

## NFL OWNERS VOTING GUIDE – LA PROPOSALS

### THE ISSUES AND SOME UNPOPULAR FACTS

Please ask yourself if you fully understand all of these issues before you vote (circulate to others)

False Storylines For Attempted Hijacking	Mark Fabiani (Wiki Bio)	Mark D. Fabiani is an American <b>political strategist, crisis management expert</b> , former Deputy Mayor of Los Angeles and chief of staff to Mayor Tom Bradley, and former White House lawyer and spokesman. He is recognized for his work as special counsel to President Bill Clinton and legal spokesperson for the Clinton White House from 1994 through 1996, as well as for his work as head of communications for the Gore presidential campaign in 2000. <u>Fabiani is credited with Clinton phrase “vast Right Wing conspiracy.”</u> Hmmmm... <b>Wants equity? Note: “Crisis Management” also includes crisis CREATION in that world.</b>
	Master of Disaster (Wiki Bio)	Fabiani and his business partner, <u>Chris Lehane</u> , were dubbed the “ <b>Masters of Disaster</b> ” by <u>Newsweek</u> as a result of the rapid-response strategy the pair employed throughout the Clinton Administration. In 2004, <u>San Francisco</u> Mayor <u>Gavin Newsom</u> described Fabiani as “the best the Democrats have got.” Probably why Lance Armstrong chose him for representation...worked for awhile (!!).
	Walked Away From San Diego	San Diego City and County have had some <i>financial</i> difficulties over the years (many municipalities in CA did). But current city/county leaders have spent the last year being fully committed to a new stadium. City can’t do a deal on their own. The Master of Disaster Fabiani walked away from the negotiating table almost a year ago. Can’t hold a stadium ballot measure election without a SPANOS SIGNATURE on a proposed ballot measure agreement. The “faulty” EIR issue is the Master of Disaster’s fabrication. To help out, Governor Brown even signed into law a provision that would put short time limits on objections to EIR’s.
	Goldman Sachs	Goldman Sachs is involved to the point where they “guarantee” the Chargers against certain losses. Why? Can’t Spanos support the team if it moved, or is it that the risk associated with LA is so high and/or Goldman Sachs <b>wants equity?</b> Bad ideas seem to attract these financing structures and arrangements. Why does Spanos need a Sugar Daddy if LA is a great match for the Chargers? Raiders will have 3-4 times the number of fans in LA over the Chargers, and under that scenario it almost feels like the Chargers are in the deal and along for a ride along to justify the deal...not because it makes sense.
	FAA	Hmm. A former LA Deputy Mayor involved, who is a lawyer with heavy Washington DC ties... <i>The Master of Disaster(above)</i> ... do you think the FAA could have been arm twisted into such a late objection regarding the Inglewood site? Very suspicious. Really suspicious. Did FAA ever object to Hollywood Park and the LA Forum (there for decades)??

