



RANGERS NEW BALLPARK

FAN FEEDBACK SUMMARY

September 2017 Update



- There have been 1,760 comments submitted to rangersnewballpark.com since 11/9/16
- The average age of the respondent was 43 years old
- 14% of the respondents were current season ticket holders, 86% were not season ticket holders
- 1,330 (or 93%) of the respondents live in Texas
 - 248 (or 17%) of the respondents live in Arlington
 - 133 (or 9%) of the respondents live in Dallas
 - 103 (or 7%) of the respondents live in Fort Worth

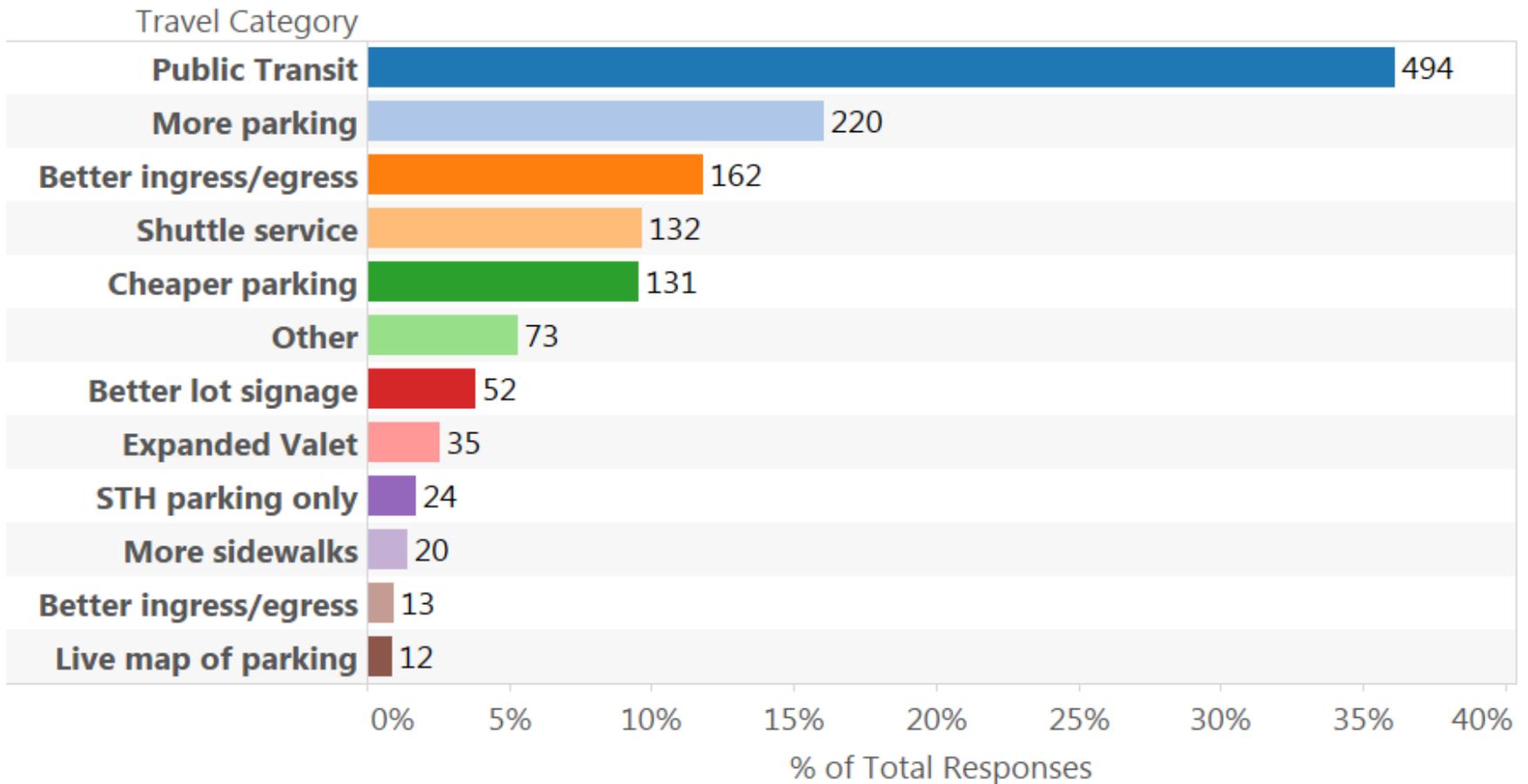
There were four open-ended questions we asked fans on the site:

1. What are some ways we can improve your **travel and parking** experience in our new home?
2. What is your **favorite part** of your experience at **Globe Life Park**?
3. What **dining options** you would like to see in our new home?
4. What **features have you seen in other ballparks** or entertainment venues that you would like to see in the new home of the Texas Rangers?

