360,510	(15,421)	1996
Peoria Chiefs	187,915	68	2,763	203,558	(15,643)	2002
Quad Cities River Bandits	223,025	64	3,485	224,128	(1,103)	2004
South Bend Silver Hawks	112,795	64	1,762	129,599	(16,804)	1988
West Michigan Whitecaps	372,555	67	5,561	371,575	980	1994
Wisconsin Timber Rattlers	240,998	64	3,766	244,331	(3,333)	1995
LEAGUE TOTAL	3,983,282	1,061	3,754	4,184,843	(201,561)	
<u>SOUTH ATLANTIC LEAGUE (A)</u>						
Asheville Tourists	157,199	67	2,346	160,023	(2,824)	1992
Augusta (GA) GreenJackets	200,115	68	2,943	201,760	(1,645)	1995
Charleston (SC) RiverDogs	265,465	67	3,962	269,023	(3,558)	1997
Delmarva (Salisbury) Shorebirds	211,993	69	3,072	221,051	(9,058)	1996
Greensboro Grasshoppers	388,218	70	5,546	379,511	8,707	2005
Greenville (SC) Drive	327,558	69	4,747	337,918	(10,360)	2006
Hagerstown Suns	123,593	64	1,931	135,799	(12,206)	1931
Hickory Crawdads	131,131	64	2,049	140,789	(9,658)	1993
Kannapolis Intimidators	138,487	67	2,067	123,828	14,659	1995
Lakewood (NJ) BlueClaws	382,070	61	6,263	431,954	(49,884)	2001
Lexington (KY) Legends	312,349	64	4,880	336,168	(23,819)	2001
Rome (GA) Braves	186,345	67	2,781	193,061	(6,716)	2003
Savannah Sand Gnats	135,415	69	1,963	120,426	14,989	1941
West Virginia (Charleston) Power	165,996	65	2,554	172,344	(6,348)	2005
LEAGUE TOTAL	3,125,934	931	3,358	3,223,655	(97,721)	
TOTAL FULL SEASON A	11,789,207	3,993	2,952	11,968,117	(178,910)	

2011 NAPBL MINOR LEAGUE BASEBALL ATTENDANCE

Page 34

<u>TEAM</u>	<u>2011 TOTAL ATTENDANCE</u>	<u>HOME DATES</u>	<u>AVERAGE PER DATE</u>	<u>2010 TOTAL ATTENDANCE</u>	<u># CHANGE 2011 vs. 2010</u>	<u>BALLPARK OPENED:</u>
<u>NEW YORK-PENN LEAGUE</u> (Short A)						
Aberdeen IronBirds	242,723	37	6,560	242,258	465	2002
Auburn Doubledays	48,429	34	1,424	56,810	(8,381)	1995
Batavia Muckdogs	37,029	35	1,058	36,601	428	1996
Brooklyn Cyclones	245,087	35	7,002	264,441	(19,354)	2001
Connecticut (Norwich) Tigers	62,317	35	1,780	50,511	11,806	1995
Hudson Valley (NY) Renegades	149,243	33	4,523	158,932	(9,689)	1994
Jamestown Jammers	42,086	37	1,137	44,895	(2,809)	1941
Lowell Spinners	167,222	36	4,645	201,512	(34,290)	2000
Mahoning Valley (OH) Scrappers	111,048	37	3,001	114,556	(3,508)	1999
State College Spikes	139,007	37	3,757	140,927	(1,920)	2006
Staten Island Yankees	192,568	34	5,664	209,018	(16,450)	2001
Tri-City (Troy, NY) ValleyCats	156,297	36	4,342	155,315	982	2002
Vermont Lake Monsters	88,711	36	2,464	88,340	371	1922
Williamsport Crosscutters	68,124	37	1,841	65,639	2,485	1923
LEAGUE TOTAL	1,749,891	499	3,507	1,829,755	(79,864)	
<u>NORTHWEST LEAGUE</u> (Short A)						
Boise Hawks	98,860	38	2,602	105,671	(6,811)	1989
Eugene Emeralds	114,690	38	3,018	107,561	7,129	2010
Everett AquaSox	96,345	38	2,535	90,079	6,266	1984
Salem-Keizer (OR) Volcanoes	105,973	38	2,789	96,219	9,754	1997
Spokane Indians	183,458	38	4,828	175,287	8,171	1958
Tri-City (Pasco, WA) Dust Devils	85,953	38	2,262	84,921	1,032	1995
Vancouver (BC) Canadians	162,162	38	4,267	154,592	7,570	1951
Yakima Bears	66,545	38	1,751	70,695	(4,150)	1993
LEAGUE TOTAL	913,986	304	3,007	885,025	28,961	
<u>APPALACHIAN LEAGUE</u> (Rookie)						
Bluefield (WV) Blue Jays	26,395	33	800	22,868	3,527	1939
Bristol (VA) White Sox	22,433	32	701	22,019	414	1969
Burlington (NC) Royals	28,427	34	836	30,273	(1,846)	1960
Danville (VA) Braves	28,523	33	864	30,615	(2,092)	1993
Elizabethton (TN) Twins	28,900	34	850	24,668	4,232	1974
Greeneville (TN) Astros	45,015	33	1,364	47,321	(2,306)	2004
Johnson City (TN) Cardinals	25,961	34	764	24,049	1,912	1956
Kingsport (TN) Mets	31,988	34	941	28,822	3,166	1995
Princeton (WV) Rays	27,685	34	814	26,946	739	1988
Pulaski Mariners	30,236	34	889	32,348	(2,112)	1935
LEAGUE TOTAL	295,563	335	882	289,929	5,634	

2011 NAPBL MINOR LEAGUE BASEBALL ATTENDANCE

Page 35

TEAM	2011 TOTAL ATTENDANCE	HOME DATES	AVERAGE PER DATE	2010 TOTAL ATTENDANCE	# CHANGE 2011 vs. 2010	BALLPARK OPENED:
<u>PIONEER LEAGUE</u> (Rookie)						
Billings Mustangs	109,881	37	2,970	101,516	8,365	2008
Casper Ghosts	47,982	37	1,297	57,120	(9,138)	2002
Great Falls (MT) Voyagers	59,884	37	1,618	66,106	(6,222)	1956
Helena Brewers	37,484	38	986	32,723	4,761	1939
Idaho Falls Chukars	94,518	38	2,487	91,551	2,967	2007
Missoula Osprey	86,313	38	2,271	87,345	(1,032)	2004
Ogden Raptors	130,817	38	3,443	132,799	(1,982)	1997
Orem (UT) Owlz	104,007	38	2,737	81,229	22,778	2005
LEAGUE TOTAL	670,886	301	2,229	650,389	20,497	
TOTAL SHORT A & ROOKIE	3,630,326	1,439	2,523	3,655,098	(24,772)	
<u>MEXICAN LEAGUE</u>						
Campeche Pirates	98,997	43	2,302	91,636	7,361	
Cancun (Quintana Roo) Tigers	151,698	50	3,034	123,086	28,612	
Laguna Cowboys	249,548	52	4,799	211,825	37,723	
Mexico City Red Devils	330,626	51	6,483	246,568	84,058	
Minatitlan Oilers	101,318	53	1,912	74,529	26,789	
Monclova (del Norte) Steelers	307,580	53	5,803	265,222	42,358	
Monterrey Sultans	430,420	51	8,440	356,755	73,665	
Oaxaca Warriors	174,856	49	3,568	166,393	8,463	
Puebla Parrots	363,011	51	7,118	170,252	192,759	
Reynosa Broncos	156,714	52	3,014	187,614	(30,900)	
Saltillo Sarape Makers	429,343	50	8,587	237,435	191,908	
Tabasco Cattlemen	130,752	50	2,615	105,379	25,373	
Veracruz Aguila Reds	194,831	50	3,897	98,780	96,051	
Yucatan Lions	202,335	49	4,129	170,226	32,109	
<i>Chihuahua Dorados *</i>	-----	-----	-----	143,658	-----	
<i>Nuevo Laredo Owls *</i>	-----	-----	-----	65,597	-----	
LEAGUE TOTAL	3,322,029	704	4,719	2,505,700	816,329	
<i>*Chihuahua and Nuevo Laredo did not operate in 2011</i>						
TOTAL- ALL NAPBL LEAGUES	41,252,053	10,238	4,029	41,223,201	28,852	

