

= Dr Pepper Ballpark =

Dr Pepper Ballpark (formerly Dr Pepper / Seven Up Ballpark) is the home ballpark of the Frisco RoughRiders Class AA minor league baseball club . Located in Frisco , Texas in the United States , the stadium has a capacity of 10 @, @ 316 . The ballpark is host to numerous functions in addition to minor league baseball games , including corporate and charity events , wedding receptions , city of Frisco events , and church services . Local soft drink manufacturer Dr Pepper Snapple Group holds naming rights and exclusive non @-@ alcoholic beverage rights in the park .

Since its opening in 2003 , the Dr Pepper Ballpark has won awards and garnered praise for its unique design , feel , and numerous facilities . In his design , park architect David M. Schwarz desired the creation of a village @-@ like " park within a (ball) park " . Dr Pepper Ballpark received the 2003 Texas Construction award for Best Architectural Design and was named the best new ballpark in the country by BaseballParks.com.

= = History = =

In 2001 , Mandalay Sports Entertainment , owner of the Shreveport SwampDragons Class AA baseball team , reached an agreement with Southwest Sports Group to move the team to Frisco for the 2003 baseball season . As part of the deal , Southwest Sports Group assumed part @-@ ownership of both the team and the ballpark to be built following the 2002 season . The project , designed by David M. Schwarz Architectural Services and HKS Sports & Entertainment Group , broke ground on February 6 , 2002 .

The ballpark serves as the anchor for a 74 @-@ acre (0 @. @ 30 km2) \$ 300 million development project near the intersection of State Highway 121 and the Dallas North Tollway . The project was jointly funded by the city of Frisco and Southwest Sports Group . Frisco put forth \$ 67 million to build the complex , which was raised through special financing , unconnected to the city tax rate . On January 21 , 2003 , it was announced that local company Dr Pepper / Seven Up had purchased the naming rights for the new ballpark and retained exclusive non @-@ alcoholic beverage rights for an undisclosed amount .

The ballpark opened for its first game on April 3 , 2003 , a RoughRiders loss to the Tulsa Drillers . The RoughRiders earned their first victory in the ballpark the next day , with the RoughRiders ' Kurt Airoso hitting the park 's first home run .

Dr Pepper / Seven Up Ballpark was renamed Dr Pepper Ballpark on March 31 , 2006 . On that date , the RoughRiders ' Major League affiliate , the Texas Rangers , defeated the Florida Marlins in an exhibition game played at Dr Pepper Ballpark . The sold @-@ out game was the ballpark 's first major @-@ league game of any kind . Overall attendance ranked in the top 10 in all classes of minor league baseball during the RoughRiders ' first nine seasons . The stadium ranked first in all of Class AA for attendance from 2006 @-@ 2011 . Average attendance at RoughRiders games is 8 @, @ 000 . On average , there are 30 sell @-@ out games per season .

= = Other events at the ballpark = =

As baseball is not a year @-@ round event , Dr Pepper Ballpark is used for other functions throughout the year . The ballpark hosts corporate events , such as company softball games and movie nights , in addition to local charity events , such as 5K runs and bike races . Since 2004 , the park has hosted the " Tournament of Champions " high school baseball tournament . The Dr Pepper Ballpark was selected to host the 2005 and 2009 Texas League All @-@ Star Game . Beginning in January 2006 , Dr Pepper Ballpark has begun hosting the opening ceremonies of the annual TXU Energy Winter Games of Texas . The ballpark also hosts wedding receptions , the opening ceremonies for the Frisco Baseball and Softball Association , city of Frisco events , and church services .

= = Architecture = =

Following its construction in 2003 , the Dr Pepper Ballpark received the Texas Construction award for Best Architectural Design for 2003 and the surrounding sports complex received the Best Sports and Entertainment award for 2003 . It was named the best new ballpark in the country by BaseballParks.com. MinorLeagueNews.com has also named the park No. 2 on its top ten minor league ballparks for 2004 and No. 7 for 2005 .

