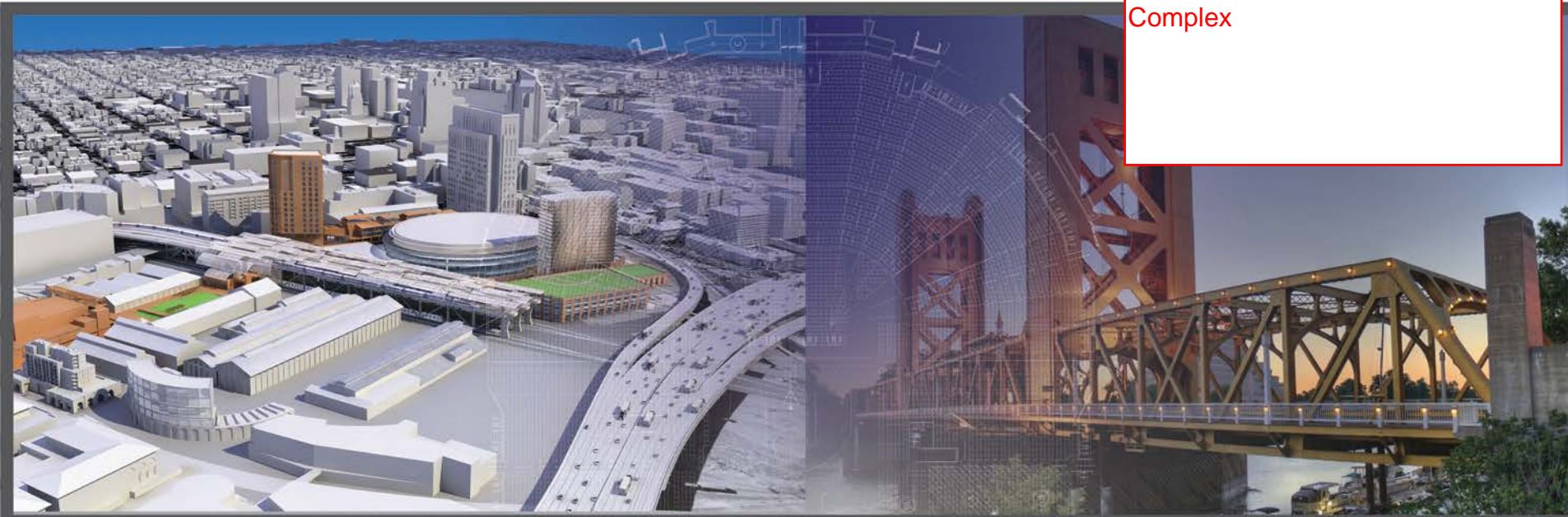


# SACRAMENTO ARENA

02/08/2011  
2011-00165  
Council  
Item 18 - Sports & Entertainment  
Complex



## TEAM QUALIFICATIONS FOR PRELIMINARY FEASIBILITY SUBMISSIONS PRESENTED TO SACRAMENTO CITY COUNCIL



FEBRUARY 8, 2011

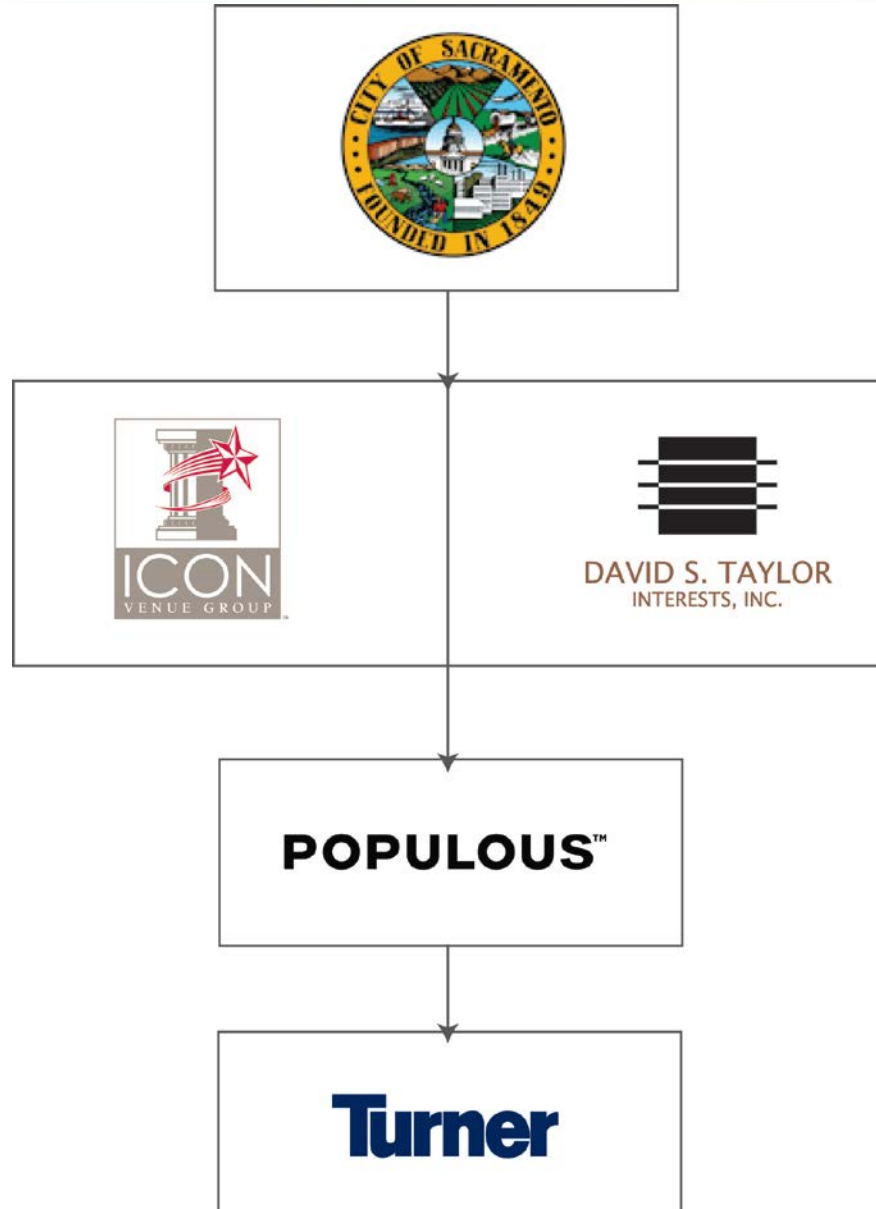


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# The ICON-Taylor Team





# Call to Action

## ARCO Arena



Opened  
November 1988



# Relevant Projects



**CONSOL Energy Center –  
Pittsburgh, PA**



**Pepsi Center – Denver, CO**



**Sheraton Grand –  
Sacramento, CA**



**City Hall –  
Sacramento, CA**



**Prudential Center –  
Newark, New Jersey**



**Sprint Center – Kansas  
City, MO**

# Project Feasibility Building Blocks

## Up front capital costs

- Infrastructure analysis and planning (parking, roads, utilities, etc.)
- Arena design concepts, scale and physical attributes
- Reliable construction cost estimates
- Overall budget and schedule

## Revenue drivers and forecasts

- Arena naming rights and sponsor forecasts
- Premium seating strategy and forecasts
- Seating capacities and event mix forecasts
- Understanding of typical team revenues (tickets, media, sponsor, etc.)

## Ongoing annual operating costs

- Routine maintenance and repairs
- Capital replacement costs
- Facility operations staff and equipment
- Utilities usage and surcharges

# Critical Questions

1. Why does Sacramento need a new arena and why should it be downtown?
2. What are the true underlying economics of a new arena project?
3. What would a new arena look like and how would it enhance our community?
4. How much will a new arena cost and when would it be completed?
5. What are the revenue streams generated by a new arena and how would those be used to help pay for the project and be shared between those who invested in the project?
6. What public sources could be activated to help fund the arena?
7. What investment would the Kings make toward the arena project and ongoing operating costs?
8. Who would own the new arena and who would operate it?
9. What are the redevelopment opportunities for the current arena site in Natomas?
10. What happens with the existing \$65M City loan?