MINOR LEAGUE BASEBALL ATTENDANCE - 2011 vs. 2010

League	<u>TOTAL ATTENDANCE</u>				<u>AVERAGE PER DATE</u>		
	<u>2011</u>	<u>2010</u>	Change-2011 vs. 2010		<u>2011</u>	<u>2010</u>	<u># Change</u> <u>2011 vs. 2010</u>
			<u>#</u>	<u>%</u>			
International	6,664,206	6,942,740	(278,534)	(4.0)	6,956	7,048	(92)
Pacific Coast	6,925,290	7,032,545	(107,255)	(1.5)	6,156	6,324	(168)
AAA Total	13,589,496	13,975,285	(385,789)	(2.8)	6,524	6,664	(140)
Mexican	3,322,029	2,714,955	607,074	22.4	4,719	3,445	1,274
Eastern	3,923,381	3,966,241	(42,860)	(1.1)	4,868	4,796	72
Southern	2,175,505	2,209,830	(34,325)	(1.6)	3,242	3,333	(91)
Texas	2,822,109	2,942,930	(120,821)	(4.1)	5,207	5,450	(243)
AA Total	8,920,995	9,119,001	(198,006)	(2.2)	4,419	4,492	(73)
California	1,593,398	1,566,501	26,897	1.7	2,303	2,267	36
Carolina	1,789,631	1,810,537	(20,906)	(1.2)	3,448	3,391	57
Florida State	1,296,962	1,182,581	114,381	9.7	1,642	1,499	143
Midwest	3,983,282	4,184,843	(201,561)	(4.8)	3,754	3,904	(150)
South Atlantic	3,125,934	3,223,655	(97,721)	(3.0)	3,358	3,415	(57)
Full Season A Total	11,789,207	11,968,117	(178,910)	(1.5)	2,952	2,970	(18)
New York - Penn	1,749,891	1,829,755	(79,864)	(4.4)	3,507	3,581	(74)
Northwest	913,986	885,025	28,961	3.3	3,007	2,940	67
Appalachian	295,563	289,929	5,634	1.9	882	895	(13)
Pioneer	670,886	650,389	20,497	3.2	2,229	2,183	46
Short Season Total	3,630,326	3,655,098	(24,772)	(0.7)	2,523	2,549	(26)
NAPBL TOTAL	41,252,053	41,432,456	(180,403)	(0.4)	4,029	3,992	37
<u>INDEPENDENT LEAGUES</u>							
American Association	2,162,269	1,227,518	934,751	76.1	3,152	2,698	454
Atlantic	1,948,321	2,151,416	(203,095)	(9.4)	4,085	4,021	64
Canadian-American	627,113	523,894	103,219	19.7	1,850	1,977	(127)
Frontier	1,411,913	1,498,061	(86,148)	(5.8)	2,535	2,719	(184)
North American	642,963	-----	-----	-----	1,724	-----	-----
Pecos Baseball	38,198	-----	-----	-----	201	-----	-----
Northern	-----	1,478,694	-----	-----	-----	3,851	-----
Golden Baseball	-----	742,394	-----	-----	-----	1,879	-----
United	-----	483,069	-----	-----	-----	1,894	-----
Independent Total	6,830,777	8,105,046	(1,274,269)	(15.7)	2,605	2,854	(249)
GRAND TOTAL	48,082,830	49,537,502	(1,454,672)	(2.9)	3,739	3,747	(8)

Sources: Minor League Baseball (NAPBL), Independent Leagues

INDEPENDENT LEAGUE HIGHLIGHTS**MAJOR CHANGES IN 2011**

There were many changes in the structure of the independent leagues in 2011. The Continental Baseball, Golden Baseball, United Baseball, and Northern Leagues no longer operated. The North American and Pecos Baseball Leagues played their first seasons. Some of the teams from disbanded leagues joined the 2 new leagues, or the Frontier League or the American Association. Newark, NJ moved from the Atlantic League to the Can-Am League. Details about all these changes will be noted in the individual league highlights.

9 teams from leagues that disbanded after 2010 did not operate in 2011, including 2 teams in the Continental League who didn't list attendance. The 7 other teams in this group drew a total of 600,431 in 2010. 4 other teams that didn't play in 2011 were Pensacola of the American Association, Sussex of the Can-Am League, and Kalamazoo and Oakland County of the Frontier League. Those teams had a combined 2010 attendance of 187,890. Individual 2010 attendance for all of these teams can be found in the tables on pages 42 and 43.

INDEPENDENT LEAGUES OVERVIEW

- In 2011 there were 6 independent leagues, with 55 teams that recorded attendance. The attendance for the Pecos League was provided by the league office, and is estimated. 64 independent teams operated in 2010. This includes 4 teams in the Continental Baseball League that did not record attendance.
- Total independent leagues 2011 attendance was 6,830,777, down 15.7%, due in good part to fewer leagues and teams. The combined independent leagues record-high is 8,485,921, set in 2007. In 2011, independent leagues recorded attendance for 218 fewer dates than in 2010, and a combined 491 fewer dates than in 2007.
- Combined 2011 average attendance per date for the independent leagues was 2,605. This is down 249 from 2010. The all-time combined high average per date for independent leagues is 3,000, set in 2004. The record-high average per date for a post-1992 independent league was 4,621 by the Northern League in 2008.
- 49 independent league teams were in the same market, but not necessarily in the same league, in 2011 as in 2010. Only 12 of them had 2011 gains in total attendance, while 37 were down. Average attendance per date increased for only 9 of those teams, and 40 had declines.
- 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. Since there were so many changes in the number and structure of independent leagues in 2011, comparisons of 2011 vs. 2010 league attendance for some leagues has little value.

LEAGUES THAT DISBANDED AFTER 2010

GOLDEN BASEBALL LEAGUE (10 teams – 90 game schedule in 2010)
RECORD HIGHS: League – 742,394 (2010) 10 teams; Team – Tucson – 139,149 (2009)

NORTHERN LEAGUE (8 teams -- 100 game schedule in 2010)
RECORD HIGHS: League – 2,189,151 (2005) 12 teams; Team – Winnipeg – 323,141 (2004)

UNITED BASEBALL LEAGUE (6 teams – 92 game schedule in 2010)
RECORD HIGHS: League – 549,014 (2007) 6 teams; Team – Amarillo – 159,332 (2008)

CONTINENTAL BASEBALL 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)

INDEPENDENT LEAGUE HIGHLIGHTS

INDEPENDENT LEAGUES – COMBINED YEARLY ATTENDANCE

<u>Year</u>	<u># of Leagues</u>	<u># of Teams</u>	<u>Total Attendance</u>	<u>Team Leader Total Attendance</u>	<u>Total Attendance</u>	<u>Team Leader Avg. per Date</u>	<u>Avg. Attend.</u>
1993	2	12	734,067	St. Paul	167,956	N/A	
1994	5	30	1,931,353	St. Paul	241,069	N/A	
1995	11	65	3,081,866	St. Paul	258,297	N/A	
1996	9	63	3,454,557	St. Paul	267,009	St. Paul	6,212
1997	8	58	3,506,264	St. Paul	240,514	St. Paul	6,329
1998	7	49	3,866,809	Bridgeport	296,145	St. Paul	6,330
1999	6	44	4,871,797	Bridgeport	342,857	St. Paul	6,329
2000	6	50	5,581,833	Long Island	436,361	Winnipeg	6,465
2001	7	52	5,997,439	Long Island	443,142	Winnipeg	6,491
2002	6	50	6,410,071	Long Island	437,212	St. Paul	6,263
2003	8	63	6,558,149	Long Island	421,359	Winnipeg	7,161
2004	5	45	6,557,875	Long Island	440,540	Winnipeg	7,027
2005	6	54	7,518,121	Long Island	429,218	Winnipeg	6,867
2006	7	55	7,558,436	Long Island	419,150	Winnipeg	6,504
2007	9	67	8,485,921	Long Island	427,536	Winnipeg	6,542
2008	8	61	8,312,669	Long Island	416,752	Winnipeg	6,464
2009	8	61	7,965,185	Long Island	414,973	Winnipeg	6,180
2010	7	60	8,105,046	Long Island	410,619	Long Island	6,039
2011	6	55	6,830,777	Long Island	382,027	Winnipeg	5,740

Number of leagues and teams only includes those that had attendance recorded. It also includes leagues and teams that compiled attendance but disbanded prior to the end of their seasons. In 1995, there were 13 teams that folded before completing their seasons. 11 teams didn't finish their seasons in 2003. Bridgeport and Long Island play in the Atlantic League, which has the longest season of any independent league.

NORTH AMERICAN BASEBALL LEAGUE (10 teams – 88 game schedule)

RECORD HIGHS: League – 642,963 (2011); Team – San Angelo – 112,228 (2011)

- This league played its first year in 2011. All 10 teams had played in other independent leagues in 2010. Calgary, Chico, Edmonton, Maui, and Yuma were in the Golden Baseball League. Edinburg, McAllen, Yuma, and Rio Grande Valley played in the United Baseball League, and Lake County (Zion, IL) was in the Northern League.
- Total 2011 attendance was 642,963, and average per date was 1,724. San Angelo drew 112,228 to lead the league. Edinburg and Edmonton also topped 100,000.
- These 10 teams had a 143,867 (19.3%) decline in total attendance in 2011, and an average per date decrease of 149, from what they all combined to draw in their former leagues in 2010.
- Lake County was down 102,376, but they only played 18 home dates. Their average per date declined by 1,271, the worst loss of any minor league team. Chico dipped by 46,537, but had just 34 home dates.
- 5 teams were up in total attendance, led by Rio Grande Valley. 5 teams also posted average per date gains, led by McAllen, up 966. They played only a partial home schedule.
- Both Edmonton and San Angelo posted the 2nd highest totals in each team's independent history. Chico had its lowest total ever.
- In 2012, Fullerton, Fort Worth, and San Rafael will be added to the league. Lake County will be dropped.

INDEPENDENT LEAGUE HIGHLIGHTS**AMERICAN ASSOCIATION** (14 teams -- 100 game schedule)

RECORD HIGHS: League – **2,162,269 (2011)** 14 teams; Team – St Paul -- 297,834 (2007)

- The league played with 14 teams in 2011, compared to 10 in 2010. Pensacola was dropped, Amarillo came in from the United League, and Fargo-Moorhead, Gary, Kansas City, and Winnipeg joined from the Northern League.
- Total attendance in the 14 team league rose 934,751 (76.1%) from the 10 team 2010 total, to a league record-high 2,162,269. Average attendance per date was up 454. However, a more accurate comparison is to take 2011 attendance for the 14 teams that played in this league in 2011, and compare it with attendance for the same 14 teams in 2010, regardless of what league they played in that year. This results in a total attendance decline of 39,709 (1.8%) in 2011. Combined average attendance per date for these 14 teams fell 215.
- 4 of the 14 teams had gains in total attendance in 2011, and 3 were up in average per date.
- Winnipeg drew 275,521 to lead the league. The Goldeyes had led the old Northern League in attendance for 11 straight years, and have now topped 270,000 for 12 years in a row. Their 2011 average per date was 5,740, highest among independent teams. Winnipeg has averaged 6,430 per date since 2000, and has posted the best average per date among all independent league teams 10 times in the last 12 years.
- Wichita, up 24,466, had the best increase in total attendance among all independent teams, and their 2nd highest total as an independent league team. Their average per date increase of 190 was the most of any independent team that played a full home schedule.
- Shreveport had the league's biggest dip, and Fort Worth had its smallest attendance since 2001. Neither city will have a team in this league in 2012. The Shreveport franchise was relocated to Laredo, and Fort Worth joins the North American League. Laredo last played in the United League in 2010, and had the 2nd best gain among independent teams that year.
- Lincoln had its lowest attendance in its 11 year independent history, and Sioux Falls suffered its smallest total in 19 years as an independent.
- St. Paul has been a big success since they began play in 1993. The Saints have topped 235,000 every year except their first. They had led this league in total attendance each year from 2006 through 2010, and once had a 249 consecutive game sellout streak. All this despite playing only a few miles from the Minnesota Twins.
- Kansas City has topped 240,000 for 7 straight years, and averaged 5,471 per date in their 9 year history.

