

Message

From: Brian Boxer [BBoxer@esassoc.com]
Sent: 7/18/2018 3:09:29 PM
To: Dennis Kanuk [dennis@mcadvise.com]; Tom Gaul [t.gaul@fehrandpeers.com]; Netai Basu [n.basu@fehrandpeers.com]; Mike Samuelson [M.Samuelson@fehrandpeers.com]; Christina Erwin [CErwin@esassoc.com]
CC: Mindala Wilcox [/O=Inglewood/OU=CITY/cn=Recipients/cn=mwilcox]
Subject: RE: Murphy's Bowl / IBEC: Updated projected ticket purchaser location data

Dennis,

Thanks for this. We will have the team review this material and then suggest a time to talk. I do know that we will need some fairly detailed explanation of how the adjustments shown on Tab 5 were developed by CSL. We will need to articulate the methodology for making adjustments in location and upon what sort of data or analysis those adjustments were based. If you could provide input on that, it would very much help in our assessing the utility of this information.

Thanks.

BB

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From: Dennis Kanuk <dennis@mcadvise.com>
Sent: Wednesday, July 18, 2018 2:59 PM
To: Tom Gaul <t.gaul@fehrandpeers.com>; Netai Basu <n.basu@fehrandpeers.com>; Mike Samuelson <M.Samuelson@fehrandpeers.com>; Brian Boxer <BBoxer@esassoc.com>; Christina Erwin <CErwin@esassoc.com>
Cc: Mindala Wilcox <mwilcox@cityofinglewood.org>
Subject: Murphy's Bowl / IBEC: Updated projected ticket purchaser location data

Hello, all:

The attached spreadsheet reflects an updated comparison of the projected location of certain LA Clippers ticket purchasers at the Inglewood Basketball & Event Center compared to the current location of those ticket purchasers for LA Clippers games at the Staples Center.

The locations of projected ticket purchasers for the new IBEC were prepared by a consultant to Murphy's Bowl, Conventions, Sports & Leisure, Intl. (CSL), based on its analysis of surveys of the LA Clippers fanbase. The CSL projections estimate the location, by city, of "full season equivalent" purchases or FSE, meaning purchases of both full-season ticket packages (44 games - 3 preseason and 41 regular season games) and half-season ticket packages (22 games - 21 regular season games and 1 preseason game) combined. CSL did not prepare an analysis of the potential change in purchaser location for single-game tickets.

The ticket purchaser location data provided for the LA Clippers 2017-18 season included purchaser location for full-season and half-season ticket purchasers separately, and provided location data by ZIP code. In order to provide a meaningful comparison between the CSL projections and the LA Clippers 2017-18 data, the attached spreadsheet shows the process of combining the 2017-18 full-season and half-season purchase data, and organizing the results by city (not ZIP), as follows:

Tab 1. All FSE 17-18: This tab shows all full-season and half-season ticket purchases for the 2017-18 season (including ticket purchases from outside California and outside the Los Angeles Metro region) by ZIP code and by city, expressed as FSE (full-season and half-season tickets combined); the percentages reflect the portion of each ticket type and location

as a percentage of the total of all full season equivalents for the 2017-18 season (including out-of-state and out-of-region purchases).

Tab 2. LA Metro FSE 17-18: This tab shows the full-season, half-season ticket, and combined FSE purchases for the 2018-18 season for the Los Angeles Metro region only, expressed as a percentage of the FSE ticket purchases for the LA Metro area (hence, different percentages than shown in tab 1).

Tab 3. LA FSE 17-18 by City & ZIP: This tab shows the FSE purchases only (excludes full/half season breakdown) for the LA Metro area, by city and ZIP code (same percentages as tab 2).

Tab 4. LA FSE 17-18 by City: Further iteration of the data in tab 3, this tab shows the FSE purchases for the LA Metro area, by City only (no ZIP code data).

Tab 5. Projected LA FSE by City: This tab shows the projected FSE purchases for the 2024 season at IBEC, based on analysis prepared by CSL.

Tab 6. 17-18 FSE and Projected FSE: This tab compares the 2017-18 FSE purchaser locations (tab 4) to the projected IBEC purchaser location (tab 5), organized by city. Columns show the numerical change in percentage of purchasers by city, as well as the percent increase or decrease from the 2017-18 season to the 2024 projections for each city.

Once everyone has had a chance to review this information, it may be a good idea for us to have a call to discuss this data and how it might be useful in the IBEC transportation analysis; please let me know and I can set up a call for this team.

Thanks,
Dennis

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