RESPONDENT SUMMARY

- 78% of respondents answered this question, or 1,368 responses out of 1,760 total responses.
- The top response (36%) was that they wanted to see **public transportation** at the new ballpark.
- The median age of those who cited public transportation as a way to improve travel is 40 years old.
- Under the “More Parking” response summary, respondents varied in their desire for either building a parking garage or simply building more parking lots.
- Under the “Better ingress/egress” response summary, respondents were concerned about the traffic flow getting to and from the ballpark.

WHAT ARE SOME WAYS WE CAN IMPROVE YOUR TRAVEL AND PARKING EXPERIENCE IN OUR NEW HOME?



SAMPLE OF NEW VERBATIM RESPONSES ON THE TOPIC OF PARKING & TRAVEL:

“The City of Arlington must be convinced to invest in regional transit to the parks area. The original location of the TRE was a terrible idea for a developing city. That can't be fixed now, but new opportunities must be found as soon as possible. The reason this area has been underdeveloped compared to other new urban ballparks is the lack of transit. People drive in, and they drive out, and while they enjoy the game, they don't invest their dollars or time in the area. Furthermore, some people simply will not come to the game because of the need to drive.”
– Frank F., 40, Arlington, TX

“Lower parking prices in the distant lots. Paying \$20 to walk from the F Lot to the Ballpark is ridiculous. \$10 to \$15 is more reasonable. (And yes, I know about the shuttle -- but don't want to have to depend on it or always wait for it.)” – K.P., 46, Garland, TX

“Create parking garages. This will allow for more real estate to be used for development within the city, and possibly shorter walks to and from games. It's smarter economically. Also, if the city were to get a mass transit system within the coming years, acres of concrete would be of no use.” – Joshua S., 19, Arlington, TX

“Have digital signage to tell you what lots have spots and how many spots are left.” – Andrew W., 37, Richardson, TX

RESPONDENT SUMMARY

- 89% of respondents answered this question, or 1,560 responses out of 1,760 total responses.
- The top response (27%) was that their favorite part about Globe Life Park was the **in-game entertainment**. This includes any mention of the overall atmosphere of coming to the ballpark, the specific entertainment in-between innings, and specially calling out Chuck Morgan as a favorite part of their experience.
- The second most cited favorite experience (18%) was enjoying **the game of baseball**. These people expressed that they came to see the team play, and that was most important to them.

