

OKLAHOMA CITY  
NBA PEER CITY  
COMPARABLES

The Oklahoma City Thunder is a significant economic driver and has been so since it arrived in 2008. The city cannot afford to lose this asset and, with a new arena, is primed to keep the team indefinitely and continue to produce a brand recognized the world over and continue to lure and support many new businesses to stay, relocate, and grow in the metro. But Oklahoma City falls both within a group of the ten smallest NBA TV markets and those NBA markets with the lowest population.

Oklahoma City acquired the Seattle SuperSonics, and the newly minted Thunder played their first game in 2008. At the time, the team moved into an arena built through the taxpayer-funded MAPS initiative before the city had a professional team. When Hurricane Katrina hit New Orleans, displacing the Hornets in 2005, that team played two seasons in Oklahoma City. Not built for basketball, a quick retrofit to the then-Ford Center allowed it to serve that purpose.

While adequate for the last 15 seasons, due primarily to more than \$100 million in investments and renovations, the now-Paycom Center is over 20 years old, has become obsolete by NBA standards, and the city risks losing the team without a new facility. It is not the oldest, but at 586,000 SF, it is the smallest NBA arena. Regarding basketball seating, the capacity is 18,203, 20th in the NBA.

NEWEST CONSTRUCTED & PLANNED NBA ARENAS

Fiserv Forum	Milwaukee	2018	\$524M
Chase Center	San Francisco	2019	\$1.4B
Intuit Dome	Los Angeles (Inglewood)	2024	\$2B
76 Place	Philadelphia	2031	\$1.3B

\$600M

OKC THUNDER Annual Estimated  
Economic Impact  
*since 2008*

3,000

Jobs Supported by Thunder  
and Paycom Center

**Conclusion:** Oklahoma City has a dedicated fan base, local ownership, a metro population of 1.4 million, and a community desire to keep and invest in the team. Due to strategic moves and a rebuilding process, the Thunder will likely have a strong roster in the coming years, which will increase attendance at games and media exposure. A new arena will draw on that solid fan base, provide a venue for other large-scale concerts and events, and create pride for the city and state. As in other cities, funding for a new arena will likely top \$1B, which will likely be a public/private endeavor.



# OKLAHOMA CITY

**OKC Thunder** | Est. 1967 *1967-2008 in Seattle as the Super Sonics*  
26 of 28 in the NBA TV Market Rating  
Other Prof. Franchise in City/State: None

<b>Arena</b>	Paycom Center <i>Downtown</i>	<b>Surrounding Entertainment District</b>	Bricktown
Opened	2002	MSA Population	1,474,519
Cost/Funding	\$89.2M MAPS	Est. Pop. Growth	'22-'27: -0.64%
Seating Capacity	18,203 <i>20th in the NBA</i>	Cost of Living Index	84.6% <i>15.4% below US Std.</i>

**Comparisons to OKC** ▲ TV Market ▼ Population ▲ Arena Capacity



# MEMPHIS

**Memphis Grizzlies** | Est. 2002 *1995-2001 in Vancouver*  
28 of 28 in the NBA TV Market Rating  
Other Prof. Franchise in City/State: NFL Nashville

<b>Arena</b>	FedEx Forum <i>Downtown</i>	<b>Surrounding Entertainment District</b>	Beale Street
Opened	2004	MSA Population	1,341,320
Cost/Funding	\$250M Public Bonds	Est. Pop. Growth	'22-'27: 0.03%
Seating Capacity	18,119 <i>21st in the NBA</i>	Cost of Living Index	87.2% <i>12.8% below US Std.</i>

**Comparisons to OKC** ▼ TV Market ▼ Population ▼ Arena Capacity



# NEW ORLEANS

**New Orleans Pelicans** | Est. 2002 *Hornets through 2013\**  
27 of 28 in the NBA TV Market Rating  
Other Prof. Franchise in City/State: NFL New Orleans

<b>Arena</b>	Smoothie King Ctr. <i>Downtown</i>	<b>Surrounding Entertainment District</b>	French Quarter
Opened	1999	MSA Population	1,280,900
Cost/Funding	\$114M Public	Est. Pop. Growth	'22-'27: -0.03%
Seating Capacity	16,867 <i>28th in the NBA</i>	Cost of Living Index	111.5% <i>11.5% above US Std.</i>

**Comparisons to OKC** ▼ TV Market ▼ Population ▼ Arena Capacity

*\*2005-2007 in OKC Due to Hurricane Katrina*



# MILWAUKEE

**Milwaukee Bucks** | Est. 1968  
25 of 28 in the NBA TV Market Rating  
Other Prof. Franchise in City/State: NFL Green Bay | MLB Milwaukee

<b>Arena</b>	Fiserv Forum <i>Downtown</i>	<b>Surrounding Entertainment District</b>	Deer District
Opened	2018	MSA Population	1,578,575
Cost/Funding	\$524M Pub/Private	Est. Pop. Growth	'22-'27: 0.07%
Seating Capacity	17,341 <i>27th in the NBA</i>	Cost of Living Index	99.6% <i>0.4% below US Std.</i>

