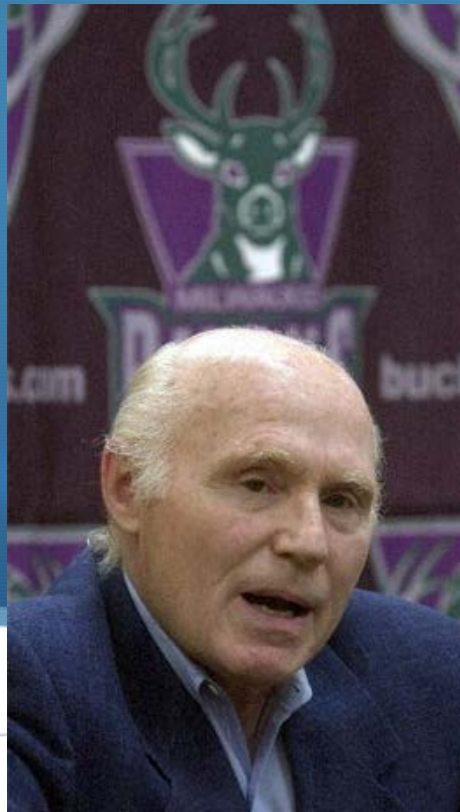
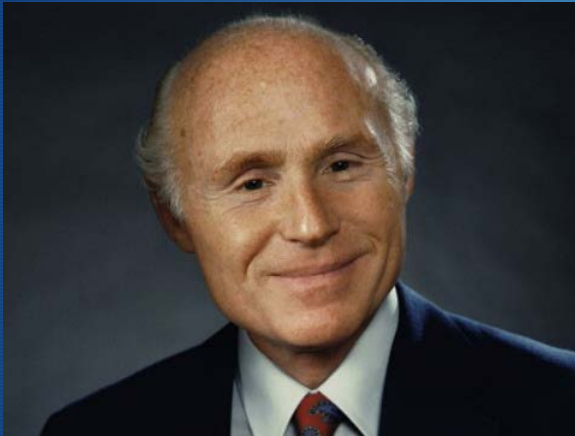


# Herb Kohl



# Milwaukee Bucks Revenue

The Milwaukee Bucks continuously fall in last place in the NBA in terms of team revenue (as estimated by Forbes magazine).

Year	Revenue	NBA Rank (of 30)
2009	\$94 million	30 <sup>th</sup>
2010	\$91 million	30 <sup>th</sup>
2011	\$92 million	30 <sup>th</sup>
2012	\$92 million	30 <sup>th</sup>
2013	\$87 million	30 <sup>th</sup>

# Milwaukee Bucks Payroll

The Milwaukee Bucks continuously fall near the middle or within the top two-thirds of the NBA in total team salary.

Year	Amount	NBA Rank (of 30)
2009-10	\$67.1 million	15 <sup>th</sup>
2010-11	\$67.7 million	12 <sup>th</sup>
2011-12	\$60.1 million	20 <sup>th</sup>
2012-13	\$61.6 million	23 <sup>rd</sup>

# Attendance and Performance Figures

## Attendance

## Performance

Year	Total	Average	%	Rank	Wins	Losses	%	Post-Season
2007-08	639,629	15,595	83		26	56	.317	
2008-09	630,976	15,389	82		34	48	.415	
2009-10	619,453	15,108	81	24th	46	36	.561	Lost First Round (Atlanta) 4-3
2010-11	631,910	15,412	82	23rd	35	47	.427	
2011-12	485,717	14,718	79	26th	31	31	.469	

# Herb Kohl's Statements

1. “The time is now to plan or find a new way to finance or build a new arena to replace the Bradley Center. It’s not something we talk about any more, it has to be more than talk.”
2. “I will make a personal financial commit toward a new arena, which would not be insignificant, but it ultimately will take a public-private combination to build it.”
3. “Milwaukee’s chances for remaining a part of the NBA are not robust without a new facility.”

