



PLAYING TO WIN

Sacramento's Rules of the Game

A New Arena and Entertainment Complex

◆ **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.