**Comparisons to OKC** ▲ TV Market ▲ Population ▼ Arena Capacity



# SAN ANTONIO

**San Antonio Spurs** | Est. 1973 *'73-'76 in the ABA*  
24 of 28 in the NBA TV Market Rating  
Other Prof. Franchise in City/State: NFL | NBA | MLS Dallas, Houston  
MLB Arlington, Houston | NHL Dallas

<b>Arena</b>	AT&T Center <i>3.4 mi east of Downtown</i>	<b>Surrounding Entertainment District</b>	None
Opened	2002	MSA Population	2,661,164
Cost/Funding	\$175M Public Bonds	Est. Pop. Growth	'22-'27: 1.02%
Seating Capacity	18,418 <i>18th in the NBA</i>	Cost of Living Index	92.1% <i>7.9% below US Std.</i>

**Comparisons to OKC** ▲ TV Market ▲ Population ▲ Arena Capacity



# SALT LAKE CITY

**Utah Jazz** | Est. 1979 *1974-1979 in New Orleans*  
23 of 28 in the NBA TV Market Rating  
Other Prof. Franchise in City/State: MLS Real Salt Lake

<b>Arena</b>	Delta Center <i>As of 7.1.23   Downtown</i>	<b>Surrounding Entertainment District</b>	Bars & Clubs Downtown
Opened	1991	MSA Population	1,302,051
Cost/Funding	\$93M Private	Est. Pop. Growth	'22-'27: 0.78%
Seating Capacity	18,306 <i>19th in the NBA</i>	Cost of Living Index	108.3% <i>8.3% above US Std.</i>

**Comparisons to OKC** ▲ TV Market ▼ Population ▲ Arena Capacity



# INDIANAPOLIS

**Indiana Pacers** | Est. 1967 *1967-1976 in ABA*  
22 of 28 in the NBA TV Market Rating  
Other Prof. Franchise in City/State: NFL Indianapolis

<b>Arena</b>	Gainbridge Fieldhouse <i>Downtown</i>	<b>Surrounding Entertainment District</b>	Wholesale Dist.
Opened	1999	MSA Population	2,162,147
Cost/Funding	\$183M Public-Private*	Est. Pop. Growth	'22-'27: 0.55%
Seating Capacity	17,923 <i>24th in the NBA</i>	Cost of Living Index	92.5% <i>7.5% below US Std.</i>

**Comparisons to OKC** ▲ TV Market ▲ Population ▼ Arena Capacity

*\*\$360M bond project '19*



# CHARLOTTE

**Charlotte Hornets** | 1988-2002 | 2014-Present *2004-2014 Bobcats*  
21 of 28 in the NBA TV Market Rating  
Other Prof. Franchise in City/State: NFL | MLS Charlotte | NHL Raleigh

<b>Arena</b>	Spectrum Center <i>Downtown (Uptown)</i>	<b>Surrounding Entertainment District</b>	Planned
Opened	2005	MSA Population	2,767,131
Cost/Funding	\$265M Public	Est. Pop. Growth	'22-'27: 0.97%
Seating Capacity	19,077 <i>12th in the NBA</i>	Cost of Living Index	97.9% <i>2.1% below US Std.</i>

**Comparisons to OKC** ▲ TV Market ▲ Population ▲ Arena Capacity

*\*\$275M Public Renovation '22*



# PORTLAND

**Portland Trail Blazers** | Est. 1970  
20 of 28 in the NBA TV Market Rating  
Other Prof. Franchise in City/State: MLS Portland

<b>Arena</b>	Moda Center <i>East of Downtown</i>	<b>Surrounding Entertainment District</b>	Lloyd District
Opened	1995	MSA Population	2,572,359
Cost/Funding	\$262M Pub/Private	Est. Pop. Growth	'22-'27: 0.39%
Seating Capacity	19,393 <i>10th in the NBA</i>	Cost of Living Index	124.3% <i>24.3% above US Std.</i>

**Comparisons to OKC** ▲ TV Market ▲ Population ▲ Arena Capacity



# SACRAMENTO

**Sacramento Kings** | Est. 1923 *In Sacramento since 1985*  
19 of 28 in the NBA TV Market Rating  
Other Prof. Franchise in City/State: NBA | NFL SF, LA (2) | MLS LA (2)  
MLB Oakland, SF, LA, Anaheim, San Diego | NHL LA, Anaheim, San Jose

<b>Arena</b>	Golden 1 Center <i>Downtown</i>	<b>Surrounding Entertainment District</b>	Downtown Commons
Opened	2016	MSA Population	2,434,773
Cost/Funding	\$558.2M Pub/Private	Est. Pop. Growth	'22-'27: 0.36%
Seating Capacity	17,608 <i>26th in the NBA</i>	Cost of Living Index	118.7% <i>18.7% above US Std.</i>

**Comparisons to OKC** ▲ TV Market ▲ Population ▼ Arena Capacity