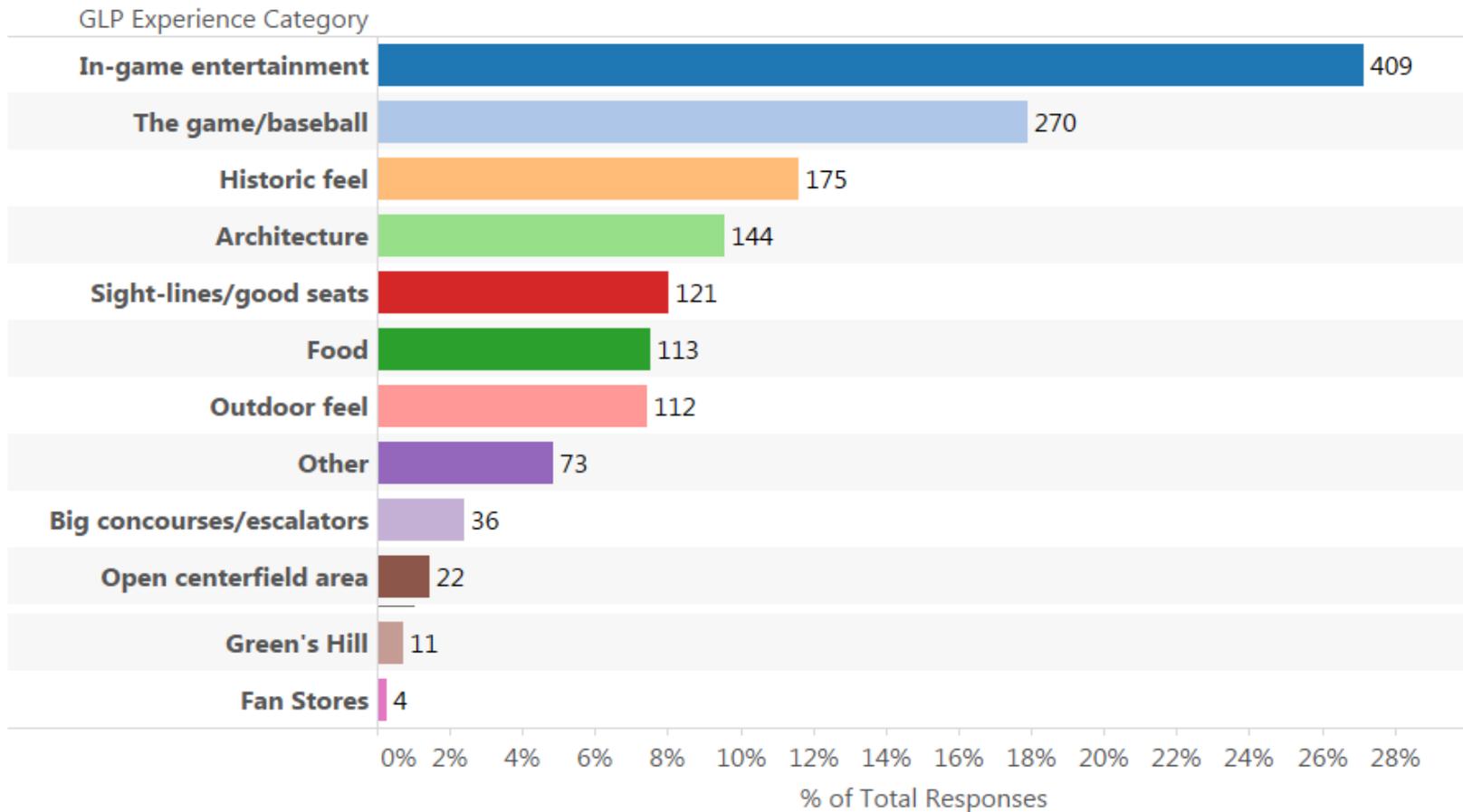
RESPONDENT SUMMARY CONTINUED

- The third most cited favorite experience (12%) was the **historical feel** of the ballpark. We made this a separate category from those who specifically mentioned the **architecture** (10%), but the two could be combined to form one category of 22% of respondents.
- **Sightlines/good seats** were mentioned by 8% of the respondents as their favorite part of Globe Life Park.
- **The outdoor feel** of being at a baseball game was mentioned by 7% of respondents as their favorite part of being at Globe Life Park.

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FAVORITE PART OF GLOBE LIFE PARK

WHAT IS YOUR FAVORITE PART OF YOUR EXPERIENCE AT GLOBE LIFE PARK?



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FAVORITE PART OF GLOBE LIFE PARK

SAMPLE OF VERBATIM RESPONSES ON THE TOPIC OF FAVORITE PART OF GLOBE LIFE PARK EXPERIENCE:

"The classic appearance of the ballpark...the red brick and the old feel although it always feels new and clean. Affordable ticket prices and family atmosphere is also a must.." – Nancy H., 58, Arlington, TX

"The cozy feeling of the ballpark. It's an iconic look and feel and for a billion dollars you better replace it with an equally iconic ballpark. The old style field with the Victorian rails on the outfield office is absolutely the perfect setting for a ballgame. I am highly disappointed in the renderings I've seen so far. HKS has missed the boat and this looks like another Minute Made in Houston, I don't see the need for all the glass and open space in the outfield. We don't have a skyline of Dallas or Fort Worth to look at. Go sit in the infield of GLP and take a look. The Left field stands, the office and home run porch wrap around the outfield and give the park a cozy field. DO NOT wrap this stadium in glass and catwalks trying to create an industrial look. It doesn't work. I think the City and the Rangers owe it to the fans to get some direct feedback on the design. Please create a fan advisory board for the design of the new ballpark.." –Dale S., 60, Arlington, TX

"I like walking up and seeing the ballpark as we get closer. It's beautiful!! The greeters are friendly!! I love the grass. The big sky. The family feeling. The old time baseball feel.." – Louanne S., 75, Dallas, TX

