



OFFICE OF  
MAYOR KEVIN JOHNSON

CITY OF SACRAMENTO  
CALIFORNIA

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

FOR IMMEDIATE RELEASE  
Thursday, November 19, 2009

Contact: Joaquin McPeek  
Phone: 916-808-5440

## **Mayor Kevin Johnson Introduces Entertainment and Sports Complex Task Force** *NBA Legend Jerry West on Hand to Discuss Impact of a New Venue to City*

SACRAMENTO – Today Mayor Kevin Johnson introduced ‘Sacramento First’, a citizen’s task force responsible for reviewing proposals for the development and financing of a new entertainment and sports complex in Sacramento.

The 12-member team is comprised of a diverse and bi-partisan group of experts in the fields of design, law, finance, arts, labor, development, and communications.

The 12 task force members are: Dea Spanos Berberian, Dorene Dominguez, Lina Fat (Co-Chair), Tom Friery, Mark Harris, Larry Kelley, Matt Kelly, Mike Kvarme, Chris Lehane (Co-Chair), Dan Meis, Adam Mendelsohn, and Ron Tom.

“We have truly created a ‘Dream Team’. This group represents the best and brightest in their respective fields and I’m confident they will have the best interests of Sacramento in mind when making a final recommendation.”

‘Sacramento First’ will have defined goals that include evaluating project concepts, soliciting public input, and making a final recommendation to the Mayor. The Mayor may then elect to bring the recommendation before the City Council for further consideration.

‘Sacramento First’ will follow the “Rules of the Game” as guiding principles which the Mayor publicly announced on in October. They are as follows:

- The Taxpayer Comes First.
- The City Will Not Be Used as Leverage.
- The City Will Negotiate On Even Terms.
- The City Must Think Inside and Outside of the Box.

There will be a 45-day window for groups to submit concepts, followed by three 30-day periods for internal review by the Task Force, public discussion, and final reporting out.

Although ‘Sacramento First’ will conduct proposal evaluations, public review is a critical component of the process.

The Task Force will work without pay, making this process free to taxpayers.

The ultimate objective of the Task Force is to facilitate development of a premier entertainment and sports complex that will result in job creation, cultural revitalization and broader economic and community development across the Sacramento region.

NBA legend Jerry West was on hand to share his thoughts on what a new venue would do for the City of Sacramento and also praised Johnson for spearheading this issue.

"I applaud Mayor Johnson for recognizing the positive impact an entertainment and sports complex can have on a city. I believe his leadership will help to bring a new venue to Sacramento."

West was General Manager of the Los Angeles Lakers when the Staples Center was built in 1999 and held the same position for the Memphis Grizzlies when the FedEx Forum was built in 2004.

###

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)