



OFFICE OF  
MAYOR KEVIN JOHNSON

CITY OF SACRAMENTO  
CALIFORNIA

915 I STREET, 5<sup>TH</sup> FLOOR  
SACRAMENTO, CA 95814

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Contact: Joaquin McPeck  
Phone: 916-808-5440

## **Mayor Kevin Johnson Sets Rules and Vision for New Arena**

SACRAMENTO –Mayor Kevin Johnson took the first significant step toward building a new entertainment center and sports arena today, establishing what he called his “Rules of the Game” in a speech calling for arena ideas and proposals.

In explaining his “Rules of the Game,” Mayor Johnson said arena proposals would have to follow four principles:

### **The Taxpayer Comes First**

Sacramento will pursue a new arena for the Kings only if the ultimate deal makes sense for the taxpayers. Playing to win means we want a project that will generate brand new revenue and jobs. The City wants to do all we can to keep the Kings in Sacramento. But today’s economic challenges mean that the City – and specifically the taxpayers – must be put first.

### **The City Will Not Be Used As Leverage**

Sacramento has no intention of being used as a stalking horse for another deal in another city. We are playing to win, and if it becomes clear that others are using the City as leverage to negotiate a deal elsewhere, we will end our efforts – and make clear why we are ending.

### **We Are Going To Negotiate On Even Terms**

Pro sports teams hire the best lawyers and consultants they can find, and the City intends to play to win by using the accumulated experience and business savvy of our community and supporters to create an even playing field for negotiations.

### **We Are Going To Think Inside and Outside the Box**

Sacramento is playing to win because the City wants an engine for economic development – an engine that will revitalize parts of our economy – and not just a shiny new arena. We will entertain both traditional and non-traditional ideas. All options should be on the table.

The Mayor said the time had arrived to reinvigorate the discussion to create a sports and entertainment center that would help launch Sacramento toward his goal of world-class city status.

Encouraging all ideas within the “Rules of the Game,” Mayor Johnson indicated he did not want to limit proposals to specific geographic areas or financing tools.

In the coming weeks, the Mayor will be announcing a task force and a series of other developments related to the process.

A key ingredient of the Mayor's speech involved his appreciation for public-private cooperation.

Mayor Johnson has used public-private collaborations on many projects during his first year in office, including his "For Art's Sake" initiative, his volunteerism campaign and his work to resolve homelessness in Sacramento.

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Mayor Johnson can be followed on:

Official Mayor's Site: [www.cityofsacramento.org/mayor/](http://www.cityofsacramento.org/mayor/)

Facebook: <http://www.facebook.com/teamkj>

Twitter: [https://twitter.com/KJ\\_MayorJohnson](https://twitter.com/KJ_MayorJohnson)