



Re: Wild'N On Tour - City Support

From Jason Perry <JPerry@asmstockton.com>

Date Fri 5/23/2025 11:33 AM

To Tina McCarty <Tina.McCarty@stocktonca.gov>

Cc Jess Olivares <jolivares@asmstockton.com>; Jose Jimenez <Jose.Jimenez@stocktonca.gov>

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Thank you Tina and we will. Appreciate the approval and the efforts of the City to help maintain this show from going away due to low sales.

Jason



Jason Perry
General Manager, ASM Stockton

_____ | StocktonLive.com | jperry@asmstockton.com

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From: Tina McCarty <Tina.McCarty@stocktonca.gov>

Sent: Friday, May 23, 2025 10:01 AM

To: Jason Perry <JPerry@asmstockton.com>

Cc: Jess Olivares <jolivares@asmstockton.com>; Jose Jimenez <Jose.Jimenez@stocktonca.gov>

Subject: Re: Wild'N On Tour - City Support

Thank you for the confirmation, Jason and the additional detail regarding the promoter's future intentions and pricing promotions. My approval of up to \$50K in Risk Mitigation funding is a business decision based on the following facts:

- New promoter from a minimally represented genre of events in Stockton,
- Promoter's intention to place more events with us,
- City has a contained risk (\$50K), well within the balance in the Risk Management Fund,
- Due to federal policy, the Arena (and the Hope) have endured cancelled shows since the beginning of 2025 – we need to avoid more when we can,
- As you've stated, we have other promoters watching the success of this show – a cancellation of which will be detrimental to cultivating additional new promoters and shows in the future.

Please send me a summary of the settlement after the show is reconciled. Thank you!

Tina

"We don't make progress, if we don't dream out loud!" ~Tina



Tina McCarty, Director
Economic Development Department
City of Stockton - Economic Development Department
400 E. Main Street, 4th Floor, Stockton, CA 95202
Tina.McCarty@stocktonca.gov | 209.937.8907
www.advantagestockton.com



From: Jason Perry <JPerry@asmstockton.com>

Sent: Friday, May 23, 2025 9:48 AM

To: Tina McCarty <Tina.McCarty@stocktonca.gov>

Cc: Jess Olivares <jolivares@asmstockton.com>; Jose Jimenez <Jose.Jimenez@stocktonca.gov>

Subject: Re: Wild'N On Tour - City Support

CAUTION: This email originated from outside the City of Stockton. Do not click any links or open attachments if this is unsolicited email. Tina,

That is correct, the venue will not be at a loss, all expenses will be covered through reimbursement of expenses incurred. We, Jess and I, anticipate that our NET F&B revenue and NET service fees will hit the \$100k and the \$50k we are asking about would be the city support talked about with the VM and would come from Risk Mitigation.

As for prices, they have been dropping prices daily and will drop once again, sort of been a fire sale. They even did a Groupon where some tickets were \$6. They have been amazing to work with and I know that there are many promoters in the urban genre watching this show to see how it does and from here will gauge Stockton as viable or not.

With respect to Rip and Eugene, they have two other shows they would like to bring to Stockton, according to all my conversations which are daily. They want to prove that Stockton can be a solid market. This is all based on their word. Rip said he is personally the money behind this show, his all in expenses of \$750k, we have under \$500k in sales to date. We will also be the first show not to sellout nor break the \$1M in gross sales mark. Jason



Jason Perry
General Manager, ASM Stockton

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From: Tina McCarty <Tina.McCarty@stocktonca.gov>
Sent: Friday, May 23, 2025 9:42 AM
To: Jason Perry <JPerry@asmstockton.com>
Cc: Jess Olivares <jolivares@asmstockton.com>; Jose Jimenez <Jose.Jimenez@stocktonca.gov>
Subject: Re: Wild'N On Tour - City Support

Jason,

To make sure I'm understanding what you have laid out, can you confirm that the City is whole in our costs, but is giving up upside of F&B and with an approval of the \$50K from mitigation, we then have that isolated loss, yes? Am I missing any other areas of Risk to City revenues? Once confirmed, I am willing to approve up to \$50K out of Mitigation fund due to the Arena's calendar year loss of shows based on federal immigration changes. Additionally, I am looking at the long game, in that this is a new promoter to our area and hoping for more shows being routed our way in the future. Has the promoter considered any last minute ticket pricing campaigns for Wild N Out, as we know that Stockton is a last minute ticket buying crowd...? I just want to confirm that they are doing their part in promotional push, too...

Tina

"We don't make progress, if we don't dream out loud!" ~Tina



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From: Jason Perry <JPerry@asmstockton.com>
Sent: Friday, May 23, 2025 9:26 AM
To: Tina McCarty <Tina.McCarty@stocktonca.gov>
Cc: Jess Olivares <jolivares@asmstockton.com>; Jason Perry <JPerry@asmstockton.com>; Jose Jimenez <Jose.Jimenez@stocktonca.gov>
Subject: Fw: Wild'N On Tour - City Support

CAUTION: This email originated from outside the City of Stockton. Do not click any links or open attachments if this is unsolicited email. Hi Tina,

Per our text, Rip is thinking of cancelling the show and I went to him and said I am willing to bump the NET share from us on F&B and service fees from 50% to 100% which I think will help close a gap of \$100k or so. He came back and said he will keep the show going and take a possible loss if ASM and the City can give \$150k. I think we will be good for the \$100k but want to see if the City is good with the \$50k support out of Risk Mitigation Fund.

I know the Vice Mayor spoke to you about this after he told Eugene back in April the city would support. Just hoping to give Rip an answer before noon and hoping I have a break before noon in this deposition so we can keep this show as Stockton has already lost 10 shows this calendar year alone due to immigration changes at the federal level and our two concerts that played this month also took a hit which all of this has had a negative impact to the P&L of roughly \$750k.

Jason



Jason Perry
General Manager, ASM Stockton

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From: Jason Perry

Sent: Wednesday, April 9, 2025 10:01 AM

To: Eugene Parker <eugene@5120ent.com>

Cc: ripmic1212@gmail.com <ripmic1212@gmail.com>; Jess Olivares <jolivares@asmstockton.com>; Jason Perry <JPerry@asmstockton.com>

Subject: Wild'N On Tour - City Support

Hey Gene,

Great chatting with you briefly and thank you for the kind words shared about me with the City (Tina). I let Tina know that when the Vice Mayor called you regarding the show coming to Stockton he recognized we are a smaller market and thought the City might be able to offer up some financial support to show their appreciation. You have connections in high places my friend for this is the first for me.

Ok, so in talking with Tina, I explained our deal structure with you and stated it was one you and Rip are very pleased with, so she wanted more insight to understand it as she is not in this line of the business. What she said she could make happen is to "bonus" you 10% of the revenue share we, the venue, provide you from net F&B and ticket rebates. They will have us add this back in through the settlement process. If you are in support of this, heck it is free money, let me know and I will advise Tina and she can connect with the VM on this.

Jason



Jason Perry
General Manager, ASM Stockton

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