



THINK BIG SACRAMENTO

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

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‘Think BIG Sacramento’ Releases “Capitol Corridor Impact Report” During Tour Tipoff

Four-county bus tour highlighted benefits and economic impact of entertainment and sports complex to region

SACRAMENTO, CA – Today *Think BIG Sacramento* embarked on a one day, four-county bus tour to continue their outreach and educate the community-at-large on the benefits an entertainment and sports complex will have on the region.

The tour coincided with the release of the “Capitol Corridor Impact Report,” an analysis of the civic and economic impact a complex will have on the entire region.

The report analyzes three years worth of attendance data for Power Balance Pavilion. Based on the data, the report states that nearly 75% of attendees at all events at Power Balance Pavilion come from outside the City of Sacramento. For non-basketball events, nearly 80% of attendees come from other cities and counties.

“The Capitol Corridor Impact Report shows that this entertainment and sports complex will truly be a regional asset. The cultural and civic benefits are enjoyed by people throughout the Capitol Corridor region and beyond,” said Chris Lehane, *Think BIG Sacramento* Executive Director.

The tour kicked off with a press conference at the California Welcome Center in El Dorado Hills to unveil the report. It continued to stops at the ‘Fountains at Roseville’ where representatives discussed the plans for the entertainment and sports complex with community members and a construction site at UC Davis to discuss the jobs that will be created from building a new complex. The tour finished up with a town hall in Ranch Cordova at Vision Service Plan.

The bus tour included members of the *Think BIG* committee, business and community leaders, stakeholders, ‘Citizen Architects’ who were randomly selected to join to tour, and representation from Mayor Johnson’s office and the Sacramento Kings. *The Capitol Corridor Impact Report* can be downloaded at www.thinkbigsacramento.com.

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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