# Public Funding of Arenas – 2000 Forward

Team	Arena Name	Publicly Financed
Charlotte Bobcats (2005)	Time Warner Cable Arena	100%
Dallas Mavericks (2001)	American Airlines Arena	30%
Houston Rockets (2003)	Toyota Center	100%
Memphis Grizzlies (2004)	FedEx Forum	83%
Brooklyn Nets	Barclays Center	40%
Oklahoma City Thunder (2002)	Chesapeake Energy Arena	100%
Orlando Magic (2010)	Amway Center	87.5%
San Antonio Spurs (2002)	AT&T Center	84%

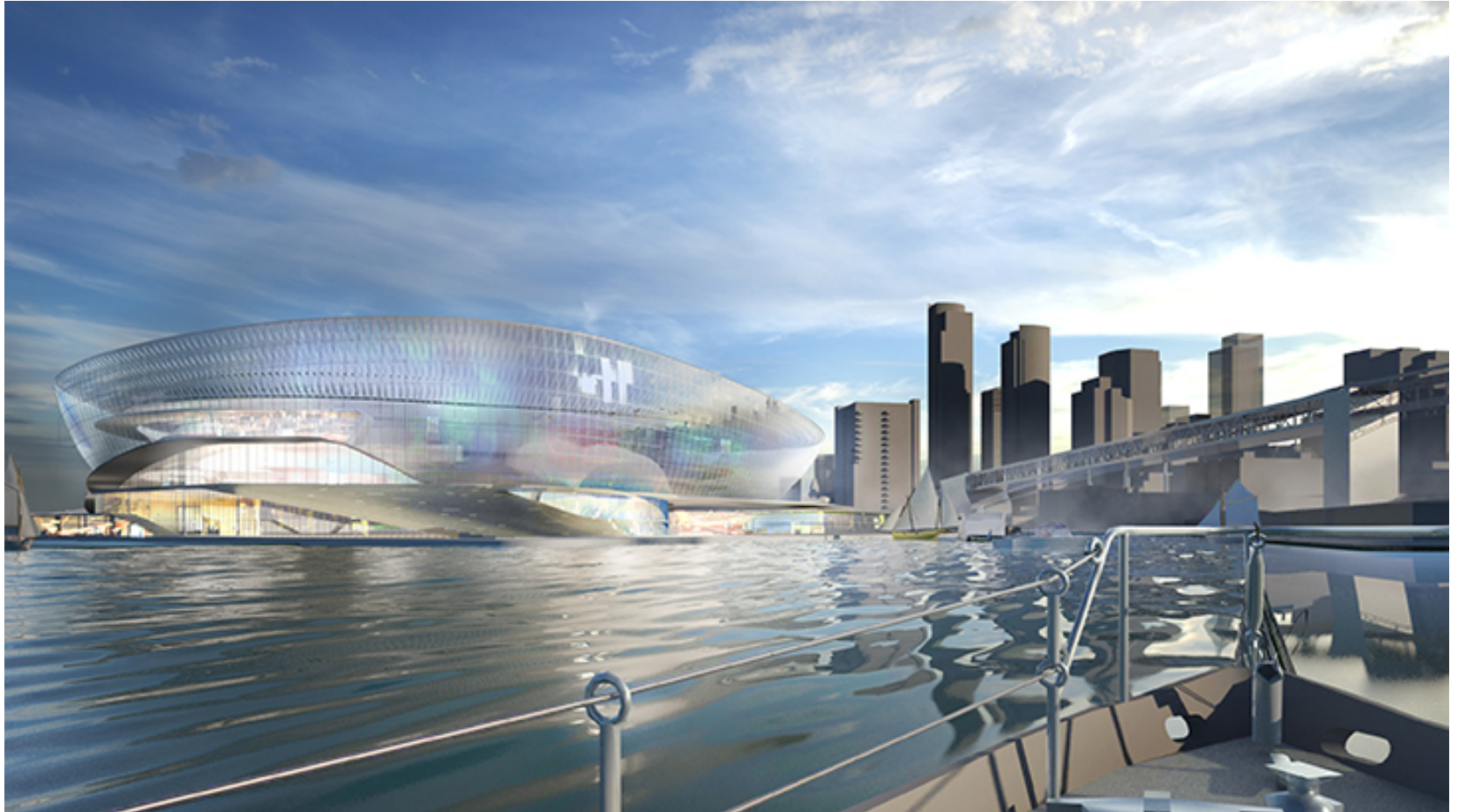
Source: Marquette University NSLI Sports Facility Reports