	<b>Carmon Policy</b>	There is NO So-Cal “Mega Market” as discussed by Mr. Policy. This “claim,” that Chargers have 25% of their fan base in LA, is an unsubstantiated and bogus claim. They like to count south Orange County as “LA”... and fans can usually get to current San Diego Stadium FASTER, EASIER and SAFER than to LA. Ditto from Riverside and San Bernardino Counties. If there is a Charger Fan in LA, they would not switch to Rams or Raiders if those teams were in LA...that is counter to the definition of a “fan.” This whole “25%” argument is VERY deceptive propaganda, created just for the other team owners to persuade them into casting a misguided vote. At most, any real “loss” to a San Diego fan base would be no more than 1-2% if any other new teams were placed in LA. Additionally, LA has no “city” identity such as Pittsburgh, San Diego, Seattle, etc. The 1995 departures of Rams/Raiders were fueled by that discovery. Mr. Policy is quickly learning about the lack of Mega-Market influences in his Santa Clara experiment. Watch that unfold. It’s about the city pride people! You need a city for that.
	<b>False Sound Bites on San Diego</b>	From <b>December 15, 2015</b> , McNair told the Chronicle: <b><i>“They’ve had all kinds of political problems there [San Diego]. At one time, half the council went to jail or something. It’s been pretty bad. It’s hard to negotiate when you’ve got to go to the jail to negotiate. So they haven’t accomplished anything.”</i></b> This sounds like a Clintonian <i>political</i> sound bite doesn’t it? Hmmmm. <b>Fact:</b> Scandal event happened in <b>2003 (YES, 12 years ago)</b> , <b>AND <u>one single city councilman served time years AFTER he had resigned</u>, two others resigned at that time and served no time. Has nothing to do with Chargers and Stadium efforts.</b> All NFL fans deserve better than this. If Fabiani/Policy fabricated sound bites are the basis for ripping an NFL team out of a city, then we have moved into the world of Roller Derby and WWF. The sound bite machine needs to be kept in check...a driving force behind this document. Facts, and more importantly, a thirst for truth and knowledge, needs to override sound bites from political hacks trying to create and promote a “crisis”. Fact/Search “McNair cancels meeting with San Diego Mayor.”
Seismic	<b>EIR’s Flipped</b>	There has been much discussion regarding the Environmental Impact Reports required for a new stadium in San Diego. Not sure why the EIRS are such an “issue,” especially if the new stadium were to be located on the <i>same</i> site as current stadium, BUT it is used as an <i>excuse</i> by the Chargers Master of Disaster attorney to NOT talk with the city. EIRS in general discuss the impact of the stadium on the environment. Let’s flip that discussion, and discuss the <u>effect of the Environment on the NFL and the potential Stadiums and fan bases.</u>

	<b>Newport-Inglewood Fault</b>	The well-known Newport-Inglewood fault line runs from Newport Beach, along and near the I-405 freeway, <b>through Long Beach, Carson and up into Inglewood</b> . A recent UC Santa Barbara study released in <b>June 2015</b> (easily available on the internet), found that the Newport-Inglewood fault is omitting Helium-3 gas. This gas occurs in nature ONLY when omitted from the mantle and signifies a DEEP and DANGEROUS fault. In fact, the levels of Helium-3 (3He) gas being omitted NOW from the Newport-Inglewood fault are HIGHER than the levels omitting from the SAN ANDREAS FAULT! This finding was a (big) SURPRISE ... and buried in the media. <u>Most faults release none of this gas.</u>
	<b>3He Carson and Inglewood</b>	This finding was a (big) SURPRISE ... headlines:  <i>It reveals the fault is far deeper than previously thought, and a quake would be far more devastating.</i>  <i>It follows a report from the U.S. Geological Survey has warned the risk of 'the big one' hitting California has increased dramatically. ...</i>  <i>Considered primordial, 3He is a vestige of the Big Bang, and its only terrestrial source is the mantle</i>
	<b>Hollywood Park Earthquake</b>	Watch the Youtube.com video from June of 2005 which contains the famous announcer <i>Race Call</i> from Hollywood Park (Inglewood site) which occurred DURING an Earthquake. The track camera shook for over half of the race, and as he called the race he also said goodbye to his wife, said that he loved the life that he had had in Horse Racing, etc. This may work for risk taking Horse Race fans, but it's DOUBTFUL if football fans (or the NFL) would appreciate it. And I hate to think if that quake had actually been a STRONG QUAKE, which now is VERY POSSIBLE in either Carson or Inglewood. Small quakes are intense enough right on the fault.
	<b>Soils</b>	The soils in this large flat basin area where the fault runs, are soft and facilitate "shaking" ... which simply exacerbates quake damage and "nerves." There is ample information and research about "liquefaction" that needs to be understood (**Note: there are additional rumors about concerns over soil compaction issues at the Carson site.)
	<b>Got Risk?</b>	The owners of either new stadium in LA (as proposed) will have some major seismic risks that they will need to mitigate, both with expensive construction and expensive insurance. But the other question is <u>what is the liability and business risk to the NFL itself</u> ...especially if the NFL knows about these issues and approves the construction? Very scary proposition.
<b>Current Fan Base</b>	<b>55 years of GROWTH in San Diego</b>	San Diego growth has been phenomenal since the Chargers have been in San Diego from the early 1960's. The city has grown from 400,000 to 1.4M. The county from 600,000 to 3.4M, and Tijuana from 100,000 to 1.4M. The growth continues. San Diego is it's OWN MARKET.

