

DRays Begin Series in Orlando Area. Tickets Sales Slow

Written by The Staff
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Working to try and become a more regional MLB entity in South Florida, the **Tampa Bay Devil Rays** begin their three game stint against the **Texas Rangers** today at **Disney's Wide World of Sports just outside of Orlando.**

When

[the announcement was made last December](#)

, the plan—rather hope—was that the Disney's field where the Braves do Spring Training, would be expanded to meet ticket sale demand. At last year's announcement, the facility was to be expanded by 2,000 seats. Now the hope is the Rays won't be embarrassed as ticket sales have been sluggish and there is a chance the 9,500 seat facility—without the expanded seating—will not be sold out. As

[reported by the Tampa Bay Tribune](#)

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"Quietly, behind the scenes, the Devil Rays organization has reached out in the Central Florida community and is donating hundreds of tickets to youth groups, so that there's a real grass-roots support for major-league baseball in Central Florida," Williams said.

"The advertising has been beneficial, the editorial on the game has been beneficial, the fact that the Devil Rays are winning has been beneficial. As always in Central Florida, savvy consumers will wait until the weather is confirmed to be great to have a great time."

There also was talk in December of making a Rays series in the Orlando area a recurring event, but neither **[Disney Sports vice president Reggie] Williams nor [Rays president Matt] Silverman** would commit beyond this year.

"I think it's appropriate to wait until after this series has taken place," Williams said, "to have any discussion about the future."

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"It's a possibility," Silverman said. "We'll do a review of the series after it's concluded. Anything we do would have to be in conjunction with the city of St. Petersburg [which holds the lease on Tropicana Field and receives a share of ticket revenue from every Rays home game]."