"2017 will be my 27th year as a season ticket holder. I have had the current seats since 2010 Acct. # 89406 and had other seats from 1989 - 2009. Worked at Arlington Stadium in the 70s when I was in High School. I'm a baseball guy. Please keep it a grass field. Being outside watching a ball game is my favorite experience. Don't get me wrong. I am glad to get a dome. Just don't close it unless we have to. Don't be like the Cowboys. That place is closed up ALL THE TIME. Baseball inside can be claustrophobic - see Minute Maid Park in Houston. I like sitting in the shade so design that place so that there is max shade on the field and stands at 7 P.M. (Save the left field fans!) That way we can be outside at night. Temp @ 100 not a problem in the shade. Day games in the middle of summer - a terrible experience. That is when we need the dome." – Michael N., 57, Flower Mound, TX

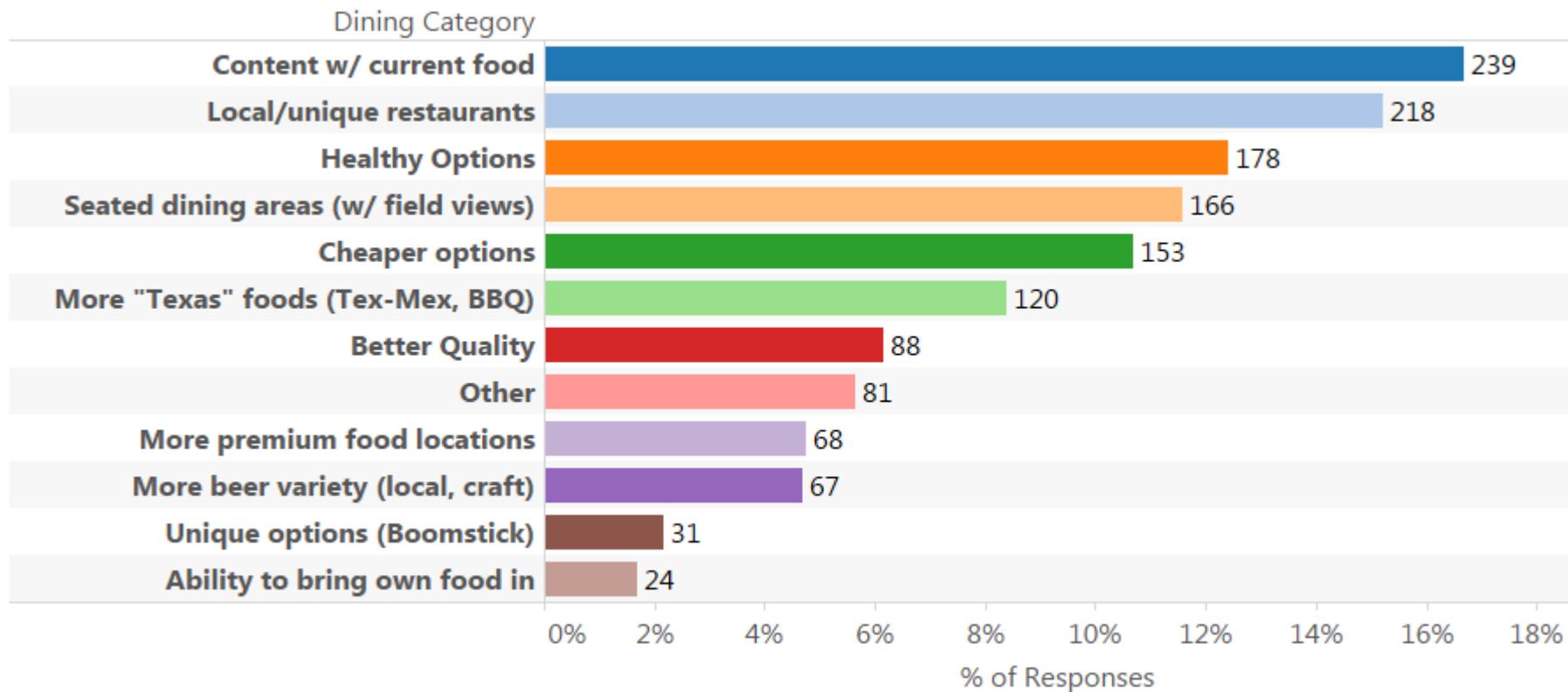
RESPONDENT SUMMARY

- 81% of respondents answered this question, or 1,433 responses out of 1,760 total responses.
- The top response (17%) was that respondents were **happy with the food currently offered** at Globe Life Park.
- The second most popular response (15%) was that people would like to see **more specific restaurant chains or local restaurants**, rather than a concessionaire food service. Many people cited local restaurants such as Heim BBQ, Cane Rosso, Torchy's Tacos, etc. as restaurants they would like to see in the new ballpark. Whataburger also received several mentions.

