



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

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'Think BIG' Identifies Sources of Untapped Revenue

Report identifies methods to maximize value of public assets to benefit community

SACRAMENTO, CA – Today *Think BIG Sacramento* released a report that outlines ways to maximize the value of public assets to benefit the public and create jobs for the greater Sacramento region.

The report, entitled "The Public Synergies Report," identifies currently underutilized assets that would increase in value with the development of an entertainment and sports complex.

The report considers a number of specific possibilities in which real value will be created for public assets that would not exist without the development of an entertainment and sports facility. The report lays out four areas where new revenue would be created, namely the use of existing parking structures, new billboards and digital signage near the facility, the sale or expanded use of underutilized publicly owned land, and the placement of cellular phone towers near the facility.

"We are identifying revenue that would not otherwise exist if not for the development of this facility," said Executive Director Chris Lehane. "We all recognize the challenges of creating a public-private partnership given the realities of the economy – but it is precisely the economic challenges, namely the imperative of thinking big when it comes to job creation, that has generated the ideas on financing that have already provided us with some very real pieces to the financing puzzle."

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

The report in its entirety can be downloaded at www.thinkbigsacramento.com/informed/press.

Earlier this month, *Think BIG* released the "Economic Engine Report," an independent 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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