# New Seattle Arena

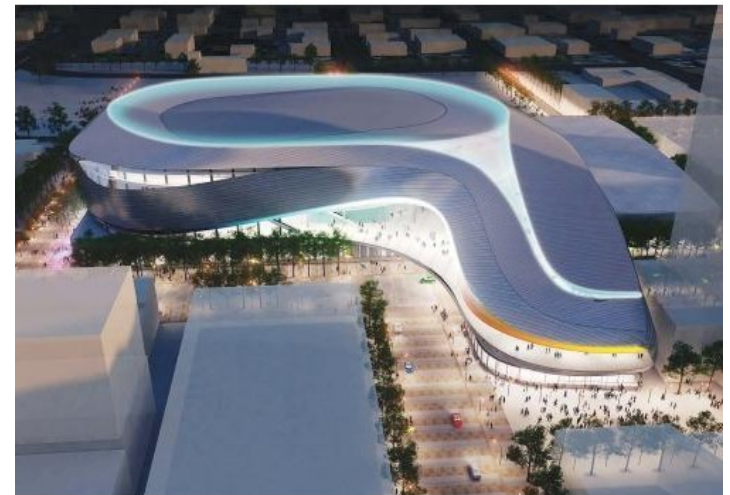


# New San Francisco Arena





# New Sacramento Arena



# Sale of NBA Teams

Date	Amount (Millions)
March 2010	Michael Jordan, already a minority owner, buys a large portion of the Charlotte Bobcats for \$275 million and assumed \$150 million in debt from former owner Bob Johnson, who himself paid \$300 million for the franchise.
May 2010	Mikhail Prokhorov purchased 80% of the then-New Jersey Nets for \$200 million, all while assuming \$180 million in debt.
June 2010	Ted Leonsis bought the Washington Wizards from the late Abe Pollin's family to meet an estimated value of \$550 million.
July 2010	Joe Lacob and Peter Guber won the bid to buy the Golden State Warriors for a then-NBA-record \$450 million.
June 2011	The Detroit Pistons were bought by Tom Gores for a reported \$325 million.
October 2011	A group led by Joshua Harris bought the Philadelphia 76ers for \$280 million.
June 2012	Tom Benson's ownership group purchased the New Orleans Hornets from the NBA for \$338 million.
October 2012	Robert Pera officially bought the Memphis Grizzlies for \$337 million.

Source: [www.sbnation.com/nba](http://www.sbnation.com/nba)

# The Business Journal Poll (2012-13)

Do you support a regional tax to fund a new basketball arena?

- Yes: 40%
- No: 58%
- Undecided: 2%
- Votes cast: 801

Should Milwaukee enact a sales tax to help fund a new basketball arena?

- Yes: 41%
- No: 56%
- Undecided: 3%
- Votes Cast: 809

Do you support a dedicated sales tax to support Milwaukee area arts and cultural institutions?

- Yes: 32%
- No: 64%
- Undecided: 4%
- Votes Cast: 866

Should the Miller Park sales tax be extended to help pay for a new basketball arena?

- Yes: 40%
- No: 57%
- Undecided: 3%
- Votes Cast: 797

# Private Side Contributions

- Owner or team's contribution
- Loans
- Pledges or monetization of contractually obligated income, including naming rights, sponsorships, and enhanced seating
- Equity contributions from concessionaires, management companies, service or rights providers
- Charitable contributions
- Personal Seat Licenses or other creative seat revenue generators
- Grants