



A Regional Initiative to Create Jobs and Economic Growth through a New Entertainment and Sports Complex

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'Think BIG' Identifies User Fees as Major Funding Mechanism
Report outlines financing options that bear direct nexus to facility

SACRAMENTO, CA – Today *Think BIG Sacramento* released a report that outlines various user fees that can be used to fund an entertainment and sports complex (ESC) in order to benefit the public and create jobs for the greater Sacramento region.

The report, entitled "The User Fees Report," identifies a number of revenue streams, such as naming rights, ticket surcharges, arena fees, business improvement districts related to increased tourism, and parking, which all bear a direct nexus to the facility and would be funded by those that either directly benefit from the construction of an ESC or are primary users of the facility. A recent survey of residents in the Sacramento region indicates that these revenue streams are broadly supported by the public.

The financing for the ESC generally falls into three categories: direct private investment, user fees bearing a direct relationship to the facility, and public support.

"When financing a project that will create over 4,000 jobs and \$7 billion in economic development, one of our goals is to specifically identify funding mechanisms with a direct relationship to users of the facility or those that will directly benefit from its development," said Executive Director Chris Lehane. "It is these types of creative financing mechanisms during periods of high unemployment in the region that will lead to the development of a transformative project that will create real jobs."

These items will likely be included in the menu of financing options presented to the public in early September.

Think BIG previously released the "Economic Engine Report," a study that identified key economic benefits to the region, including \$7B in economic activity over a 30- year period and over 4,000 jobs to the region.

Think BIG is a regional initiative launched by Sacramento Mayor Kevin Johnson to facilitate construction of a new entertainment and sports complex that promotes job creation, economic growth, cultural development and civic pride across the greater Sacramento metropolitan area.

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