PECOS BASEBALL LEAGUE (6 Teams – 70 game schedule, number of home games varied by team)

- This league's 2011 teams were in Texas and New Mexico Attendance figures were estimated by the league office.
- This league played its first season in 2011. Some games were played at neutral sites.
- Total estimated attendance was 38,198, and average per date was 201.
- Alpine led the league, drawing 12,035, an average of 415 per date.
- Carlsbad was a road team, so some of the other teams played extra home dates.
- In 2012, Ruidoso and Carlsbad will not operate. New teams will play in Santa Fe, New Mexico, and Trinidad, Colorado.

INDEPENDENT LEAGUE HIGHLIGHTS**CAN-AM LEAGUE** (8 teams ((one team only played road games)) -- 94 game schedule)

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

- The league added 2 teams in 2011. Rockland (Pomona, NY) replaced Sussex, NJ, and Newark came in from the Atlantic League. There was also a team that only played road games, which meant extra home games for the other 7 teams. This league had 74 more dates in 2011 than in 2010.
- Total attendance rose 103,219 (19.7%) due to the additional games. But average per date was down 127 to 1,850, the 2nd lowest in league history. 3 games were played at Trois Rivieres, Quebec and drew a total of 2,535.
- Quebec City led the league for the 4th straight year. The Capitales have surpassed 138,000 for 11 years in a row. 2 of the 5 returning teams had increases in total attendance, but only Pittsfield had a gain in average per date.
- Rockland drew 123,518 (2,807 average per date). In 2010, Sussex drew 71,826 (1,670 per date).
- 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 14 year history.
- Newark played a shorter schedule after moving from the Atlantic League. The Bears drew 51,854 in 52 dates in 2011, compared to 117,985 in 63 dates in 2010. Their Atlantic League attendance high was 243,255 in 2001.
- In 2012, the league will have 5 teams. Pittsfield, Brockton, and the road team will not operate. There will be a 100 game schedule, including some interleague play with the American Association.

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)

- In 2011, Joliet and Rockford joined this league from the disbanded Northern League, replacing Oakland County and Kalamazoo. Rockford was back in the Frontier League after playing the 2010 season in the Northern League.
- Total league 2011 vs. 2010 attendance fell 5.8%, and average per date was down by 184. The 10 teams that played in this league in both 2011 and 2010 had a combined decline of 15.8%. If you compare 2011 attendance for the 12 teams in the league in 2011, with 2010 attendance for those same 12 teams, including those who were in the Northern League in 2010, the result is a total attendance decline of 18.1%, and a 418 dip in average per date.
- Since 2001, when the league grew to 12 teams, total attendance is up 96.3%, and average per date is up 70.9%.
- Joliet, down 56,786, had the largest decline among all independent teams that played roughly the same length schedule in 2011 and 2010. Their average per date was down 1,135, the biggest decline among all minor league teams that played a full home schedule.
- Every team in the league had a decline in total attendance and average per date. Windy City, with a total attendance loss of 5,513, had the smallest decrease.
- The Southern Illinois (Marion) Miners have led this league in attendance in 4 of the 5 years they've operated, including 2011. 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.
- Joliet, River City, Washington PA, Southern Illinois, and Traverse City, each had their smallest attendance ever. For River City (O'Fallon, MO), it was just the 2nd time in 13 years that total attendance was under 100,000.
- In 2012, the league adds London, Ontario, which had been in the league from 1999 through 2001. London had an Eastern League team from 1989 through 1993. Top attendance for that team was 167,694 in 1990. Also joining is Schaumburg, IL, who played in the Northern League from 1999 through 2010, and did not operate in 2011. Their best attendance came in 1999, when they drew 236,476.

INDEPENDENT LEAGUE HIGHLIGHTS

ATLANTIC LEAGUE (8 teams ((1 team only played road games)) -- 126 game schedule)

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

- This league has always played the longest schedule among modern independent leagues.
- Newark moved to the Can-Am League. A road-game only team was added, so the other 7 teams played extra home games. Total attendance in 2011 fell 203,095 (9.4%), with 58 fewer dates than in 2010. If only the 7 teams that played in the league in both 2011 and 2010 are compared, the total attendance decline is 4.2%.
- In 2008, this league drew the highest attendance ever by a modern (starting in 1993 or later) independent league, breaking the record set by the Northern League in 2005.
- Somerset, up 2,616, had the only 2011 total attendance gain. But even though all 7 teams were down in average per date, the league as a whole increased its average per date by 64. This is because Newark, which left the league, averaged just 1,873 per date in 2010. The 4,085 average per date in 2011 was highest among independent leagues for the year, and the 3rd best in league history.
- Long Island (Central Islip, NY) drew under 400,000 for the first time, and had the league's biggest decline. Yet for the 12th year in a row, the Ducks had the highest total attendance of any independent league team. In team history (2000-2011), the Ducks have averaged 6,039 per date, which is more than 100% of their ballpark's capacity. They've had 601 sellouts. In 2001, Long Island drew the highest total attendance by a modern independent team.
- Somerset (Bridgewater, NJ) drew 372,082, 2nd highest among independent teams. The Patriots have drawn more than 335,000 in all 13 seasons of operation.
- Lancaster's total of 323,091 was the 3rd highest independent team attendance. The Barnstormers have topped 300,000 in each season since their debut in 2005.
- York, owned by Hall-of-Famer Brooks Robinson, has exceeded 260,000 in each of the past 4 years. They had their highest total ever in 2011, if the playoffs and the Atlantic League All-Star Game, are included in their attendance totals.
- Camden, NJ has a reputation as an economically depressed city. But the Riversharks have drawn at least 230,000 in all 11 years of operation. They had the league's smallest average per date loss in 2011.
- Bridgeport had a small decline in 2011. Bluefish attendance has fallen from 342,857 in 1999 to 151,168 in 2011. 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.
- Sugar Land, TX (near Houston) joins this league in 2012. There will be no road-only team. The schedule will be increased to 140 games, so each team will continue to have 70 home games.

2011 INDEPENDENT MINOR LEAGUE BASEBALL ATTENDANCE

Page 42

TEAM	2011 TOTAL ATTENDANCE	HOME DATES	AVERAGE PER DATE	2010 TOTAL ATTENDANCE	# CHANGE 2011 vs. 2010	BALLPARK OPENED:
AMERICAN ASSOCIATION						
<i>Amarillo Sox (a)</i>	138,865	49	2,834	139,790	(925)	1957
El Paso Diablos	172,742	50	3,455	179,452	(6,710)	1990
<i>Fargo - Moorhead RedHawks (b)</i>	175,918	49	3,590	183,145	(7,227)	1996
Fort Worth Cats	108,020	50	2,160	122,062	(14,042)	2002
<i>Gary RailCats (b)</i>	157,676	49	3,218	166,366	(8,690)	2003
Grand Prairie (TX) Airhogs	117,861	49	2,405	124,539	(6,678)	2008
<i>Kansas City (KS) T-Bones (b)</i>	261,115	50	5,222	264,368	(3,253)	2003
Lincoln Saltdogs	157,647	48	3,284	163,676	(6,029)	2001
St. Paul Saints	240,206	48	5,004	237,994	2,212	1982
Shreveport-Bossier Captains	56,910	48	1,186	71,468	(14,558)	1986
Sioux City (IA) Explorers	64,000	49	1,306	56,428	7,572	1993
Sioux Falls (SD) Canaries	76,549	49	1,562	86,518	(9,969)	1964
Wichita (KS) Wingnuts	159,239	50	3,185	134,773	24,466	1934
<i>Winnipeg Goldeyes (b)</i>	275,521	48	5,740	271,399	4,122	1999
<i>Pensacola (inactive in 2011)</i>				50,608		
LEAGUE TOTAL	2,162,269	686	3,152	2,252,586	(90,317)	
<i>(a) Played in the United League in 2010</i>						
<i>(b) Played in Northern League in 2010</i>						
<i>Total listed for 2010 includes the 5 teams listed above (a and b notes) that did not play in this league in 2010.</i>						
ATLANTIC LEAGUE						
Bridgeport Bluefish	151,168	67	2,256	160,653	(9,485)	1998
Camden Riversharks	244,228	69	3,540	246,039	(1,811)	2001
Lancaster Barnstormers	323,091	69	4,682	327,467	(4,376)	2005
Long Island (Central Islip) Ducks	382,027	69	5,537	410,619	(28,592)	2000
Somerset (NJ) Patriots	372,082	71	5,241	369,466	2,616	1999
S. Maryland (Waldorf) Blue Crabs	214,135	65	3,294	240,777	(26,642)	2008
York Revolution	261,590	67	3,904	278,410	(16,820)	2007
Road Warriors (road games only)						
LEAGUE TOTAL	1,948,321	477	4,085	2,151,416	(203,095)	
<i>2010 total includes Newark, which moved to the Can-am League in 2011.</i>						
FRONTIER LEAGUE						
Evansville Otters	97,937	44	2,226	110,711	(12,774)	1915
Florence (KY) Freedom	83,436	46	1,814	112,844	(29,408)	2004
Gateway (Sauget, IL) Grizzlies	166,072	46	3,610	186,147	(20,075)	2002
<i>Joliet JackHammers*</i>	108,610	47	2,311	165,396	(56,786)	2002
Lake Erie (Avon, OH) Crushers	128,628	48	2,680	159,580	(30,952)	2009
Normal (IL) CornBelts	114,917	47	2,445	132,309	(17,392)	2010
River City (O'Fallon, MO) Rascals	71,958	46	1,564	113,431	(41,473)	1999
<i>Rockford RiverHawks*</i>	97,678	46	2,123	126,432	(28,754)	2005
Southern IL (Marion) Miners	181,576	47	3,863	204,181	(22,605)	2007
Traverse City Beach Bums	169,739	47	3,611	204,440	(34,701)	2006
Washington (PA) Wild Things	104,635	47	2,226	116,722	(12,087)	2002
Windy City ThunderBolts	86,727	46	1,885	92,240	(5,513)	1999
<i>Kalamazoo Kings</i>	0	0		56,342		1996
<i>Oakland County (MI) Cruisers</i>	0	0		9,114		1971
LEAGUE TOTAL*	1,411,913	557	2,535	1,789,889	(377,976)	
<i>Kalamazoo and Oakland County were inactive in 2011</i>						
<i>*2010 total includes Joliet and Rockford, who played in the Northern League in 2010.</i>						