	<b>SAN way in front of OAK and STL in current markets</b>	Current year measurements show that San Diego fan attendance is much higher than BOTH OAK and STL, and this is AFTER Fabiani pretty much created a “crisis” and talked thousands of fans out of their seats this year to support his story-line of “crisis.” It didn’t work. Look at local TV ratings as well...same story.
	<b>Rivalries</b>	If the Raider-Charger Carson proposal is seriously looked at, you’d have to consider the fact that you would have to destroy a 4-way AFC West rivalry that dates back to the early 1960’s in the AFL. You’d have to move one of the two teams to the NFC. However if Raiders move to LA where they have a huge fan base, and Chargers stay put, then the rivalry would be <i>enhanced</i> . <i>San Diego and LA sports teams do not like each other...never have.</i>
Don’t Vote With “Backfilling” San Diego in Mind	<b>NBA – Rockets/Clippers</b>	When the NBA moved the Rockets from San Diego to Houston and shocked the community, the NBA tried to back-fill with another team (The Clippers) a few years later. It did not work. Back filling will NOT work in San Diego. NFL has a great location here... for the Chargers. If NFL rips the Chargers out of town, this town will reject any future NFL efforts to put a different team here. NFL will have lost the 6 <sup>th</sup> largest US city, the 4 <sup>th</sup> largest County and that doesn’t count 1.4M people across the border in Tijuana. Again, San Diego is NOT part of a Southern California “mega market” as Carman Policy likes to say. Nobody from San Diego drives to LA to watch the NBA Clippers. NBA viewership in San Diego is LOW as well. Same will happen to NFL.
SD is NOT LA	<b>Red Sox - Yankees</b>	San Diegans largely reject LA sports teams. It would be akin to asking Red Sox fans to support the Yankees.
The LA NFL Crisis	<b>The Here and Now</b>	The NFL now has fans in 3 cities who have been talked out of their seats by lawyers and owners who want more anticipated wealth and revenue. Currently, there is no reasonable place to play in LA for at least 3 years. The LA Coliseum is a pit and was abandoned by the Raiders 20 years ago. The two discussed Stadium sites are located in horrible impoverished areas along a very dangerous earthquake fault (yes, CHEAP LAND). NOTE: Mr. Policy and allies would however be benefited if Raiders left the Bay Area. Who knows how Mr. Fabiani Master of Disaster benefits?
	<b>Is it the BUILDING or the TEAM? What is TEAM? What is a FAN? What is LOYALTY? What is Bi-Directional LOYALTY?</b>	The NFL REALLY needs to answer these questions internally. It is LESS about the building than ever before, unless you feel that Carmon Policy’s empty stadium solution with overpriced license (short term paid) seats is the answer. With Levis Stadium (which was LESS risky than a SD to LA move would be)...the alienated SF fans are GONE. ..and that was just a 60 mile move. “Relocating” the Chargers to LA would be a disaster for the owner, investors and the NFL...NFL would <u>leave a LOYAL FAN base of 55 years, for NO FAN BASE.</u>

