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Empty Seats and Shallow Pockets: The Effects of the Pandemic on Stadiums and Arenas

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EMPTY SEATS AND SHALLOW POCKETS: THE PANDEMIC'S EFFECT ON STADIUMS AND ARENAS

By: Kaitlyn Bolton
Scholar's Day 2021
Faculty Sponsor: Dr. Kent Faught

While my research looks at some of the financial impacts that COVID-19 has had on our nation, I would like to take a minute to remember those who have lost their lives and lost the lives of family members and friends to this disease. COVID-19 has touched us all in many ways and my research is just one small part that has been impacted.

Project Background

- Started as a class project
- Started looking at all sports and venue types
- Made a survey for people to voice their opinions
- Had to pick one sport due to time constraints
- Talked to venues with “home teams” and those without
- Took 3 factors into account
 - *Team stats*
 - *Attendance numbers and number of games*
 - *Revenue*





Why baseball?

- Original project was due first of December
 - *Basketball was just starting*
 - *Football was nearing the end of season, but still had post-season*
 - *Baseball was done late October*
- MLB was first to figure out how to have a season during COVID
- “The Bubble” was adopted as a new thing for all sports to adapt to their programs
- Has now started second season with COVID restrictions

- Revenue Loss
- Revenue
Compensation
- 2021 Season

Revenue Numbers

- Expected 2020 Expenses
 - *\$10.2 billion*
- Actual 2020 Expenses
 - *\$6.1 billion*
- Expected 2020 Revenue
 - *\$10 billion*
- Actual 2020 Revenue
 - *\$3 billion*

Revenue Loss

- Expected 2020 Revenue Loss
 - *\$2 million*
- Actual 2020 Revenue Loss
 - *\$3.1 billion*

Ticket Prices

- Average ticket price in 2019
 - \$32.99
- Average ticket price in 2020
 - \$34.04
- Opening Day ticket prices for the Dodgers in 2019
 - \$56.45
- Opening Day 2021
 - \$215.58

Cardboard Cutouts

- Range from \$25-\$500
- Select fans, select seats
- Healthcare Workers
- Pet sections
- Most teams had restrictions of what could be in photo



Revenue Compensation

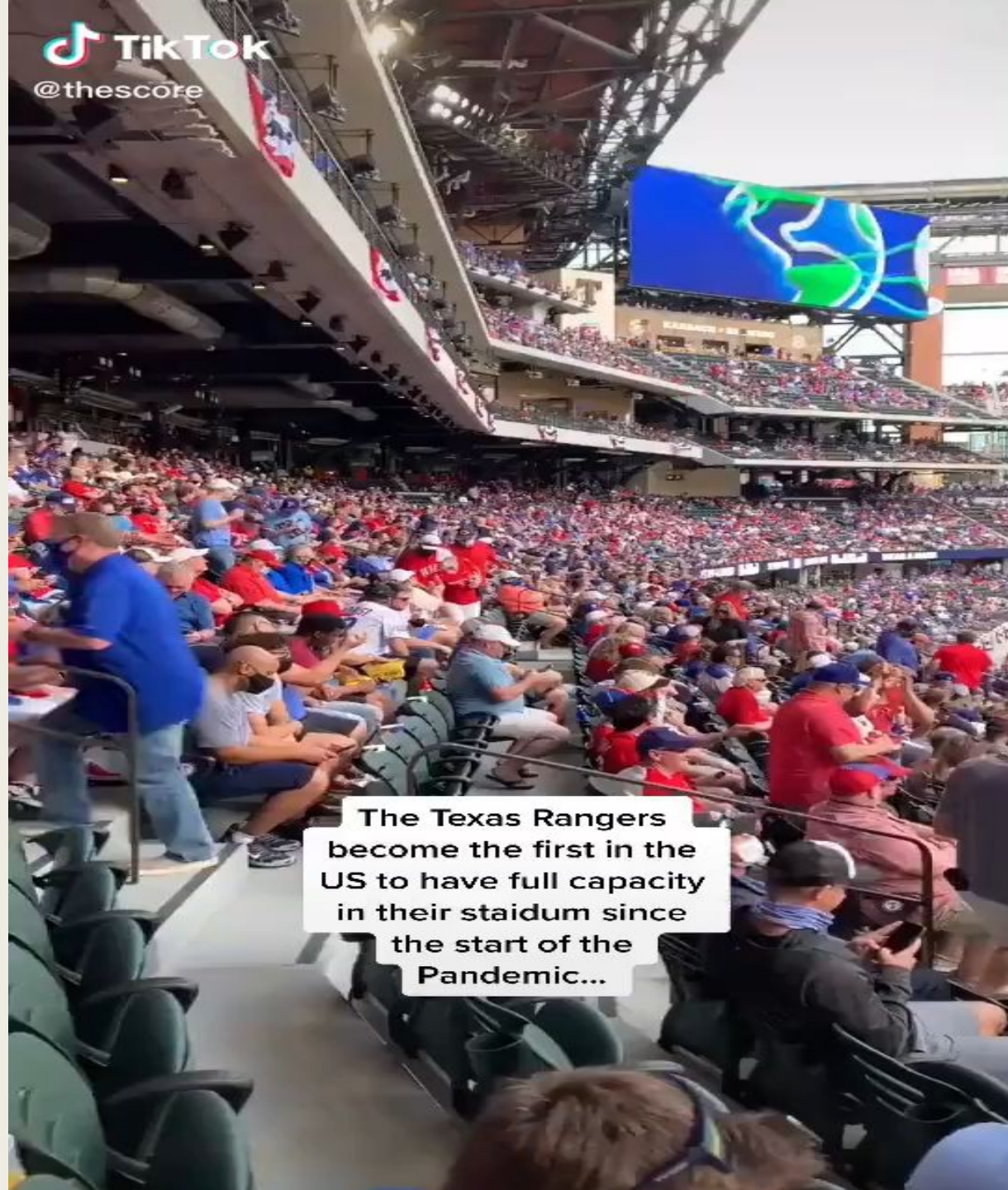
- Ticket Increases
- Cardboard Cutouts
- Batting Practice and Catch in the Outfield
- Holiday Themed Activities
- Drive-In movie nights

- Blood Drives
- COVID Testing or COVID Vaccine sites
- Voting sites

2021 Season

- MLB is leaving any COVID restriction decisions up to the teams
 - *Due to the fact that every city/state has different case numbers and restrictions*
- MLB is being strict with COVID restrictions in Minor League
- Each stadium has a different capacity limit

TikTok
@thescore



The Texas Rangers become the first in the US to have full capacity in their stadium since the start of the Pandemic...

Team	Max Capacity	Limited Capacity	Percentage
NY Yankees	46,537	10,850	20%
Seattle Mariners	47,500	9,000	18.9%
Los Angeles Dodgers	56,000	14,000	33%
Atlanta Braves	41,184	13,600 – 20,500	33% - 50%
Cleveland Indians	34,788	14,000	40%
Washington Nationals	41,380	5,000	12.1%
Chicago Cubs	41,298	8,300	20%

Additional Research Opportunities

Where do we go from here?

- Colleges and Universities
 - *Different Divisions*
- Different sports
- All event venues

- COVID-19 vaccine is making things a little easier
- Organizations relaxing restrictions

- Thank You for the support and encouragement!!
- Any questions??