2011 INDEPENDENT MINOR LEAGUE BASEBALL ATTENDANCE

TEAM	2011 TOTAL ATTENDANCE	HOME DATES	AVERAGE PER DATE	2010 TOTAL ATTENDANCE	# CHANGE 2011 vs. 2010	BALLPARK OPENED:
<u>CAN-AM LEAGUE</u>						
Brockton Rox	94,112	52	1,810	100,092	(5,980)	2002
Newark Bears*	51,854	52	997	117,985	(66,131)	1998
New Jersey Jackals	84,865	48	1,768	86,014	(1,149)	1998
Pittsfield Colonials	37,154	44	844	29,485	7,669	1919
Quebec (City) Capitales	149,330	49	3,048	147,978	1,352	1938
Rockland Boulders	123,518	44	2,807	0		2011
Worcester Tornadoes	83,745	47	1,782	88,499	(4,754)	2005
Neutral Site - Trois Rivieres	2,535	3	845			
New York (road games only)						
Sussex Skyhawks (Inactive-2011)	0	0		71,826		1994
<i>*Played in the Atlantic League in 2010</i>						
LEAGUE TOTAL	627,113	339	1,850	523,894	103,219	
<i>2010 total excludes Newark, who played in the Atlantic League in 2010.</i>						
<u>NORTH AMERICAN LEAGUE</u>						
Calgary Vipers	62,308	41	1,520	66,518	(4,210)	1966
Chico Outlaws	67,282	34	1,979	113,819	(46,537)	1997
Edinburg Roadrunners	107,786	51	2,113	101,620	6,166	2001
Edmonton Capitals	102,253	45	2,272	92,126	10,127	1995
Lake County (Zion, IL) Fielders	26,480	18	1,471	128,856	(102,376)	2010
Maui Na Koa Ikaika	31,606	39	810	50,343	(18,737)	1973
McAllen Thunder	18,404	14	1,315	11,874	6,530	2003
Rio Grande Valley White Wings	65,916	49	1,345	51,427	14,489	1950
San Angelo Colts	112,228	48	2,338	112,164	64	2000
Yuma Scorpions	48,700	34	1,432	58,083	(9,383)	1969
LEAGUE TOTAL	642,963	373	1,724	786,830	(143,867)	
<i>All teams in this new league played in other leagues in 2010. The total listed for 2010 is their combined 2010 attendance.</i>						
<u>PECOS BASEBALL LEAGUE - Attendance is estimated by the league</u>						
Alpine Cowboys	12,035	29	415			1947
Carlsbad Bats (Road Team)	136	3	45			
Las Cruces Vaqueros	4,797	41	117			
Roswell Invaders	10,350	45	230			
Ruidoso Osos	2,080	32	65			
White Sands Pupfish	8,800	40	220			
LEAGUE TOTAL	38,198	190	201			
<i>Alpine played in the Continental League in 2010. No attendance available.</i>						
<u>2010 INDEPENDENT TEAMS THAT DID NOT OPERATE IN 2011, AND WHO PLAYED IN LEAGUES THAT DISBANDED AFTER 2010</u>						
Laredo Broncos				66,194		
Schaumburg (IL) Flyers				172,732		1999
Orange Cty. (Fullerton) Flyers				49,064		1992
St. George (UT) Roadrunners				31,753		1997
Tijuana Cimarrones				46,748		
Tucson Toros				117,068		1998
Victoria (BC) Seals				116,872		1967
TOTAL				600,431		
GRAND TOTAL						
6 Independent Leagues in 2011	6,830,777	2,622	2,605	8,105,046	(1,274,269)	

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

SEASON RECORD-HIGH ATTENDANCE – INDIVIDUAL TEAMS

82 of the 174 current NAPBL teams set their all-time attendance records between 2005 and 2011. The longest standing records for individual team-high attendance by current teams are: Veracruz – Current team's record-high was set in 1964; Mexico City – 1967; Batavia – 1971; Bristol – 1976 as a short-season team. The longest known standing records for current Minor League cities, but for a different team, are Newark (1932), and Savannah (1937).

This section lists the season record-high attendance figure for each team that played in an NAPBL or independent league in 2011. Many independent league teams shifted to different leagues in 2011. Pecos League 2011 data is estimated by the league office.

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 is 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. All short-season NAPBL leagues that charge admission once played full-season schedules.

There are a few cases of 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 are listed.

The data used to compile this section goes back to at least 1947 for all U.S./Canadian NAPBL teams, and in some cases, as far back as the first decade of the 20th Century. For the Mexican League, the data begins in 1955, when this league joined the NAPBL, after being independent. It also covers all seasons for all current independent teams. Independent leagues started to return in 1993.

Records set in 2011 are listed in bold. If 2011 was also the team's first season, the figure is in italics.

Since independent league teams often switch leagues, most independent league records listed are for the independent league team in that city, regardless of the league it played in. Check the footnotes below each league's listing to see if a current independent league city once had an NAPBL team with a higher record attendance.

Sources

Attendance data for NAPBL teams was obtained from The Sporting News Baseball Guides for the following seasons: 1969-1980; 1989-1993; 1996. The Encyclopedia of Minor League Baseball provided data from 1902 through 1968, and 1981 through 1988 for U.S./Canadian NAPBL teams, Mexican League attendance from 1955 through 1993, and 1996, and independent league data from 1993 through 1997. NAPBL data for 1994, 1995, and 1997 through 2011 came from the office of Minor League Baseball.

Thanks to Steve Densa, Executive Director of Communications for Minor League Baseball, for providing the current NAPBL Minor League figures. Thanks also to Pete Palmer, editor of The ESPN Baseball Encyclopedia, for providing information that was missing from some sources. Data from independent leagues from 1998 through 2011 came from the Website of each league in most cases, with the Encyclopedia of Minor League Baseball providing the rest.

What's Missing?

The 1981 attendance for the Mexican League was not available. Hopefully, in the future, these figures can be obtained. Also, attendance data from many leagues prior to 1947 is not available.

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

Buffalo and Louisville set their records in the Class AAA American Association.

PACIFIC COAST LEAGUE – CLASS AAA

Team	Record-High	Year	Team	Record-High	Year
Albuquerque	602,129	2009	Oklahoma City	542,095	2005
Colorado Springs	339,009	2011	Omaha	449,753	1997
Fresno	563,079	2002	Reno	466,606	2009
Iowa	576,310	2007	Round Rock	700,277	2005
Las Vegas	386,310	1993	Sacramento	901,214	2001
Memphis	887,976	2001	Salt Lake City	713,224	1994
Nashville (a)	556,250	1990	Tacoma	378,518	2011
New Orleans	519,584	1998	Tucson	317,347	1991

(a) – Record-high set as a P.C.L. team. In 1980 Nashville drew 575,676 in the Class AA Southern League. Omaha set its record in the Class AAA American Association.

