

HARTFORD BUSINESS JOURNAL

Pro football league, again, eyes Hartford team

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Are you ready to invest in some football?

Hartford, once again, is being discussed as a possible location for a professional football team. The United States Football League's CEO has indicated Hartford would be a desirable location for the nascent league but only if financing can be raised.

"The type of cities we are interested in are those with a strong sense of community, a deep appreciation of sports, and a forward thinking business atmosphere," said Jim Bailey, CEO of the USFL, in a statement. "We believe markets such as Albuquerque, Hartford or Louisville can develop into football havens, much like Green Bay or Canton."

Bailey added that the USFL would not identify team markets until all funding is in place. The league said it is seeking communities and investors that share the passion of the USFL to provide quality sports entertainment.

He said second phase financing now being raised calls for approximately \$5 million in addition to the capital that has already been invested. That new capital will in turn support a large-scale private placement to ensure a strong and long-lasting foundation for the USFL. The league is hoping to raise \$500 million.

A league spokesperson said no kick-off deadline has been set. No games will be played until the funds are raised.

Pro football has been tried and failed before in Hartford, most recently in 2010 when the Hartford Colonials of the UFL folded after one season.