	<b>Hands OFF?</b>	The NFL has taken a hands off approach to managing this LA situation and now has a mess. The NFL should have a “Trump-like” division that SPECIALIZES in getting stadiums built in existing NFL cities. Instead, every team has this huge one-off project to build a stadium every 30-50 years. The NFL then wonders why cities and owners can’t get it together. The NFL leaves a huge void that is filled by self-serving opportunists and crisis “experts” like Fabiani, Policy, and investment bankers and owners with wandering minds. Seriously, stadiums are an expensive one-off proposition for a city/county and unlike anything else that they do. Watching from the sidelines, and relying repetitively over and over, year after year, location after location, hoping that a city and team owner can “ <i>come up with something</i> ” is not a “strategy”, when in fact “new stadiums” are central to your go forward NFL business model. NFL needs to <i>lead</i> and take charge, not just each franchise owner.
	<b>Trusts Late to Show</b>	Part of what fueled this desire of both the Spanos family and the Davis family to start looking beyond their current cities was the inability to own NFL teams inside a family trust. This issue wasn’t rectified until May of 2015 with an NFL Owner vote. Both families have had an ailing patriarch owner, where inheritance taxes could possibly force a team sale. Good that it got resolved, but it should be noted that this whole move to LA gained critical mass over a 10 year period while this specific NFL issue was unresolved. It undoubtedly created financial issues in each team’s current market...issues that we aren’t privy to. Should the old trust issue still be a residual driver to leave a city? Issue was solved.
Location Fan Experience	<b>Both LA Sites</b>	SO the NFL is considering TWO Stadiums, on the SAME dangerous fault line, in the same geographic area. Both stadium sites together span a heavily impoverished crime zone, with NOTHING SAFE or ATTRACTIVE around either location. This Mega-Area (a 20 mile circle around both stadium sites), is averaging 2-5 murders EVERY WEEKEND. Sounds great doesn’t it? Let’s build a \$1.5B-\$2.0B stadium, on an incredibly dangerous earthquake fault in a gang infested high crime war zone. Brilliant! Mr. Policy ... that is pure genius. There’s a reason that the land there was cheap! LA is also a “sanctuary city.” It is estimated that 4M illegal aliens live in Los Angeles.
	<b>Mission Valley Location in San Diego</b>	NOTHING location-wise is AS BAD AS LA anywhere in San Diego COUNTY...even if you spent 13 years looking for it. Fault lines are far fewer in San Diego County, and not near as dangerous, and not right under any proposed stadium location. Most say that the absolute worst possible quake in San Diego County would be offshore ... and maybe a 6.5 max. Crime and poverty are not that wide spread in San Diego County. San Diego is NOT a “sanctuary city.” Mission Valley is loaded with hotels, shopping and restaurants already. If things shift back to a downtown stadium location, the same is true there. Public transportation and rail already go to both sites.

## **Ask to see, and FIND the Facts BEFORE you Vote**

Based on everything presented above, please make sure that you verify all of the above to a deep level of understanding. Ask questions, demand evidence, dig deep. As shown above, many things are non-sensical about the proposals, as well as the participants involved. **Don't rely on the proposer's themselves to gather and supply the facts that you need.** Independently Review and analyze:

- **The number of ACTUAL fans attending Levis Stadium through the turnstiles (not "attendance" figures).** If there aren't any fans there, they can't spend anything. That stadium is empty this season, unlike Candlestick used to be, even with bad teams. People/companies are trying to sell their seat licenses. That doesn't look good on TV either. The la-de-dah Superbowl fan experience model doesn't work to develop a full time loyal fan base in a city.
- **How many current San Diego Charger season ticket holders actually live in Los Angeles County (NOT Orange/Riverside/San Bernardino counties)?** 1,000? 2,000? Overlay those numbers on the Santa Clara experience which was a relocation to SAME metropolis and 60-90 miles closer. LA Charger fans represent a minuscule number.
- **Seismic Studies and a plan for NFL collectively to mitigate that risk.** There are LA locations NOT located on fault lines which are NOT in Ghettos. Look at the UCSB June 2015 study and dig deeper.
- **Investigate the background, relationships and intent of ALL the players.** Seriously, do you want people like the architect of the Clinton "vast Right Wing conspiracy" to direct your future? Investment banker Sugar Daddies? PR Consultants? Where did latest FAA "issue" come from? Trouble leads to trouble.
- **DO your OWN fan Assessments of the LA Market.** What teams do people watch NOW on TV from LA, given that there is the ability to watch every game anywhere? You will find that LA is a Raider town 1<sup>st</sup>, Rams town 2<sup>nd</sup>, and Chargers are a distant 3<sup>rd</sup>. Chargers may have TV viewership no better than some other teams watched from LA: Cowboys, Eagles, Denver, Pittsburgh, etc. When the Rams and Raiders left Los Angeles in 1995, there was no Direct TV and no NFL Ticket. If people wanted to watch football on Sunday in 1995, they had to watch their local team on local network affiliates. Rams/Raiders left town anyway. Now is different. NFL's best markets are cities with their own identity...which is complete opposite of LA. That is why both Rams and Raiders left there in 1995. **Don't rely on the proposers to gather the facts that you need.**
- **Most importantly, do some DEEP analysis of what defines a "loyal fan" of a team.** Analyze *HOW* a long-term fan base grows over 50 years, 70 years, etc. Look at Pittsburgh, Dallas, etc....it's NOT about the building that they play in, it's generational! It's city PRIDE! With 55 years in San Diego, there are some very DEEP roots that the NFL would destroy if the Chargers left, which would be lost forever. San Diego would not be pacified with a different team. Rams and Raiders have *some* roots in LA. Do not rely on bogus claims by these outside disruptors that the Chargers have a fan base in LA, or that they represent a SO-Cal mega market. There is a San Diego market (reaching up into Orange, San Bernardino and Riverside Counties, and Tijuana), and then there is potentially an LA Market for some other team. Two separate markets...PERIOD.
- **How much rent do the Chargers pay to play in Qualcomm Stadium now?** How much would they "pay" (capital costs/lease/etc.) under new finance plan in San Diego? What is expense side of equation in Los Angeles (irrespective of Goldman Sachs/Other assistance)? Raising the expense

side of the equation only makes sense if you KNOW that LONG TERM your revenue side of the equation is better. Do Chargers KNOW that in Carson being a 2<sup>nd</sup> fiddle team to the Raiders? Who gets what in this deal?

- **Is Disney really relevant?** They lost a ton with Anaheim Ducks NHL. An NFL loyal team fan base (week in, week out) is not enhanced by the same concepts as found at a kid's amusement park. Different worlds. Multi-media is great, but it is available anywhere.
- **San Diego is a place (entire city) that people love to visit**, so even when the Chargers have a down year, they still draw! Look at this year. San Diego is a great venue for a Superbowl. This will NOT be the case in LA . See Sports Illustrated Article: <http://www.si.com/nfl/2015/12/20/nfl-week-15-chargers-final-home-game-dolphins-philip-rivers>
- **Honestly, the best “outside the box” solution for LA is** for Kroenke to own the Raiders, in LA, at a different location (somewhere off a major fault line). Whatever happens, don't let *The Master of Disaster* (rows 1-2 above) create a disaster for you...he's getting real close...and he is a Master. Have him stick to politics, while you stick to facts. This process does not need false sound bites used as a basis for making a horrible decision.

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Professional Management Consultant, and a 48 year Charger season ticket holder ... 37 years in my name, under family and friends named season tickets for years 38 through 48 going back further. Attended 4-5 games as a child at Balboa Stadium. Our 24 year old daughter has had a season ticket and attended games with us since she was 6 weeks old. In other words, myself, family and friends have fan “roots.”

**Note:** *THIS process has been like a 13 year episode of The Hunger Games.* The process has pitted 3 teams/cities against each other in a dual to the death. Meanwhile, Tens of Thousands of Raider Fans await their team in LA. Everybody sees it. We see it at San Diego Stadium when they drive down to Charger-Raider games (FROM LA) and occupy the parking lot, without even having game tickets. To move the Chargers to LA would be nothing less than a **hi-jacking**, and interfering with common sense and the natural order of things. Within my large set of family and friends, nobody will follow and support the Chargers in LA. We have roots and city pride in San Diego. NFL would lose more than a million fans if team goes to LA. Please don't let the Spanos family fall further in love with a bad idea that they are being led into.

Yes, I'm a little biased, but my bias creates my drive...not new facts. My bias is the emotion of a fan, which can't be bought. Likewise it can't be replaced or pacified with a sound bite. True “fans” deserve best efforts. Your call, vote smart. Thank You.