

State of Maryland

2007 Bond Bill Fact Sheet

| 1. Senate LR # Bill # | | House LR # Bill # | | 2. Name of Project |
|---|-------|---------------------------|---------------------|---------------------------------------|
| 3342 | SB966 | 3028 | HB1172 | Sports Legends Museum at Camden Yards |
| 3. Senate Bill Sponsors | | | House Bill Sponsors | |
| Della | | | Rosenberg | |
| 4. Jurisdiction (County or Baltimore City) | | | 5. Requested Amount | |
| Baltimore City | | | \$600,000 | |
| 6. Purpose of Bill | | | | |
| Grant to the Board of Directors of the Babe Ruth Birthplace Foundation, Inc. for the acquisition, planning, design, construction, reconstruction, repair, renovation, and capital equipping of the Sports Legends Museum at Camden Yards. | | | | |
| 7. Matching Fund Requirements | | | | |
| None | | | | |
| 8. Special Provisions | | | | |
| Requiring the grantee to grant and convey a certain easement to the Maryland Historical Trust. | | | | |
| 9. Contact Name and Title | | | Contact Phone | Email Address |
| Mike Gibbons | | | 410-608-5088 | MichaelG@BabeRuthMuseum.com |
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10. Description and Purpose of Grantee Organization (3000 characters maximum)

The Babe Ruth Birthplace Foundation, Inc. is an independent, not-for-profit educational institution dedicated to perpetuating the legacy of Maryland native Babe Ruth, Baltimore's Orioles and Colts, and local and regional sports at the amateur, collegiate and professional levels by preserving, exhibiting and interpreting its collections for a diverse audience. The Foundation carries out its mission by:

- * Providing educational experiences through dynamic exhibits and programs at its Babe Ruth Birthplace and Sports Legends Museum at Camden Yards facilities.
- * Serving the community through engaging and effective outreach activities
- * Contributing to the economic development of the State of Maryland by serving as a destination for visitors from and across the nation.
- * Preserving, maintaining and commemorating two historic properties of national significance (both are listed on the National Register of Historic Places).
- * Encouraging scholarly research by maintaining a comprehensive library and archives.

The Foundation was formed in 1973 to maintain and preserve the home where George Herman "Babe" Ruth was born in 1895. Consisting of Ruth's birthplace and three adjoining rowhouses, the Babe Ruth Birthplace Museum opened in 1974. The Museum's mission expanded in 1983 when it became the official museum of the Baltimore Orioles. Renovations and new exhibits followed, and attendance rose from 2,000 in 1982 to 13,400 in 1983. Two years later, Baltimore Mayor William Donald Schaefer asked the Museum to become the official repository for the Baltimore Colts, the storied NFL franchise that had departed the previous year to Indianapolis.

Attendance soared, reaching 60,500 in 1992 with the opening of Oriole Park at Camden Yards. Museum officials realized that the 7,000sf Birthplace could no longer serve the large numbers of visitors, accommodate a collection that had grown from 100 artifacts to more than 10,000, and offer an increased number of exhibits on multiple sports themes. After years of planning, the Museum opened a second facility in 2005. Sports Legends at Camden Yards, located next to the Orioles pioneering ballpark, is a 22,000 square foot palace of sports memorabilia and memories. Hailed by USA Today as a "must-see" museum experience, Sports Legends includes more than 20 exhibit galleries, dozens of interactives and multi-media presentations, a children's education space, and museum store. In its first year of combined operations, the Museum's two sites attracted 75,000 visitors.

The Birthplace will be renovated in the fall and winter of 2007-2008 in time for the 2008 baseball season. The aging facility will be brought into compliance with the Americans with Disabilities Act, providing every visitor with access to its exhibits and programs. Proud of its accomplishments over the past 34 years, the Babe Ruth Birthplace Foundation looks forward to providing more services to even more Marylanders in the decades to come.

11. Description and Purpose of Project (3000 characters maximum)

Sports Legends Museum at Camden Yards is intended to be the most exciting and innovative multi-sports museum in the nation. Located in a restored national landmark, the B&O Railroad’s historic Camden Station, Sports Legends is a 22,000-square foot palace of Maryland sports memorabilia and memories. It’s the kind of museum that makes visiting sports fans from New York and Boston shake their heads and mutter, “Why don’t we have a place like this?” Hailed by USA Today as a “must-see” museum experience, Sports Legends opened in May 2005 after more than a decade of intensive planning, fundraising, research, and collecting.

In 1990 the Babe Ruth Birthplace Foundation recognized the need to expand its Emory Street facility in order to serve its growing audience, house its burgeoning collection, and organize new exhibits on local sports themes and heroes. With the opening of Oriole Park at Camden Yards in 1992, Museum officials, at the urging of the Orioles, set their sights on Camden Station, the B&O’s 1856 terminus. Of profound architectural and historical significance—Abraham Lincoln passed through several times—the building stood as a gateway to the celebrated new ballpark. In 1995, the Museum began discussing the redevelopment of Camden Station with the Maryland Stadium Authority, the station’s landlord. The Museum raised money for exhibits and preliminary designs, with leadership funding provided by the Orioles (\$1,000,000), and State of Maryland, which generated two capital bond issues totaling \$1,150,000.

