



Sports Museum of America – History

A timeline of events from conception to the opening of the Sports Museum of America.

September 10, 2001

Philip Schwalb visits the Naismith Basketball Hall of Fame in Springfield, Mass., on his 39th birthday; realizes need for all-sports museum experience in an easy-to-access location.

September 11, 2001

Attacks on the World Trade Center and Pentagon; Schwalb decides to act on his dream of opening a museum celebrating all sports to help in the revitalization of Lower Manhattan.

May 10, 2002

The Lower Manhattan Development Corporation – the organization responsible for the rebuilding effort – and the Alliance for Downtown New York pledge their support for the Sports Museum of America.

August 14, 2002

Philip Schwalb received a letter in support of the project from New York City Deputy Mayor Daniel Doctoroff and the City of New York.

January 16, 2003

The Naismith Memorial Basketball Hall of Fame signs letter of support, becoming the first Founding Sports Partner of SmA.

February 7, 2003

US Soccer, signing on in conjunction with the Soccer Hall of Fame, becomes the first National Sports Governing Body to join SmA as a Founding Sports Partner.

March 29, 2003

Schwalb and Sameer Ahuja first meet to discuss SmA plans.

June 1, 2003

Ahuja joins SmA as Co-Founder and COO/CFO.

August 27, 2003

Plans for SmA are formally announced at Gracie Mansion; more than 30 sports Halls of Fame and organizations already signed on to support SmA.

September 4, 2003

The Hockey Hall of Fame in Toronto signs a letter of support to become a Founding Sports Partner.

August 19, 2004

SmA is one of a dozen projects (of hundreds eligible) awarded the opportunity to issue Liberty Bonds for a sports museum near World Trade Center site.

April 13, 2005

Plans for SmA to be the new home of the Heisman Trophy are announced by New York Governor George Pataki, who was flanked by more than 20 legends of sport.

October 21, 2005

Lease is signed at 26 Broadway, Rockefeller's Standard Oil Building situated at the base of the famed Canyon of Heroes, across from the Statue of Liberty ferry.

August 17, 2006

Financing is completed with the sale of the Liberty Bonds (requests were made for more than six times the bonds available).

October 5, 2006

SmA completes \$93 million financing transaction with the participation of more than 100 financiers and New York City business leaders; construction begins shortly thereafter.

October 17, 2006

SmA and the Women's Sports Foundation unveil plan for the Billie Jean King International Women's Sports Center.

June 19, 2007

The Pro Football Hall of Fame is welcomed as a Founding Sports Partner.

###

Contacts:

Rubenstein Communications, Inc. – *Public Relations*

Leah Watkins 212-843-8270 or lwatkins@rubenstein.com

Sports Museum of America (SmA)

Barbara Pflughaupt 646-826-2846 or Barbara@sportsmuseum.com