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	Jacksonville, FL	420,495	2004
Carolina	328,207	1993	Mississippi	246,674	2007
Chattanooga	292,920	1994	Mobile	332,639	1997
Huntsville, AL	300,810	1985	Montgomery	322,946	2004
Jackson, TN	313,775	1998	Tennessee	268,033	2002

SEASON RECORD-HIGH ATTENDANCE – INDIVIDUAL TEAMS**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	411,959	1994
Frisco	666,977	2003	Springfield, MO	526,630	2005
Midland	308,810	2011	Tulsa	408,183	2010

CALIFORNIA LEAGUE – FULL-SEASON CLASS A

Team	Record-High	Year	Team	Record-High	Year
Bakersfield	158,714	1992	Modesto	180,785	2011
High Desert	218,444	1992	Rancho Cucamonga	446,146	1995
Inland Empire	273,739	1997	San Jose	222,547	2011
Lake Elsinore	383,297	1995	Stockton	218,497	2007
Lancaster	316,390	1996	Visalia	118,065	2011

FLORIDA STATE LEAGUE – FULL-SEASON CLASS A

Team	Record-High	Year	Team	Record-High	Year
Bradenton	103,978	2011	Fort Myers (a)	124,749	2008
Brevard County	144,688	1994	Jupiter (b)	114,301	2001
(Port) Charlotte	171,450	2010	Lakeland (c)	64,010	2010
Clearwater	177,117	2011	Palm Beach (b)	105,122	2006
Daytona	164,007	2008	St. Lucie	105,379	2011
Dunedin	80,126	1994	Tampa (d)	149,191	1997

(a) – A previous team in Fort Myers drew 137,553 in 1984

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

(c) – A previous team in Lakeland drew 81,878 in 1951

(d) – 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	169,367	2011	Wilmington, DE	358,766	1995
Myrtle Beach	242,397	2008	Winston-Salem	312,416	2011

MIDWEST LEAGUE – FULL-SEASON CLASS A

Team	Record-High	Year	Team	Record-High	Year
Beloit	101,127	1986	Kane County, IL	523,222	2001
Bowling Green, KY	237,070	2011	Lake County, OH	437,515	2003
Burlington, IA (a)	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

(a) – A previous team in Burlington drew 91,946 in 1955

SEASON RECORD-HIGH ATTENDANCE – INDIVIDUAL TEAMS**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	138,487	2011
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 (b)	135,415	2011
Hagerstown (a)	153,675	2005	West Virginia	248,766	2007

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

(b) - Savannah drew 217,000 in the Sally League in 1937.

NEW YORK-PENN LEAGUE – SHORT-SEASON CLASS A – (Full-Season Prior to 1967)

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)	62,317	2011	Tri-City (Troy, NY) (c)	156,297	2011
Hudson Valley	164,425	2006	Vermont	124,496	1996
Jamestown	63,069	2001	Williamsport (d)	83,346	2003

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

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

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

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

Record-highs as full-season teams in this league: Auburn - 59,637 in 1947; Batavia - 67,680 in 1946;

Jamestown – 143,016 in 1942.

NORTHWEST LEAGUE – SHORT-SEASON CLASS A – (Full-Season Prior to 1966)

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)	85,953	2011
Everett	119,396	1998	Vancouver (d)	162,162	2011
Salem-Keiser	136,836	1997	Yakima (e)	86,822	1993

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

(b) - PCL team drew 287,185 in 1947

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

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

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

APPALACHIAN LEAGUE – SHORT-SEASON ROOKIE – (Full-Season Prior to 1957)

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	39,426	1994
Elizabethton	30,134	2007	Pulaski	33,679	2008

Record-highs as full-season teams in this league: Bluefield – 116,572 in 1949; Elizabethton – 38,947 in 1947; Johnson City – 51,846 in 1948; Kingsport – 65,646 in 1951; Bristol – 68,504 in 1946; Pulaski – 49,472 in 1947. Burlington drew 140,148 in 1947, and Danville drew 110,000 in 1946, both in the full-season Carolina League.

SEASON RECORD-HIGH ATTENDANCE – INDIVIDUAL TEAMS**PIONEER LEAGUE – SHORT-SEASON ROOKIE – (Full Season Prior to 1964)**

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	1992	Orem	109,125	2007

Record highs as full-season teams in this league: Billings – 174,080 in 1949; Great Falls – 129,640 in 1949.

MEXICAN LEAGUE – NAPBL (SINCE 1955) RECORDS ONLY – (Was an Independent League Prior to 1955)

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	363,011	2011
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.

Chihuahua and Nuevo Laredo did not operate in 2011. Tijuana had a team that drew 548,863 in 2004.

CAN-AM LEAGUE – INDEPENDENT

Team	Record-High	Year	Team	Record-High	Year
Brockton	203,094	2004	Quebec City (c)	164,009	2009
Newark (a)	51,854	2011	Rockland	123,518	2011
New Jersey Jackals	129,179	1999	Sussex, NJ (d)	101,638	2007
Pittsfield (b)	56,295	2002	Worcester	124,745	2005

(a) – Full-season records for Newark – 342,001 in 1932 (International), 243,255 in 2001 (Atlantic).

(b) - NY-Penn League team drew 101,110 in 1990. (c) – 1949 Canadian-American League team drew 176,779.

(d) – Short-season NY-Penn League team drew 176,788 in 1995. Sussex was inactive in 2011.

ATLANTIC LEAGUE – INDEPENDENT

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

SEASON RECORD-HIGH ATTENDANCE – INDIVIDUAL TEAMS**FRONTIER LEAGUE – INDEPENDENT**

Team	Record-High	Year	Team	Record-High	Year
Evansville (a)	136,941	2005	Rockford (b)	138,234	2008
Florence, KY	112,844	2010	River City, MO	185,333	2004
Gateway (Sauget, IL)	217,500	2004	Southern Illinois	259,392	2007
Joliet	202,755	2002	Traverse City	206,102	2007
Lake Erie (Avon, OH)	159,580	2010	Washington, PA	159,857	2005
Normal	132,309	2010	Windy City, IL	103,129	2009

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

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

AMERICAN ASSOCIATION – INDEPENDENT

Team	Record-High	Year	Team	Record-High	Year
Amarillo	159,332	2008	Lincoln	247,471	2002
El Paso (a)	211,316	2007	St. Paul (d)	297,834	2007
Fargo-Moorhead	193,364	2002	Shreveport-Bossier (e)	86,635	2009
Fort Worth (b)	185,175	2008	Sioux City, IA	149,770	1995
Gary	166,366	2010	Sioux Falls, SD	150,837	2008
Grand Prairie	143,627	2008	Wichita, KS (f)	161,170	2009
Kansas City, KS (c)	289,162	2007	Winnipeg	323,241	2004

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

(c) - Kansas City, MO drew 425,064 in 1923. (d) - St. Paul drew 352,911 in the American Association in 1949.

(e) - Drew 234,587 in Class AA Texas League in 1988. (f) - Drew 280,320 in Class AAA American Assn. in 1971.

NORTH AMERICAN LEAGUE – INDEPENDENT

Team	Record-High	Year	Team	Record-High	Year
Calgary (a)	71,363	2007	Mauai	50,343	2010
Chico	132,052	1998	McAllen	18,404	2011
Edinburg	145,370	2004	Rio Grande Valley	103,535	2000
Edmonton (b)	107,987	2005	San Angelo	150,770	2000
Lake County, IL	128,856	2010	Yuma	90,730	2005

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

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

PECOS BASEBALL LEAGUE – INDEPENDENT

Team	Record-High	Year	Team	Record-High	Year
Alpine	22,630	1959	Roswell	82,671	1950
Carlsbad	83,462	1953	Ruidoso	2,080	2011
Las Cruces	4,797	2011	White Sands	8,800	2011

ATTENDANCE GROWTH - 2011 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 2011 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 22, 32 and 42 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 were not available for this report for 1989, 1979, and 1969. No independent leagues were in operation in those years either.

ONE MORE LOOK AT THE 2011 NUMBERS

The 174 NAPBL teams that charged admission drew 41,252,053, an average of 237,081 per team. Average per date was 4,029. 55 independent teams with home attendance drew 6,830,777, an average of 124,196 per team, and an average per date of 2,605. Most independent teams play shorter seasons than NAPBL teams. Combined NAPBL and independent attendance was 48,082,830, averaging 209,969 per team, and 3,739 per date. Major League total attendance was 73,415,306, an average of 2,447,177 per team, and 30,362 per date.

2011 COMPARISON WITH 1999

By 1999, the boom in Minor League attendance was underway. Comparing 2011 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 17.3% from 1999. Average attendance per date was up 643 (19.0%). There were 174 NAPBL teams in 2011, and 176 teams played in 1999. 44 independent teams had home games in 1999. Total independent leagues attendance was up 40.2% vs. 1999, and their average per date rose 46 (1.8%). Combined 2011 NAPBL and independent total attendance rose 20.1% from 1999, and average per date was up 481 (14.8%).

2011 average attendance per team was at least 25% higher than in 1999 for 7 NAPBL leagues. The Florida State League's average attendance per team rose 60.7%. The Texas League was up 57.8%, the South Atlantic League had a 52.5% increase, and the Pioneer League gained 47.7%. The Midwest (25.6%), New York-Penn (27.6%), and the Mexican Leagues (32.0%), also had average per team gains of more than 25%.

But 4 NAPBL leagues had a lower average attendance per team in 2011 than they had in 1999. The Northwest League was down 10.5%, and the Appalachian League declined 10.6%. Full-season leagues with decreases were the California (down 4.9%), and Southern Leagues (down 6.7%).

The 30 Class AAA teams averaged 452,983 per team in 2011. In 1999, the 30 Class AAA teams averaged 401,475 per team. Class AAA average per date was 6,524 in 2011, compared to 5,913 in 1999. Class AA teams averaged 4,419 in 2011, up 478 from the 1999 average of 3,941. Full-season Class A teams averaged 2,952 in 2011, compared to 2,296 in 1999. Short-season teams averaged 2,523 in 2011, 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 2011 total attendance and average per team was up 4.7% from 1999. 30 teams operated each year. Average attendance per date was up 1,152 (3.9%) from the 1999 average of 29,210.

ATTENDANCE GROWTH - 2011 vs. 1999, 1989, 1979 and 1969**2011 COMPARISON WITH 1989**

The 164 NAPBL teams that operated in 1989 drew a total of 23,103,593, an average of 140,876 per team. 2011 NAPBL total attendance was 78.6% higher than in 1989, and the average per team was up 68.3%. Independent leagues did not operate in 1989. But if independent leagues attendance is included in the 2011 figures, the results are gains of 108.1% in total attendance, and 49.0% in average per team.

The Appalachian League, down 5.1%, is the only league whose 2011 average attendance per team was lower than the 1989 average. Every other league had a gain of at least 28%.

