



Wild'N Out - Recap

From Jason Perry <JPerry@asmstockton.com>

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

Cc Jess Olivares <jolivares@asmstockton.com>

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,

So great seeing you today for all of thirty seconds on the floor. Hope that you had a great time at the State of the City, such a quick event today once it started.

Wild'N Out can certainly be called a success as it brought lots of excitement and activity to our City, there was nowhere you could go without knowing the show was coming to Stockton. From the media buys to local news and grass root efforts no stone was left unturned to ensure we got the people to turnout. Despite our best laid efforts in the end the promoter still took a loss on Stockton with this show.

In my conversations with 5120 Entertainment and Rip Michael Entertainment they stated they enjoyed bringing the show to Stockton and loved the venue staff and the city, that the energy was impressive. They also made mention that they still took a loss of \$170k, despite the \$157,249.61 provided in incentives that we provided. It is our hope that we can continue to work with the team to bring other entertainment to Stockton however we have a hill to climb since they are starting well below the zero line.

Yes, in the \$157k there was \$50,000 allocated from the Risk Mitigation Fund that you had approved.

Let me know if you have any questions and I will let you know if we are successful in landing another show with them.

Jason



Jason Perry
General Manager, ASM Stockton

_____ | StocktonLive.com | jperry@asmstockton.com

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