RESPONDENT SUMMARY CONTINUED

- The third most popular response (12%) was that people wanted more **healthy food** options, including many request for gluten-free and vegan food.
- Tied with the healthy food request, several people (12%) responded that they wanted **more seated dining areas with field views**. It is possible these respondents are not aware of what will be offered by Texas Live!
- Not to be ignored, 8% of respondents wanted **more “Texas” foods**, specifically more BBQ and more Tex-Mex options.

WHAT DINING OPTIONS YOU WOULD LIKE TO SEE IN OUR NEW HOME?



SAMPLE OF VERBATIM RESPONSES ON THE TOPIC OF DINING OPTIONS IN THE NEW BALLPARK:

"I would like to see fresh cooked desserts. When the stadium first opened, our seats were in the 300 level. During the last few innings of each game, there were freshly baked cookies at one of the concession stands. They were so yummy. The only dessert available now is a funnel cake and Kettle Corn." – Sandra G., 68, Flower Mound, TX

"I do not come to baseball games to have a dining experience. Many of the improvements to dining on the ground level at Globe Life have proven to be well received. I would like to see upgraded features on all levels of the new park. The third level at Globe Life Park has been ignored as the dining options have rolled out the past few years.." – Michael C., 62, Irving, TX

"Please make all of the better food available near the cheap seats too. Keep more concession stands open to prevent lines." – Robert H., 67, Longview, TX