4 leagues more than doubled their per team averages compared to 1989. The South Atlantic League average per team was 152.5% higher in 2011 than in 1989. The New York-Penn was up 144.9%, the Midwest League gained 103.1%, and the Eastern League had a 105.5% increase. The Pacific Coast, Texas, California, Mexican and Carolina Leagues achieved increases of better than 65%. The combined Class AAA average per team was up 33.3%.

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 2011. Highest Class AA attendance in 1989 was at Arkansas (296,428). In 2011, 14 Class AA teams topped 300,000. Durham led full-season Class A in 1989, drawing 272,202. That figure was topped by 12 Class A teams in 2011. Durham is now in Class AAA, and the Bulls drew 462,682 in 2011. 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 2011, 17 of the 30 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. 15 teams did that in 2011, with 2 of them surpassing 200,000.

Major League total attendance was up 33.1% vs. 1989. Average per team (26 teams in 1989), rose 15.3%.

2011 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 2011 total attendance was 170.2% higher than in 1979, with the average per team up 120.5%. When independent league attendance is added to the 2011 totals, the result is a 215.0% 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 – 375.3%; Eastern – 349.9%; New York-Penn – 318.7%; Midwest – 309.9%; Northwest – 328.8%. 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 up 3.4%. The Class AAA leagues had a combined 152.0% 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 Round Rock, Louisville, Lehigh Valley, and Sacramento in 2011. 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 240,000. All Class AAA teams did that in 2011.

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. 27 of the 30 Class AA teams topped 200,000 in 2011. 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 2011, 52 of the 60 full-season Class A teams, and 15 short-season teams, drew more than 100,000. Greensboro's Class A leading total of 1979 was topped by 35 full-season Class A teams, and 5 short-season teams in 2011. Eugene drew 66,156 to lead all short-season teams in 1979. 23 of the 40 short-season NAPBL teams drew more than that in 2011.

Major League total attendance was up 68.6% vs. 1979. Average per team (26 teams in 1979), rose 46.1%.

ATTENDANCE GROWTH - 2011 vs. 1999, 1989, 1979 and 1969**2011 COMPARISON WITH 1969**

The 148 NAPBL teams that operated in 1969 drew just 9,984,263, an average of 67,461 per team. 2011 total NAPBL attendance was 313.2% higher, and average per team showed a 247.4% gain. Add the independent teams to the 2011 figures, and the total attendance growth is 381.6%, with average per team up 208.5%.

There have been some incredible increases in average attendance per team since 1969. The Midwest League was up 509.8%. The South Atlantic League (named the Western Carolinas League until 1980) had a 484.3% gain with 5 current teams each individually drawing better in 2011 than the entire league drew in 1969.

The New York-Penn League had a 424.8% increase, and the Eastern League was up 412.3%. The International, Pacific Coast, Southern, Texas, California, Carolina, Northwest, and Pioneer Leagues were each up better than 200%. The Florida State League, up 179.1%, the Appalachian League, up 70.4%, and the Mexican League, down 3.8%, were the only leagues whose 2011 average per team was not at least triple the 1969 figure. Combined Class AAA average per team was up 235.1%.

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 2011, Hawaii's 1969 total attendance was topped by 62 NAPBL teams, including all teams in the Texas League, 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. 54 of 60 full-season Class A teams, and 21 of 40 short-season teams topped that figure in 2011. Salt Lake City drew 76,789 to lead all short-season teams in 1969.

Major League total attendance rose 169.6% vs. 1969. Average per team (24 teams in 1969), rose 115.7%.

INDIVIDUAL TEAMS OUTDRAWING ENTIRE LEAGUES

The following individual teams drew more fans in 2011 than their entire league drew in 1979 and/or 1969: (Example: Reading drew 456,957 in 2011. 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);

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 (1969)

Northwest League - Spokane, Vancouver, Eugene, Salem-Keiser (1969)

MAJOR AND MINOR LEAGUE BASEBALL ATTENDANCE - 2011 vs. 1999

<u>League</u>	<u>2011</u>			<u>1999</u>			<u>% Chg. in Avg./Team 2011 vs. 1999</u>
	<u>Attendance</u>	<u># Teams</u>	<u>Avg./Team</u>	<u>Attendance</u>	<u># Teams</u>	<u>Avg./Team</u>	
American National	32,674,462	14	2,333,890	31,816,532	14	2,272,609	2.7
	<u>40,740,844</u>	<u>16</u>	<u>2,546,303</u>	<u>38,322,848</u>	<u>16</u>	<u>2,395,178</u>	<u>6.3</u>
MAJORS TOTAL	73,415,306	30	2,447,177	70,139,380	30	2,337,979	4.7
American Assoc. International Pacific Coast	Teams now in the I.L. & P.C.L.			Teams now in the I.L. & P.C.L.			
	6,664,206	14	476,015	6,437,251	14	459,804	3.5
	<u>6,925,290</u>	<u>16</u>	<u>432,831</u>	<u>5,606,999</u>	<u>16</u>	<u>350,437</u>	23.5
<i>Class AAA Total</i>	<i>13,589,496</i>	<i>30</i>	<i>452,983</i>	<i>12,044,250</i>	<i>30</i>	<i>401,475</i>	<i>12.8</i>
Mexican	3,322,029	14	237,288	2,875,289	16	179,706	32.0
Eastern Southern Texas	3,923,381	12	326,948	3,868,732	12	322,394	1.4
	2,175,505	10	217,551	2,332,712	10	233,271	(6.7)
	2,822,109	8	352,764	1,787,915	8	223,489	57.8
California Carolina Florida State	1,593,398	10	159,340	1,675,245	10	167,525	(4.9)
	1,789,631	8	223,704	1,652,256	8	206,532	8.3
	1,296,962	12	108,080	941,861	14	67,276	60.7
Midwest South Atlantic * New York-Penn	3,983,282	16	248,955	2,774,427	14	198,173	25.6
	3,125,934	14	223,281	2,049,461	14	146,390	52.5
	1,749,891	14	124,992	1,371,054	14	97,932	27.6
Northwest Appalachian Pioneer	913,986	8	114,248	1,021,390	8	127,674	(10.5)
	295,563	10	29,556	330,517	10	33,052	(10.6)
	<u>670,886</u>	<u>8</u>	83,861	<u>454,362</u>	<u>8</u>	56,795	47.7
NAPBL TOTAL	41,252,053	174	237,081	35,179,471	176	199,883	18.6
Independent Lgs.	6,830,777	55	124,196	4,871,797	44	110,723	12.2
GRAND TOTAL	48,082,830	229	209,969	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 - 2011 vs. 1989

League	<u>2011</u>			<u>1989</u>			% Chg. in Avg./Team <u>2011 vs. 1989</u>
	<u>Attendance</u>	<u># Teams</u>	<u>Avg./Team</u>	<u>Attendance</u>	<u># Teams</u>	<u>Avg./Team</u>	
American National	32,674,462	14	2,333,890	29,849,262	14	2,132,090	9.5
	<u>40,740,844</u>	<u>16</u>	<u>2,546,303</u>	<u>25,323,834</u>	<u>12</u>	<u>2,110,320</u>	<u>20.7</u>
MAJORS TOTAL	73,415,306	30	2,447,177	55,173,096	26	2,122,042	15.3
American Assoc. International Pacific Coast	Teams now in the I.L. & P.C.L.						
	6,664,206	14	476,015	3,667,142	8	458,393	
	<u>6,925,290</u>	<u>16</u>	<u>432,831</u>	<u>2,613,247</u>	<u>8</u>	<u>326,656</u>	45.7
				<u>2,554,417</u>	<u>10</u>	<u>255,442</u>	69.4
<i>Class AAA Total</i>	<i>13,589,496</i>	<i>30</i>	<i>452,983</i>	<i>8,834,806</i>	<i>26</i>	<i>339,800</i>	<i>33.3</i>
Mexican	3,322,029	14	237,288	1,975,723	14	141,123	68.1
Eastern	3,923,381	12	326,948	1,272,812	8	159,102	105.5
Southern	2,175,505	10	217,551	1,687,844	10	168,784	28.9
Texas	2,822,109	8	352,764	1,511,610	8	188,951	86.7
California	1,593,398	10	159,340	933,883	10	93,388	70.6
Carolina	1,789,631	8	223,704	1,006,738	8	125,842	77.8
Florida State	1,296,962	12	108,080	957,344	14	68,382	58.1
Midwest	3,983,282	16	248,955	1,716,443	14	122,603	103.1
South Atlantic *	3,125,934	14	223,281	1,060,964	12	88,414	152.5
New York-Penn	1,749,891	14	124,992	714,561	14	51,040	144.9
Northwest	913,986	8	114,248	636,187	8	79,523	43.7
Appalachian	295,563	10	29,556	311,510	10	31,151	(5.1)
Pioneer	<u>670,886</u>	<u>8</u>	<u>83,861</u>	<u>483,168</u>	<u>8</u>	<u>60,396</u>	<u>38.9</u>
NAPBL TOTAL	41,252,053	174	237,081	23,103,593	164	140,876	68.3
Independent Lgs.	6,830,777	55	124,196	0	0	0	-----
GRAND TOTAL	48,082,830	229	209,969	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 - 2011 vs. 1979