# Feasibility Analysis Game Plan

- Step 1 – Key Stakeholder Work Sessions**
- Step 2 – Develop Program & Concept Design**
- Step 3 – Create Project Budget & Schedule**
- Step 4 – Produce New Arena PDP**
- Step 5 – Follow Up Key Stakeholder Meetings**
- Step 6 – Prepare Final Report to City**



# Critical Path 90-Day Timeline

ID	Task Name	Duration	Start	Finish	February		March		April		Ma				
					1/16/11	2/3/11	2/13/11	2/27/11	3/6/11	3/13/11	3/27/11	4/3/11	4/10/11	4/24/11	5/1/11
1	<b>Sacramento Arena 90-Day Plan</b>	<b>64 days</b>	<b>2/1/11</b>	<b>4/29/11</b>											
2	Receive Notice to Proceed from City Council	0 days	2/1/11	2/1/11											
3	<b>Conduct Initial Meetings with Key Stakeholders</b>	<b>8 days</b>	<b>2/2/11</b>	<b>2/11/11</b>											
4	Sacramento Kings	3 days	2/2/11	2/4/11											
5	NBA	3 days	2/2/11	2/4/11											
6	City of Sacramento	3 days	2/2/11	2/4/11											
7	Inland American	5 days	2/7/11	2/11/11											
8	State and Federal Agencies	5 days	2/7/11	2/11/11											
9	Third Party Developers	5 days	2/7/11	2/11/11											
10	Arena Operators	5 days	2/7/11	2/11/11											
11	<b>Develop New Arena Program and Concept Design</b>	<b>25 days</b>	<b>2/14/11</b>	<b>3/18/11</b>											
12	Confirm Market Valid Arena Revenue Components and Quantities	5 days	2/14/11	2/18/11											
13	Generate Program Narrative and Matrix	5 days	2/21/11	2/25/11											
14	Produce Arena Concept Drawings	15 days	2/28/11	3/18/11											
15	<b>Generate Project Budget and Schedule</b>	<b>13 days</b>	<b>3/16/11</b>	<b>4/1/11</b>											
16	Produce Construction Cost Estimates for Arena, Intermodal and Infrastructure	11 days	3/16/11	3/30/11											
17	Generate All Inclusive Project Budget	5 days	3/28/11	4/1/11											
18	Generate Comprehensive Project Schedule	5 days	3/28/11	4/1/11											
19	<b>Produce New Arena Preliminary Development Plan "PDP"</b>	<b>14 days</b>	<b>3/21/11</b>	<b>4/7/11</b>											
20	Evaluate the preliminary design and cost estimate for a new arena	5 days	3/21/11	3/25/11											
21	Explore options for minimizing development costs and maximizing operating revenue and income	5 days	3/28/11	4/1/11											
22	Refine the complete arena project budget and schedule	5 days	3/28/11	4/1/11											
23	Generate arena project development pro-formas	5 days	3/28/11	4/1/11											
24	Identify and evaluate potential funding sources	8 days	3/28/11	4/6/11											
25	Produce Preliminary PDP	2 days	4/6/11	4/7/11											
26	<b>Follow Up with Key Stakeholders</b>	<b>10 days</b>	<b>4/11/11</b>	<b>4/22/11</b>											
27	Present PDP to Key Stakeholders for Review and Comment	5 days	4/11/11	4/15/11											
28	Revise and Refine PDP per Stakeholder Input	2 days	4/18/11	4/19/11											
29	Produce Final PDP	3 days	4/20/11	4/22/11											
30	<b>Prepare Final Report for City Council</b>	<b>5 days</b>	<b>4/25/11</b>	<b>4/29/11</b>											
31	Outline Process and Deliverables	5 days	4/25/11	4/29/11											
32	Identify Opportunities and Challenges	5 days	4/25/11	4/29/11											
33	Discuss Overall Development Feasibility	5 days	4/25/11	4/29/11											
34	Present PDP	0 days	4/29/11	4/29/11											

Project: Sacramento Arena 90 Day Pla  
Date: 2/2/11

Task		Milestone		External Tasks	
Split		Summary		External Milestone	
Progress		Project Summary		Deadline	