

Can Tigers spin the turnstiles again?

The primary fallout from the Tigers' last-place finish is likely going to be at Comerica Park's turnstiles.

In fact, the team could see as many as 400,000 fewer tickets sold, said Mike Dietz, president and director of Bingham Farms-based **Dietz Trott Sports & Entertainment**, which counsels clients on the value of advertising with sports teams. He spent 17 years as an executive with the company that owns the Tigers, **Ilitch Holdings Inc.**

"This would not be a good week for the Tigers to send out the season ticket renewal forms," he said.

On the other hand, Dietz said, Tigers President and General Manager Dave Dombrowski could again electrify fans with off-season deals such as last December's trade for infielder Miguel Cabrera and pitcher Dontrelle Willis — a move that resulted in thousands of season ticket sales within days.

Dombrowski and his roster alchemy are the key, Dietz said.

"He is one of the best general managers in all of baseball, and he's the kind of guy that has a plan B," Dietz said. "That's who people are buying into. He's the architect of the whole thing."

Even 400,000 fewer tickets sold would give the team its third-best attended season, since it set team records for attendance the past two years, culminating in 3,081,908 for its 81 home games in 2008.

— Bill Shen