The design of the Dr Pepper Ballpark was spearheaded by David M. Schwarz . Schwarz had a stated goal of creating a " park within a (ball) park " in the stadium . To achieve this effect , the nine interconnected pavilions , where concessions , restrooms , and luxury suites are located , are built separately from the main seating area . The space between these pavilions allows for improved air flow in the Texas heat ; the wind can move through the buildings and is not impeded by their presence . Constructed of James Hardie fiber cement siding , architectural critics have commented that their layout and material choice enhances the village @-@ like feel of the ballpark , giving it a " coastal Galveston aesthetic " . Others have commented that the design is very reminiscent of Churchill Downs in Kentucky .

The seating area is populated by just under 8 @, @ 000 open @-@ air fold @-@ down stadium seats . Combined with general admission for standing room @-@ only and grass berm seating , the stadium can hold a capacity crowd of over 10 @, @ 000 . The concourse area , between the pavilions and the seating area , wraps completely around the ballpark . Critics have commented positively on the 360 ° views afforded by this construction choice .

= = Facilities = =

In addition to fixed stadium seats , the ballpark also features 26 luxury suites located on the second level of the ballpark , which feature patio balconies from which to view the game and closed @-@ circuit television feeds of the game . Also unusual , the bullpens for each team are built into the stands behind the first and third base lines . This has received a mixed reaction from critics , with some calling it " contrived " and " pointless " . In the outfield , seating is available on the grass area . This area is branded " San Juan Hill " , after the Battle of San Juan Hill in which the team 's namesake Rough Riders fought .

The park features a pool built just past the wall in right field , level with the top of the outfield fence . Groups can rent out the pool during the game . Four exclusive members @-@ only areas have also been set up around the park . The most prominent of these " Founder 's Areas , " is the JCPenney Club , a private , air @-@ conditioned bar and restaurant situated below the press box behind home plate .

= = Non @-@ architectural critical reaction = =

Critics have taken issue with ticket prices at the ballpark , set at \$ 7 , \$ 15 , and \$ 18 . While less expensive than ticket prices for major league ballparks , prices are among the highest in all minor league classes . However , the ballpark has seen strong attendance despite these ticket prices . The ballpark runs a number of specials throughout the year including " Friends & Family " where 4 tickets , 4 hats and 4 value meals to a restaurant cost less than \$ 10 a ticket . It also has a " High 5 Plan " where a block of 5 games (roughly one game each month) start at \$ 9 a game , or a \$ 19 ticket that includes all you can eat food and drink . In its inaugural season , Dr Pepper Ballpark had an attendance of 675 @, @ 620 , ranking it fourth overall in minor league baseball attendance for the year . The ballpark sold out for 53 RoughRiders home games that season .

= = Ground rules = =

The following are the baseball ground rules for the Dr Pepper Ballpark .

A baseball hit above the yellow line in outfield is considered a home run .

A baseball that hits the yellow fair line below the fence is in play .

A baseball that hits the yellow fair line above the fence is a home run .

No player is allowed to climb the stairwell leading into the bullpens to catch a ball .

If a ball gets caught in one of the grates leading into the stands the ball is considered dead and the base runner is allowed one base .

A player is only allowed to catch a fly ball on the first step of the dugout . If the player has one foot on the first step and his other foot on the second step the ball is ruled non @-@ playable and the player is not allowed to catch it .

If a player catches a ball and falls into the dugout the batter is ruled out and the base runner is allowed one base .

If a baseball hits anywhere on the dugout it is considered out of play .

If a baseball hits the green fence the ball is in play .

A player is allowed to lean on the tarp to catch a fly ball , but not stand on the tarp .

On the backstop at the top left and right corners is a metal wire that holds the backstop up and if a ball hits it and deflects foul , then the ball is foul ; however , if a ball deflects into fair play , then it is in play .