League	<u>2011</u>			<u>1979</u>			% Chg. in Avg./Team <u>2011 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	32,674,462	14	2,333,890	22,371,979	14	1,597,999	46.1
	<u>40,740,844</u>	<u>16</u>	<u>2,546,303</u>	<u>21,178,419</u>	<u>12</u>	<u>1,764,868</u>	<u>44.3</u>
MAJORS TOTAL	73,415,306	30	2,447,177	43,550,398	26	1,675,015	46.1
American Assoc. International Pacific Coast	Teams now in the I.L. & P.C.L.						
	6,664,206	14	476,015	1,296,740	8	162,093	
	<u>6,925,290</u>	<u>16</u>	<u>432,831</u>	<u>1,616,151</u>	<u>8</u>	<u>202,019</u>	135.6
				<u>1,761,487</u>	<u>10</u>	<u>176,149</u>	145.7
<i>Class AAA Total</i>	<i>13,589,496</i>	<i>30</i>	<i>452,983</i>	<i>4,674,378</i>	<i>26</i>	<i>179,784</i>	<i>152.0</i>
Mexican	3,322,029	14	237,288	4,591,286	20	229,564	3.4
Eastern Southern Texas	3,923,381	12	326,948	436,040	6	72,673	349.9
	2,175,505	10	217,551	1,482,437	10	148,244	46.8
	2,822,109	8	352,764	826,207	8	103,276	241.6
California Carolina Florida State	1,593,398	10	159,340	504,487	10	50,449	215.8
	1,789,631	8	223,704	282,371	6	47,062	375.3
	1,296,962	12	108,080	722,258	10	72,226	49.6
Midwest South Atlantic * New York-Penn	3,983,282	16	248,955	485,915	8	60,739	309.9
	3,125,934	14	223,281	347,237	6	57,873	285.8
	1,749,891	14	124,992	298,538	10	29,854	318.7
Northwest Appalachian Pioneer	913,986	8	114,248	213,163	8	26,645	328.8
	295,563	10	29,556	128,735	6	21,456	37.8
	<u>670,886</u>	<u>8</u>	<u>83,861</u>	<u>272,581</u>	<u>8</u>	<u>34,073</u>	<u>146.1</u>
NAPBL TOTAL	41,252,053	174	237,081	15,265,633	142	107,504	120.5
Independent Lgs.	6,830,777	55	124,196	0	0	0	-----
GRAND TOTAL	48,082,830	229	209,969	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 - 2011 vs. 1969

League	2011			1969			% Chg. in Avg./Team 2011 vs. 1969
	Attendance	# Teams	Avg./Team	Attendance	# Teams	Avg./Team	
American National	32,674,462	14	2,333,890	12,134,745	12	1,011,229	130.8
	<u>40,740,844</u>	<u>16</u>	<u>2,546,303</u>	<u>15,094,946</u>	<u>12</u>	<u>1,257,912</u>	<u>102.4</u>
MAJORS TOTAL	73,415,306	30	2,447,177	27,229,691	24	1,134,570	115.7
American Assoc. International Pacific Coast	Teams now in the I.L. & P.C.L.			882,547	6	147,091	
	6,664,206	14	476,015	1,035,457	8	129,432	267.8
	<u>6,925,290</u>	<u>16</u>	<u>432,831</u>	<u>1,055,988</u>	<u>8</u>	<u>131,999</u>	227.9
Class AAA Total	13,589,496	30	452,983	2,973,992	22	135,181	235.1
Mexican	3,322,029	14	237,288	1,973,825	8	246,728	(3.8)
Eastern Southern Texas	3,923,381	12	326,948	382,933	6	63,822	412.3
	2,175,505	10	217,551	333,516	6	55,586	291.4
	2,822,109	8	352,764	828,268	8	103,534	240.7
California Carolina Florida State	1,593,398	10	159,340	369,217	8	46,152	245.2
	1,789,631	8	223,704	476,856	10	47,686	369.1
	1,296,962	12	108,080	464,662	12	38,722	179.1
Midwest South Atlantic * New York-Penn	3,983,282	16	248,955	367,420	9	40,824	509.8
	3,125,934	14	223,281	229,290	6	38,215	484.3
	1,749,891	14	124,992	190,519	8	23,815	424.8
Northwest Appalachian Pioneer	913,986	8	114,248	101,658	4	25,415	349.5
	295,563	10	29,556	138,763	8	17,345	70.4
	<u>670,886</u>	<u>8</u>	<u>83,861</u>	<u>180,625</u>	<u>7</u>	<u>25,804</u>	<u>225.0</u>
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>	<u>56,950</u>	-----
NAPBL TOTAL	41,252,053	176	234,387	9,984,263	148	67,461	247.4
Independent Lgs.	6,830,777	55	124,196	0	0	0	-----
GRAND TOTAL	48,082,830	231	208,151	9,984,263	148	67,461	208.5

* 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, 123 of the 160 U.S./Canadian based NAPBL teams play in a park that opened from 1988 to 2011. 90 of these parks have been built since 1995, and 57 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.) 27 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 51 ballparks of independent league teams that operated in 2011. 38 of these parks opened since the start of 1988, (36 since 1995, and 26 since 2000), 10 were built prior to 1970, and 3 opened between 1970 and 1987. Overall, 160 minor league ballparks in use in 2011 opened since 1988, with 126 of those opening since 1995, and 83 opening since 2000.

Pensacola is the only NAPBL team that will open a completely new ballpark in 2012.

MINOR LEAGUE BASEBALL ATTENDANCE COMPARED TO MINOR LEAGUE HOCKEY ATTENDANCE

Professional hockey has a system of minor leagues quite 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 1999-2000 season, there were 109 professional minor league hockey teams in the United States and Canada. By the 2010-11 season, the number of teams was down to 81.

Total regular season minor league hockey attendance fell 37.2% from 19,736,526 in 1999-2000, to 12,386,565 in 2010-11, with 28 fewer teams. Average attendance per game dropped 531 from 4,900 in 1999-2000, to 4,369 in 2010-11, a decline of 10.8%. On the other hand, National Hockey League total attendance in 2010-11 was up 12.3%, when compared to 1999-2000, and the average attendance per game was 4.8% higher than in 1999-2000. (Sources: National Hockey League Record Book, hockey minor league Web sites, nhl.com.)

The structure of minor league hockey has similarities with baseball. The American Hockey League is considered to be the Class AAA league, with each National Hockey League team having an affiliate in that league. The ECHL is the Class AA league, and there are other leagues as well. Many of the cities with minor league hockey also have Minor League Baseball.

In the 2010-11 season, the 30 team American Hockey League drew 6,455,951 to its regular season games, accounting for more than half of all minor league hockey attendance. The Hershey Bears drew 392,005, an average of 9,800 per game, which was the year's best attendance for any minor league hockey team. (Hershey has never had a minor league baseball team.) Winnipeg, which in 2011-12 returned to the N.H.L., averaged 8,404 per game. Chicago, Providence, and Grand Rapids also topped 7,000 per game. Minor League Baseball teams in the Providence (Pawtucket Red Sox) and Grand Rapids (West Michigan Whitecaps) areas also draw very well.

In the lower levels of minor league hockey, Ontario, CA averaged 6,683 per game, and Stockton, CA averaged 6,382. Attendance for Stockton's Minor League Baseball team has doubled since 2005. But the attendance leaders once again were the Fort Wayne Komets who drew an average of 7,460 per game. This was the 9th straight year the Komets topped 7,000 per game, and they've reached that figure 14 times in the last 20 years. Fort Wayne is very successful at the gate in Minor League Baseball as well. The Tincaps of the Midwest League drew 376,022 in 2011, an average of 5,612 per date. They topped 400,000 in 2010.

Bakersfield of the ECHL is one of minor league hockey's best draws. They've averaged better than 5,000 per game for 7 straight years through 2010-11. But the Blaze, that city's Minor League Baseball team, averaged just 572 per date in 2011, the lowest average among all teams, except for those in the Pecos League.

MINORS TO MAJORS—MINOR LEAGUE ATTENDANCE IN CITIES THAT LATER JOINED THE MAJOR LEAGUES

Until 1953, there were only 10 markets with Major League teams. New York had 3 teams, while Boston, Philadelphia, Chicago, and St. Louis had 2 teams each. Since then, Major League Baseball has come to 16 more markets. It arrived and left Montreal, arrived, left, and returned to both Milwaukee and Seattle, and left Washington after 1971, only to return in 2005.

All Major League markets added from 1953 on had Minor League teams. Many were among the most successful teams in attendance in Minor League Baseball. Most of the Minor League teams that were replaced by Major League teams were in Class AAA. But a few, such as those in Florida, were in lower classifications.

The table below lists the highest level Minor League teams that were replaced by teams in the Majors. It shows the record-high listed attendance for those Minor League teams, and also lists the years for which attendance data was available. In some of these markets, there were other Minor League teams in lower classifications. For many years, the New York market had 2 Class AAA teams, as well as 3 Major League teams, and so it has been added to this list.

Most of the markets listed below currently have Minor League teams in them.

