

Message

From: Mike Samuelson [M.Samuelson@fehrandpeers.com]
Sent: 7/24/2018 1:18:12 PM
To: Dennis Kanuk [dennis@mcadvise.com]; Tom Gaul [T.Gaul@fehrandpeers.com]; Netai Basu [N.Basu@fehrandpeers.com]; Brian Boxer [bboxer@esassoc.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

Hi Dennis,

Are you able to provide the shift data (tab 6) by zip code? Organizing the data by neighborhood and city, as it is now, obscures some of the fan shifts within the City of Los Angeles from areas close to downtown to the Westside. Understanding this shift is crucial for both the VMT analysis and the project distribution. Once we receive the methodology write up from CSL, it may also be helpful to organize a call with them to discuss the results in more detail.

Thanks,
Mike

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From: Dennis Kanuk [mailto: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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