In 2003 , following several delays, the Museum began working with members of the State Legislature and Maryland Stadium Authority on a strategy to resurrect the now-dormant project and save the deteriorating station. A market evaluation and financial feasibility study by ConsultEcon, Inc., a nationally prominent firm, demonstrated that the new sports museum would become a successful attraction. Between 2003 and 2005, as the Maryland Stadium Authority oversaw the comprehensive rehabilitation of Camden Station, Museum officials raised additional funds for exhibits and multi-media presentations. Of the \$6,548,000 total cost for design, construction and equipment, the Museum has received \$5,052,350 in pledges and payments.

Sports Legends opened to great acclaim in May 2005, impressing visitors with its dramatic environments, oversized graphics, exciting interactives, compelling stories and artifacts. Its 20-plus galleries feature displays on Babe Ruth, Johnny Unitas, the Orioles, Baltimore’s Negro League baseball teams, the Colts, Ravens and Blast, University of Maryland, Naval Academy, Johns Hopkins and other area colleges, Maryland Athletic Hall of Fame, Preakness, and Camden Station history. Despite its popularity, however, the Foundation is hindered by debt payments resulting from capital debt incurred by its Sports Legends project. This bond bill would allow us to pay off part of that debt.

Round all amounts to the nearest \$1,000. The totals in Items 11 (Estimated Capital Costs) and 12 (Proposed Funding Sources) must match. The proposed funding sources must not include the value of real property unless an equivalent value is shown under Estimated Capital Costs.

12. Estimated Capital Costs

| | |
|---------------------|--------------------|
| Acquisition | 0 |
| Design | \$1,517,000 |
| Construction | \$4,206,000 |
| Equipment | \$825,000 |
| Total | \$6,548,000 |

13. Proposed Funding Sources – (List all funding sources and amounts.)

| Source | Amount |
|-------------------|-------------|
| State of Maryland | \$1,750,000 |

| | | | |
|--|---|---|-----------------------------------|
| Baltimore Orioles | | | \$1,000,000 |
| France-Merrick Foundation | | | \$500,000 |
| Bank of America | | | \$250,000 |
| Alex Brown | | | \$250,000 |
| Hodes, Ulman, Pessin, & Katz | | | \$100,000 |
| M&T Bank | | | \$100,000 |
| Weinman Foundation | | | \$100,000 |
| HMS Insurance | | | \$75,000 |
| Steve Geppi | | | \$230,000 |
| Individual donors and smaller foundation and business contributions and pledges | | | \$2,193,000 |
| Total | | | \$6,548,000 |
| 14. Project Schedule | | | |
| Begin Design | Complete Design | Begin Construction | Complete Construction |
| | | | May 2005 |
| 15. Total Private Funds and Pledges Raised as of January 2007 | 16. Current Number of People Served Annually at Project Site | 17. Number of People to be Served Annually After the Project is Complete | |
| \$4,141,000 | 65,000 | 150,000 by August 2008 | |
| 18. Other State Capital Grants to Recipients in Past 15 Years | | | |
| Legislative Session | Amount | Purpose | |
| 1989 | \$350,000 | Design Feasibility of Project | |
| 1994 | \$800,000 | Construction of Project | |
| 2005 | \$250,000 | Renovation of Babe Ruth Birthplace | |
| | | | |
| 19. Legal Name and Address of Grantee | | Project Address (If Different) | |
| Babe Ruth Birthplace Foundation, Inc. | | 216 Emory Street Baltimore, MD 21230 | |
| 20. Legislative District in Which Project is Located | | | 46th |
| 21. Legal Status of Grantee (Please Check one) | | | |
| Local Govt. | For Profit | Non Profit | Federal |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 22. Grantee Legal Representative | | 23. If Match Includes Real Property: | |
| Name: | Robert Hillman | Has An Appraisal Been Done? | Yes/No |
| Phone: | 410-223-1153 | | n/a |
| Address: | | If Yes, List Appraisal Dates and Value | |
| 4000 N. Charles Street, Apt. 812-814 Baltimore, MD 21218 | | | |
| | | | |
| | | | |
| 24. Impact of Project on Staffing and Operating Cost at Project Site | | | |
| Current # of Employees | Projected # of Employees | Current Operating Budget | Projected Operating Budget |
| 21 | 21 | \$2,200,000 | \$2,200,000 |
| 25. Ownership of Property (Info Requested by Treasurer's Office for bond issuance purposes) | | | |
| A. Will the grantee <u>own</u> or <u>lease</u> (pick one) the property to be improved? | | | Lease |

| | | | | |
|--|------------------------|------------------------------|------------------------------|--------|
| B. If owned, does the grantee plan to sell within 15 years? | | | | |
| C. Does the grantee intend to lease any portion of the property to others? | | | | |
| D. If property is owned by grantee and any space is to be leased, provide the following: | | | | |
| Lessee | Terms of Lease | Cost Covered by Lease | Square Footage Leased | |
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| E. If property is leased by grantee – Provide the following: | | | | |
| Name of Leaser | Length of Lease | Options to Renew | | |
| Maryland Stadium Authority | 20 years | yes | | |
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| 26. Building Square Footage: | | | | |
| Current Space GSF | | | | 22,000 |
| Space to Be Renovated GSF | | | | 22,000 |
| New GSF | | | | 0 |
| 27. Year of Construction of Any Structures Proposed for Renovation, Restoration or Conversion | | | 2005 | |
| 28. Comments: (3000 characters maximum) | | | | |
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