Major League Team/Market	Year Joined Majors	Top Former Leading Minor League Team(s) in Market	Record-High Recorded Attendance	Year of Record High	Years of Available Attendance Data for That Team
Arizona (Phoenix)	1998	Phoenix Firebirds	315,859	1994	1947-1997
Atlanta	1966	Atlanta Crackers	404,584	1947	1903, 1913, 1915-1965
Baltimore	1954	Baltimore Orioles	620,726	1946	1921-1953
Colorado (Denver)	1993	Denver Bears	565,214	1980	1902-04, 13, 23-29, 47-92
Dallas-Ft. W. (Texas)	1972	Dallas Eagles	404,851	1949	1922-1958
"		Fort Worth Cats	354,288	1948	1922-1959
"		Dallas-Fort Worth Spurs	329,294	1965	1960-1971
Houston	1962	Houston Buffalos	401,383	1948	1922-1961
Kansas City	1955	Kansas City Blues	425,064	1923	1903, 1908-1954
Los Angeles	1958	Los Angeles Angels	622,485	1947	1919-1957
"		Hollywood Stars	513,056	1946	1926-1957
"		Vernon Tigers	353,209	1924	1919-1925
Miami	1993	Miami Marlins	288,582	1956	1947-1991
"		Ft. Lauderdale Yankees	111,907	1992	1947-1993
"		Miami Beach Flamingos	90,682	1949	1947-1954
Milwaukee	1953, 70	Milwaukee Brewers	365,473	1927	1903-1952
Minnesota (Mpls.-St.P.)	1961	Minneapolis Millers	318,326	1956	1903-1960
"		St. Paul Saints	352,911	1949	1903-1960
Montreal	1969	Montreal Royals	477,638	1948	1928-1960
New York		Newark Bears	342,001	1932	1921-1949
"		Jersey City Giants	378,325	1939	1921-1950
San Diego	1969	San Diego Padres	493,780	1949	1936-1968
San Francisco-Oakland	1958	San Francisco Seals	670,563	1946	1919-1957
"		Oakland Oaks	634,311	1946	1919-1955
"		Mission Bears	299,670	1926	1926-1937
Seattle	1969, 77	Seattle Rainiers	548,308	1947	1919-1968, 1972-1976
Tampa Bay (St. Pete.)	1998	Tampa Yankees	149,191	1997	1928, 1947-Present
"		St. Petersburg Cardinals	202,283	1989	1947-2000
Toronto	1977	Toronto Maple Leafs	446,040	1952	1920-1967

SOURCE OF ATTENDANCE DATA: Encyclopedia of Minor League Baseball

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 and 1962, 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, 1961, and 1962 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, 1961, and 1962. 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 over 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. 1962 attendance data is from the Encyclopedia of Minor League Baseball – Third Edition.

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 regular season 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 2011, there were 15 NAPBL leagues with 174 teams, and 6 independent leagues with 55 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 432,831 per team that the P.C.L. averaged in 2011, when it played a 144 game schedule. 6 of the 8 teams in the league in 1949 played in markets that later joined the Major Leagues.

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 452,983 average in 2011.

There were only 2 Class AA leagues. Both the Southern Association and the Texas League averaged more than 240,000 per team. In 2011, the 3 Class AA leagues averaged 297,367 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 of the Midwest League.

Class B, C, and D leagues had much lower attendance. For a team to draw 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 2011, there were 25 NAPBL teams that topped 400,000. An additional 31 NAPBL and 3 independent teams drew between 300,000 and 400,000 in 2011.

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

In addition to the cities listed above, there were 2 Class AAA teams in the New York City area. Newark drew 88,170, the lowest attendance in Class AAA, and Jersey City's attendance was 174,314.

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

SOURCE FOR THIS TABLE: 1950 Sporting News Official Baseball Guide

1961 AND 1962 – MINOR LEAGUE ATTENDANCE 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 1961 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. By 1962, only 134 teams operated. The Midwest League had 10 teams that year, but the Western Carolina and Georgia-Florida Leagues had just 4 teams.

Total attendance in 1961 was just 9,766,505, an average of 66,439 per team, the lowest average per team since at least the 1930's. Post-season attendance was 208,729. The lowest total was reached in 1962, when attendance fell to 9,732,582, but because there were fewer teams, the average per team rose to 72,631.

In 1961 and 1962, some leagues played shorter schedules than in 1949, but still longer than they play today. The Class AAA leagues played 154 games in 1961, 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 was the Minors' first short-season league, playing 68 games.

In 1961, the Pacific Coast League had the highest attendance, just as it did in 1949. The International League had the best total attendance in 1962. In each of those years, 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 in both 1961 and 1962. Texas League teams averaged 100,000+ in 1962. Average attendance per team was under 60,000 in all Class B, C, and D Leagues in both seasons. 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. Houston joined the Majors in 1962.

The Mexico City Reds led the Minors in attendance in 1961, drawing 285,301, and in 1962, with a total of 349,753. That team frequently had the best Minor League attendance in the 1960's and 1970's. Buffalo had the highest attendance among U.S. teams in 1961, 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 in 1961. None of the 91 Class B, C or D teams drew at least 100,000, and just 18 of these teams topped 50,000.

In 1962, Rochester topped all U.S./Canadian teams with a total attendance of 272,178. Jacksonville, Buffalo, and San Diego, along with the Mexico City Red Devils, Mexico City Tigers, Monterrey, and Poza Rica of the Mexican League, were the other teams to surpass 200,000.

El Paso, Tulsa, Albuquerque, and San Antonio of the Class AA Texas League surpassed 100,000 in 1962. Class A Macon, and Class B Kinston, were the only other teams below the Class AA level to reach 100,000. Just 22 of the 86 Class B, C, and D teams topped 50,000.

In 1963, the Minor Leagues were reorganized into the system still used today. The Eastern and South Atlantic Leagues became Class AA leagues. Class B, C, and D leagues, with one exception, became Class A leagues. That exception was the Appalachian League, which was placed in a new classification called 'Rookie' League. A year later, the Pioneer League was given a 'Rookie' classification.

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

SOURCE FOR THIS TABLE: 1962 Sporting News Official Baseball Guide

1962 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.	765,358	6	127,560	Oklahoma City	184,683	Louisville	70,550
International	1,473,596	8	184,200	Rochester	272,178	Richmond	101,853
Pacific Coast	1,055,745	8	131,968	San Diego	211,514	Spokane	80,519
Class AAA Total	3,294,699	22	149,759				
Mexican	1,423,013	6	237,169	Mex City Reds	349,753	Puebla	127,985
Texas	661,445	6	110,241	Tulsa	182,895	Austin	41,057
Class AA Total	2,084,458	12	173,705				
Eastern	422,222	6	70,370	Elmira	83,328	Charleston,WV	53,935
South Atlantic	520,066	8	65,008	Macon	100,297	Augusta, GA	39,476
Class A Total	942,288	14	67,306				
Carolina	479,522	8	59,940	Kinston	141,227	Raleigh	29,552
Northwest	279,124	6	46,521	Tri-City	68,399	Yakima	35,059
Class B Total	758,646	14	54,189				
California	279,583	8	34,948	San Jose	62,695	Reno	22,819
Mexican Center	283,939	6	47,323	S. Luis Potosi	68,624	Aguascalientes	35,794
Northern	320,051	8	40,006	Winnipeg	83,645	Eau Claire	20,906
Pioneer	196,789	6	32,798	Magic Valley	49,297	Pocatello	16,092
Class C Total	1,080,362	28	38,584				
Alabama - Florida	112,403	6	18,734	Pensacola	25,201	Ozark/Andalus	15,183
Appalachian	136,021	6	22,670	Salem	40,913	Middlesboro	14,523
Florida State	389,937	8	48,742	Miami	90,887	Palatka	28,037
Midwest	533,079	10	53,308	Quad Cities	75,568	Keokuk	28,787
New York-Penn	208,749	6	34,792	Jamestown	68,632	Olean	11,104
Georgia-Florida	92,875	4	23,219	Brunswick	36,123	Moultrie	18,560
Western Carolina	77,379	4	19,345	Statesville	28,723	Newton-Con.	10,452
Class D Total	1,550,443	44	35,237				
GRAND TOTAL	9,710,896	134	72,469				

NOTES: 'Highest/Team' and 'Lowest/Team' indicate teams in that league with the highest and lowest attendance
 NAPBL Minor League Baseball reported a total attendance of 9,732,582 in 1962.

SOURCE FOR THIS TABLE: Encyclopedia of Minor League Baseball - Third Edition

A RESURGENCE IN MINOR LEAGUE BASEBALL

With low attendance, and many rundown ballparks in the early 1960's, 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 in 1993, 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 high-definition color, 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.

A FEW QUICK NOTES ON COLLEGE BASEBALL

The NCAA does not list total attendance for all of college baseball. But they do publish a listing of annual leaders. In both 2011 and 2010, Louisiana State led in attendance, averaging better than 10,000 per date each year. Arkansas, Texas, South Carolina, and Mississippi each finished in the top 5 in average attendance per date both years.

In addition to NCAA play in the spring, there are numerous summer college baseball leagues. These leagues are not affiliated with any school or athletic conference. Except for the fact that their players are amateurs, these leagues operate in a similar fashion to the professional minor leagues. They use wood bats, and some leagues charge admission to games, and keep attendance figures.

In 2011, attendance data was available for 6 of these leagues. The most successful one, in terms of attendance is the 16 team Northwoods League. That league's total attendance was 873,441, an average of 1,715 per date. Madison, WI from that league had the best attendance of any collegiate summer league team, drawing a total of 213,467, an average of 6,278 per date. Altogether, the 65 teams in the 6 leagues that compiled attendance data drew a total of 2,267,325, an average of 1,363 per date.

SOME CONCLUDING "JUST FOR THE FUN OF IT" STATS

The all-time high NAPBL Minor League total regular season attendance is 43,263,740 in 2008. Just how much higher than that could it possibly go? Relocated teams, more new ballparks, expansion, a sound economy, and a year with unusually good weather, could easily result in a new record-high attendance.

Yogi Berra once said, "It's tough to make predictions, especially about the future." Estimating future attendance records is, at best, an educated guess. But just for fun, based on the 2011 roster of NAPBL leagues and teams, here are a couple of totally unscientific estimates of potential attendance:

If each of the 15 NAPBL Minor Leagues drew its current all-time high attendance in the same season, total attendance would be 46,173,343. The odds of each league drawing its record-high attendance in the same year are quite small. But that total is only 6.7% above the current record-high, and is certainly reachable, even fairly soon.

Taking this a step further, if each of the 174 NAPBL Minor League teams drew its current all-time high attendance in the same season, total attendance would be 55,058,554. This figure is very unlikely to be reached any time soon. Now if you really want to tackle an interesting math question, figure out what's the probability of all 174 teams setting a new record-high attendance in the same season. It might help to know that 19 of these 174 teams set a record-high in 2011. Solving this math problem is somewhat beyond the math expertise of the author of this report.