

Message

From: Dennis Kanuk [dennis@mcadvise.com]
Sent: 5/3/2018 7:43:02 PM
To: Christina Erwin [CErwin@esassoc.com]
CC: Tom Gaul - Fehr & Peers (t.gaul@fehrandpeers.com) [t.gaul@fehrandpeers.com]; Netai Basu (n.basu@fehrandpeers.com) [n.basu@fehrandpeers.com]; Mike Samuelson [M.Samuelson@fehrandpeers.com]; Brian Boxer [BBoxer@esassoc.com]; Addie Farrell [AFarrell@esassoc.com]; Mindy Wilcox (mwilcox@cityofinglewood.org) [mwilcox@cityofinglewood.org]; Lisa Trifiletti [lisa@trifiletticonsulting.com]; Fred Jackson (fljackson@cityofinglewood.org) [fljackson@cityofinglewood.org]
Subject: Re: IBEC Employees and Ticket Data

Hi, Christina,

Regarding the employee zip code data: we only have access to zip code data for employees of the Clippers organization, and not the third-party vendors and service providers that currently provide arena-related services at the Staples Center.

For the Clippers' employees, the zip code data matches up with the project employment table as follows: the 154 full-time employees listed in the zip code data are the 54 basketball operations and 100 business operations employees. The 410 part-time employees listed in the zip code data are for the pool of employees that make up the 100 "business operations support" and 120 "LA Clippers game day employees." So, as related to the employment characteristics table, we do not have data for the categories listed as "event day employees" (which will be temporary/non-clippers employees) or the 75 "arena operations and management employees." Can we develop assumptions for those employees in the analysis, perhaps similar to the retail and restaurant employees?

Regarding the types of tickets, I think I should be able to separate out the ticket data fairly quickly; is it helpful to provide the same percentage breakdowns (all tickets, California tickets, Greater Los Angeles Region tickets) and only provide the zip codes for the Greater Los Angeles Region tickets?

Thanks,
Dennis

Dennis Kanuk
MONTGOMERY CLARK ADVISORS
10877 Wilshire Blvd. Ste. 1102
Los Angeles, CA 90024
E-Mail: Dennis@mcadvise.com
Office: (310) 443-7711
Mobile: (213) 309-5652

From: Christina Erwin <CErwin@esassoc.com>
Date: Thursday, May 3, 2018 at 6:37 PM
To: Dennis Kanuk <dennis@mcadvise.com>
Cc: "Tom Gaul - Fehr & Peers (t.gaul@fehrandpeers.com)" <t.gaul@fehrandpeers.com>, "Netai Basu (n.basu@fehrandpeers.com)" <n.basu@fehrandpeers.com>, Mike Samuelson <M.Samuelson@fehrandpeers.com>, Brian Boxer <BBoxer@esassoc.com>, Addie Farrell <AFarrell@esassoc.com>, Mindy Wilcox <mwilcox@cityofinglewood.org>, Lisa Trifiletti <lisa@trifiletticonsulting.com>, Fred Jackson <fljackson@cityofinglewood.org>
Subject: IBEC Employees and Ticket Data

Dennis,

We are reviewing the data you provided indicating the employment assumptions for the arena, and we have questions about the numbers. Specifically, we have questions about the employee zip code data received on April 30. The employee numbers (220 event day employees) discussed in your email are very different from the table that you previously sent us and was passed out a few weeks ago at the team meeting (attached), which show 895 event-day employees. Is there a distinction between arena employees and team employees? If possible we'd like to receive information about employees of both 3rd party companies/vendors and those employed directly by the team.

For the tickets data, we had asked to get the data separated by ticket type (season ticket, individual, partial season ticket), with information about the percentage of total tickets within each type. If we had the data separated, we could analyze if there are differences in the location of fans by ticket types, and use that to more accurately distribute trips. Are you able to provide that data?

Thank you for any clarification and additional information you can provide.

Christina

Christina Erwin
Environmental Planning Program Manager
ESA | Environmental Science Associates
2600 Capitol Ave, Suite 200
Sacramento, California 95816
916.231.1271 direct | 916.564.4500 main
cerwin@esassoc.com | www.esassoc.com

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