



### CHALLENGE

The Vancouver Grizzlies joined the NBA to great fanfare 1995. The honeymoon, however, was short lived. By 2000, due to a host of economic and social factors, the financial viability of the team came into question. Team ownership considered re-location as the best option for future success, but the NBA frowns on team movement (something the league had not permitted since 1985.)

### PROJECT OBJECTIVE

Build case for first NBA franchise relocation in 15 years. Following approval, assist with all facets of franchise launch in new market.

### OVERVIEW

ADC Partners principals provided end-to-end solutions for the (then) Vancouver Grizzlies, including:

- Case Building: Built comprehensive study of mitigating economic, political, media, competitive and environmental conditions of Vancouver and the Lower Mainland of British Columbia markets.
- Market Selection: Following League approval to consider other markets, managed market review and viability assessments.
- Operations: Assisted with relocation and transition of team operations to Memphis. Responsibilities included design and implementation of ticketing plans, media relations, marketing and business communications strategies, staff recruitment, and customer service training.

### RESULTS

Successfully co-managed the shortest start-up time frame in the history of major league professional sports.