



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

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Think BIG Sacramento releases “Jobs ASAP” Report
Report identifies investment in land assets as mechanism for accelerated job growth

Today *Think BIG Sacramento* released a report entitled *Jobs ASAP: Strategic Investment in Public Lands to Generate Economic Development*. The report identifies examples of public land located in the downtown area which are not currently being used or are severely underutilized and have the potential to increase in value due to the development of the entertainment and sports complex (ESC). ESC development would allow for maximization of land sales that would increase the number of jobs created in the short term and increase the economic impact of the project by encouraging private development right away.

“If an arena were located at the Railyards, it absolutely increases the development potential for undeveloped land in the downtown area, both for retail, residential, and other uses,” said David Taylor, President and Founder of David S. Taylor Interests. “I have talked with several other developers, who like me, are very interested in developing new projects, such as a hotel, near the facility.”

The report comes exactly one week prior to the self-imposed 100 day deadline. On Thursday, September 8th, 2011, *Think BIG* will unveil their “menu of funding options” which lay out the potential financing options for the public.

“It’s been stated previously that construction of the proposed arena will create over 4,000 new construction jobs. But it should be recognized that, as huge as that number is, that’s not even the full story. The creation of a new modern arena and related facilities would unquestionably revitalize the surrounding areas and create an impetus for development on any nearby parcels in order to take full advantage of the proximity to the arena complex,” said Jack Reynan, President of Artisan Communities, Inc. “The development of those neighboring properties, including properties currently owned by the City and sold based on an increased value commensurate with the construction of the new arena, would require their own complement of new construction, engineering and related jobs.”

The report can be found online at www.thinkbigsacramento.com/informed/press.

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

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