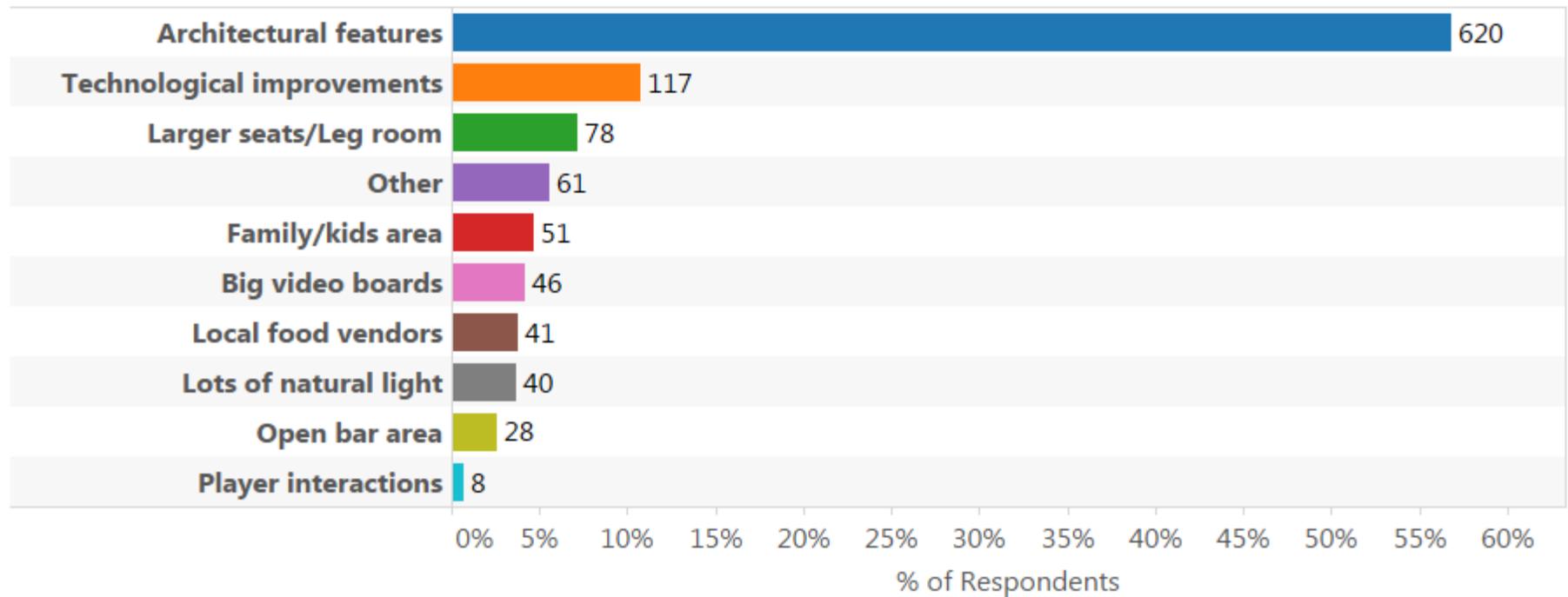
RESPONDENT SUMMARY

- 62% of respondents answered this question, or 1,090 responses out of 1,760 total responses.
- The top response (57%) was that respondents wanted distinct **architectural features in the new ballpark**. This included many mentions of the Green Monster at Fenway, the ivy wall at Wrigley, the fountain/stature at Marlins Park (most people thought it was ugly, but liked that it was distinct), the evergreen trees in the outfield at Coors Field, the train at Minute Maid Park, etc.
- The second most popular response (11%) was that people wanted **technological improvements**.
- The third most popular response (7%) was that people wanted **larger seats/more leg room**.
- The fourth most popular response (5%) was that people wanted a free **family/kids area** to take children to play at during games.

RANGERS NEW BALLPARK

FEATURES FROM OTHER BALLPARKS

WHAT FEATURES HAVE YOU SEEN IN OTHER BALLPARKS OR ENTERTAINMENT VENUES THAT YOU WOULD LIKE TO SEE IN THE NEW HOME OF THE TEXAS RANGERS?



RANGERS NEW BALLPARK

FEATURES FROM OTHER BALLPARKS

SAMPLE OF VERBATIM RESPONSES ON THE TOPIC OF FEATURES IN OTHER BALLPARKS FANS ENJOY:

“Lots of women's restrooms, like at the current Globe Life Park in Arlington; Wide walkways; Visibility of a scoreboard from every seat; Good acoustics; Even when the roof is closed, the feel of being outside is critical for a baseball park. Baseball is an outside sport and the park should always feels like the outdoors. Minute Maid is a nice park when the roof is open, but not so nice when closed. The Toronto ballpark is also not attractive when the roof is closed.” – Nancy H., 58, Arlington, TX

“More Jumbotron and free wi-fi – Robbie D., 45, Arlington, TX

“Love the homerun porch at Globe Life Park. Also like the buildings incorporated around Camden Yards and into San Diego's Park. Please DO NOT have the retractable roof hulking over the edge of the stands when opened. They make the park feel cramped and usually look like a giant wing cross section that dwarfs everything when open. Details...Globe Life has the little details...baseball lights...the signage, etc.” – Jeff B., 55, Crowley, TX

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OTHER VENUES

- We aggregated all of the other ballparks or professional sports venues mentioned by fans in a positive light.
- There were forty-six different sports venues mentioned.
- Top mentions include:
 - Globe Life Park
 - Fenway Park
 - Wrigley Field
 - Kauffman Stadium
 - AT&T Park
 - Busch Stadium
 - Minute Maid Park
 - Safeco Field
 - Petco Park
 - AT&T Stadium
 - Coors Field
 - Camden Yards
 - PNC Park

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OTHER VENUES

Stadium	Team	
Globe Life Park in Arlington	Texas Rangers	94
Fenway Park	Boston Red Sox	69
Wrigley Field	Chicago Cubs	58
Kauffman Stadium	Kansas City Royals	46
AT&T Park	San Francisco Giants	44
Busch Stadium	St. Louis Cardinals	41
Minute Maid Park	Houston Astros	41
Safeco Field	Seattle Mariners	37
Petco Park	San Diego Padres	33
AT&T Stadium	Dallas Cowboys	32
Coors Field	Colorado Rockies	27
Oriole Park at Camden Yards	Baltimore Orioles	27
PNC Park	Pittsburgh Pirates	26
Comerica Park	Detroit Tigers	23
Yankee Stadium (New)	New York Yankees	23
Chase Field	Arizona Diamondbacks	20
Miller Park	Milwaukee Brewers	19
Target Field	Minnesota Twins	17
Citi Field	New York Mets	15
Marlins Park	Miami Marlins	13
U.S. Bank Stadium	Minnesota Vikings	11
Dr. Pepper Ballpark	Frisco RoughRiders	9
Angel Stadium of Anaheim	Los Angeles Angels of Anaheim	7
Nationals Park	Washington Nationals	7
Dodger Stadium	Los Angeles Dodgers	5
Progressive Field	Cleveland Indians	5
American Airlines Center	Dallas Mavs/Stars	4
Levi's Stadium	San Francisco 49ers	4
Citizens Bank Park	Philadelphia Phillies	3
Great American Ball Park	Cincinnati Reds	3
Guaranteed Rate Field	Chicago White Sox	3