

Round Rock’s 2027 Stadium Surge

Cosmic Baseball’s massive 2027 tour reveals a hidden growth lever in Williamson County.

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THE DATA

146

Games in 2027 Tour

Cosmic Baseball's 2027 stadium tour will feature 146 games across 50 cities, nearly double the 74 games in 2026.

This expansion signals a shift from niche entertainment to scalable, high-impact event infrastructure. The fact that 45 of the 50 stops are Minor League stadiums — including Dell Diamond in Round Rock — indicates a strategic investment in secondary-market venues as cultural anchors.

Source: CultureMap Austin · Published November 13, 2026
https://austin.culturemap.com/news/entertainment/cosmic-baseball-2027-sugar-land/

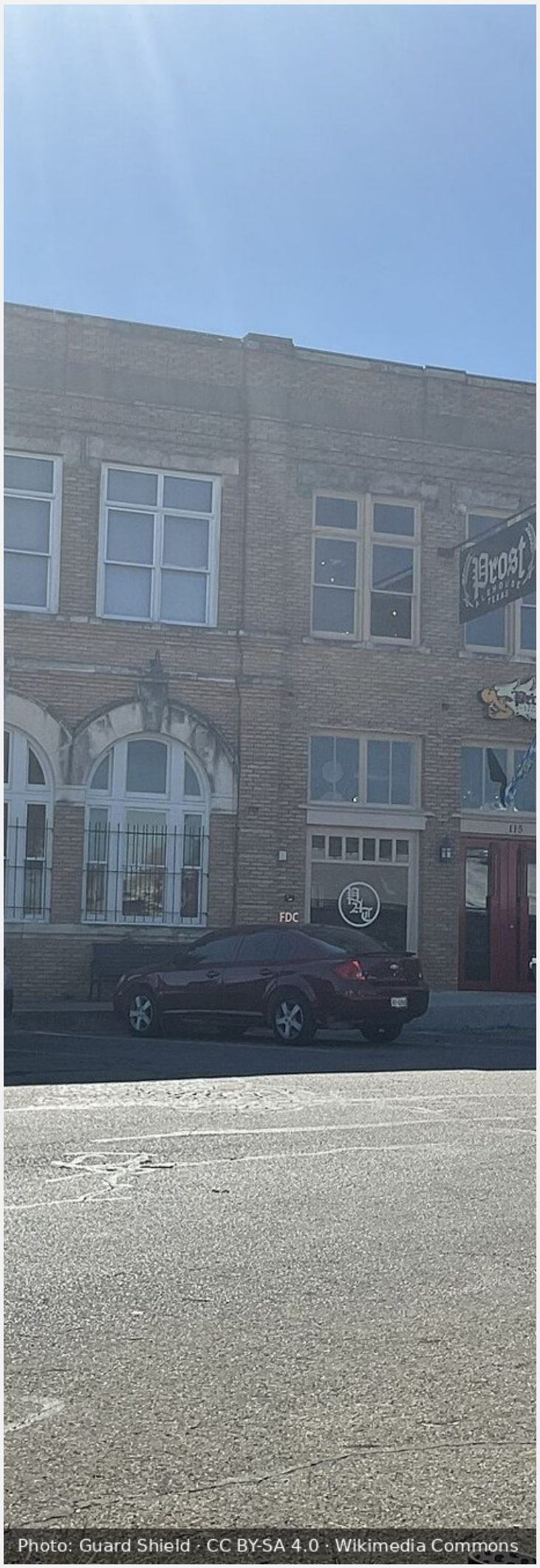


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Stadiums as Economic Catalysts

This isn’t just sports — it’s a new kind of urban amenity. The city’s investment in Dell Diamond isn’t just for baseball; it’s for hosting the next generation of experiential entertainment, turning a single-use facility into a year-round cultural node.

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The Hidden Demand Curve

This suggests that Williamson County's growth isn't just about housing or jobs — it's about the cultural economy. The real estate value of a location may now be measured not just by proximity to employment hubs, but by its capacity to host scalable, experiential events that attract discretionary spending.

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