



Re: Wild n Out Follow up

From Tina McCarty <Tina.McCarty@stocktonca.gov>
Date Sun 7/6/2025 10:44 AM
To Chad Reed <Chad.Reed@stocktonca.gov>
Cc William Crew <William.Crew@stocktonca.gov>

You are welcome, and thank you!

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From: Chad Reed <Chad.Reed@stocktonca.gov>
Sent: Sunday, July 6, 2025 7:29:06 AM
To: Tina McCarty <Tina.McCarty@stocktonca.gov>
Cc: William Crew <William.Crew@stocktonca.gov>
Subject: Re: Wild n Out Follow up

Thanks for the recap Tina. Have a great vacation!

From: Tina McCarty <Tina.McCarty@stocktonca.gov>
Sent: Saturday, July 5, 2025 9:55:02 PM
To: Chad Reed <Chad.Reed@stocktonca.gov>
Cc: William Crew <William.Crew@stocktonca.gov>
Subject: Wild n Out Follow up

Chad,

I wanted to follow up from our discussion regarding Wild N Out and the use of City funding and the reconciliation of the event. I have attached the email that I mentioned between myself and Jason Perry, GM of ASM Global Stockton. The Risk Mitigation Fund referenced in the email was approved by Council in the 2023/24 budget, adding \$600K to ASM funding to be used to help in negotiation to attract and contract future events. The money was transferred to ASM after budget approval and is included in the annual audit each year. It is an expectation that while the funds remain with the facility, the use of the funds would be discussed with the City, with an approval prior to use at my level, as past practice. To date, the fund has been used to cover the Lantern festival's year two loss for the City at roughly \$125K, leaving roughly \$475k in its balance when I approved the use of up to \$50K to help the promoter of Wild n Out with potential losses, encouraging the show to continue without cancellation. This allowed the show to feel more comfortable with their potential loss including the need to drop pricing to encourage greater attendance. Jason Perry's reference to the support talked about with the VM was his desire to ensure that the City worked to land this new promoter from outside of the area, in hopes of expanding the Arena's offerings and use. While the Risk Mitigation Fund within the Venues was mentioned at the time of contract negotiation signing, Jason Perry did not think it was needed as the

promoter was happy and signed the event contract, confirming the show. There was no approval or further mention of it, until JPerry asked me in the attached email, the day before the show. At that point, with JPerry asking for the use in his professional opinion to discourage the cancellation, I discussed it with him and ultimately approved up to \$50K to narrow the loss gap for the Promoter. I approved this use for the following reasons as noted in the email:

- 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.

Additionally, though not included in my discussion with JPerry, I considered the fact that the City Parking operation stood to gain revenue from the show's attendee parking as well as the economic impact of attendees in the downtown area, including food/bev, fuel, Uber, hotels, etc.

Ultimately the event was a success for the City in that 7,700 people attended (huge last minute walk up as we were at less than 4,000 tickets sold the day before). The promoter still took a loss, but at least the attendance numbers showed an available audience here in the Stockton area. This particular show likely had too hefty of an overhead for our region given multiple entertainers, but the genre was embraced by the community and surrounding region. Parking did well with well over 1,000 vehicles parked at \$25/each.

Let me know if there are further questions. I cannot give you exact numbers from the show's reconciliation and contract as the details of an event are proprietary and handled solely by ASM Global on behalf of the City, per their operating contract. Side, note there was a PRA request for information and emails regarding Wild n Out about 2 weeks ago from the Stockton Record. I mentioned it to Will when it came through.

Tina

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



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