

Wisconsin's NBA Team: A Generational Opportunity



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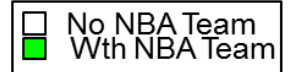
JULY 2015

The Essentials: Wisconsin's NBA Team

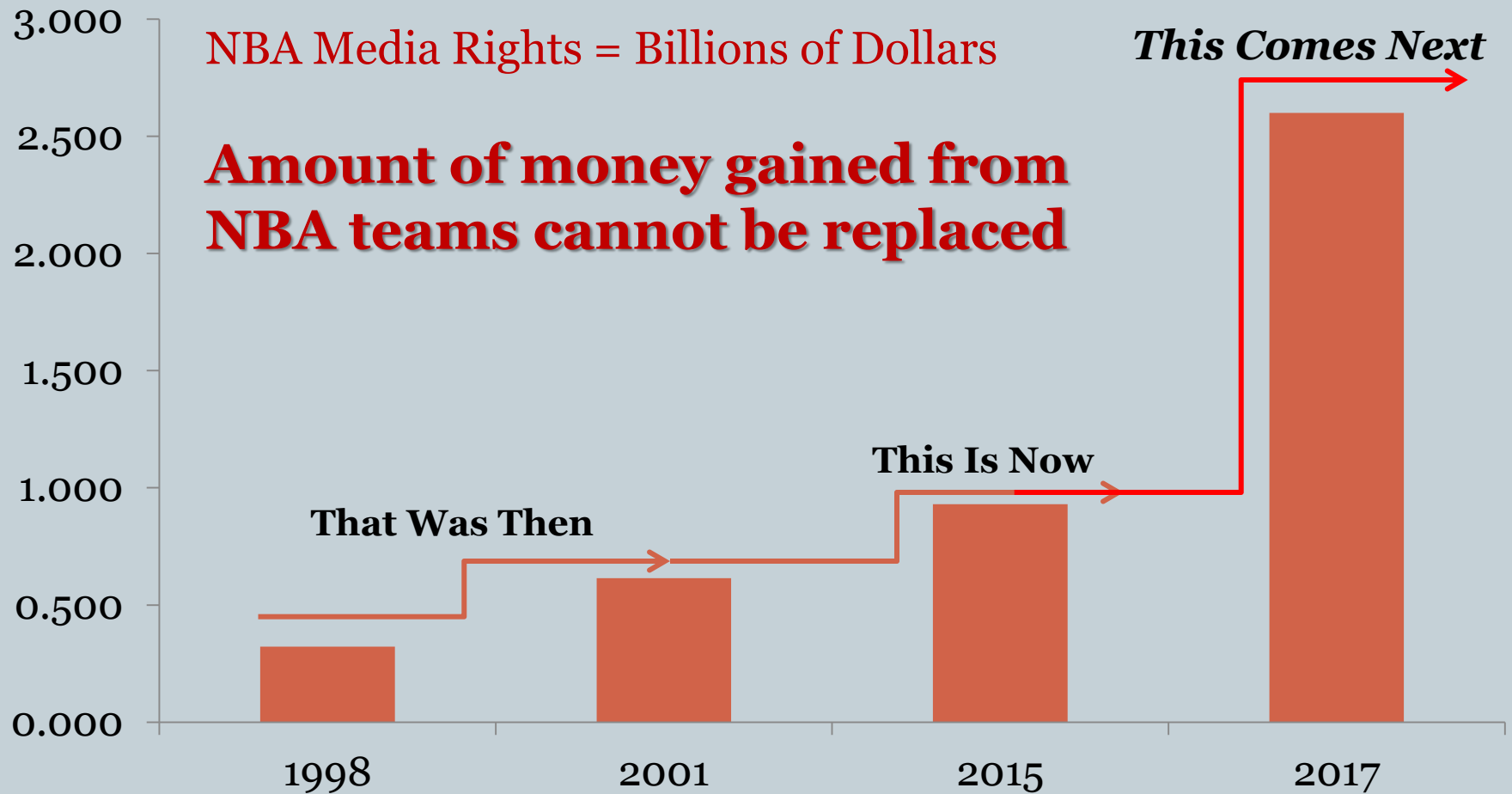


- Participates in a global entertainment industry
- Adds \$130 million in GDP to Wisconsin's economy annually
- Growing to more than \$200 million GDP annual contribution within five years
- Benefits all state residents by paying more than \$6.5 million each year in income taxes now ➔ growing to \$13.0 million annually within 10 years
- For State's \$80 million investment over 20 years, income tax revenues will exceed \$299 million

Wisconsin is 1 of 22 states with an NBA team



NBA Media Rights Changes Everything



The Rare Controlled Experiment: The NBA in Oklahoma

State GDP in Performing Arts, Spectator Sports, Museums and Related Activities Industry



New Orleans Hornets Leave Louisiana and Move to Oklahoma City

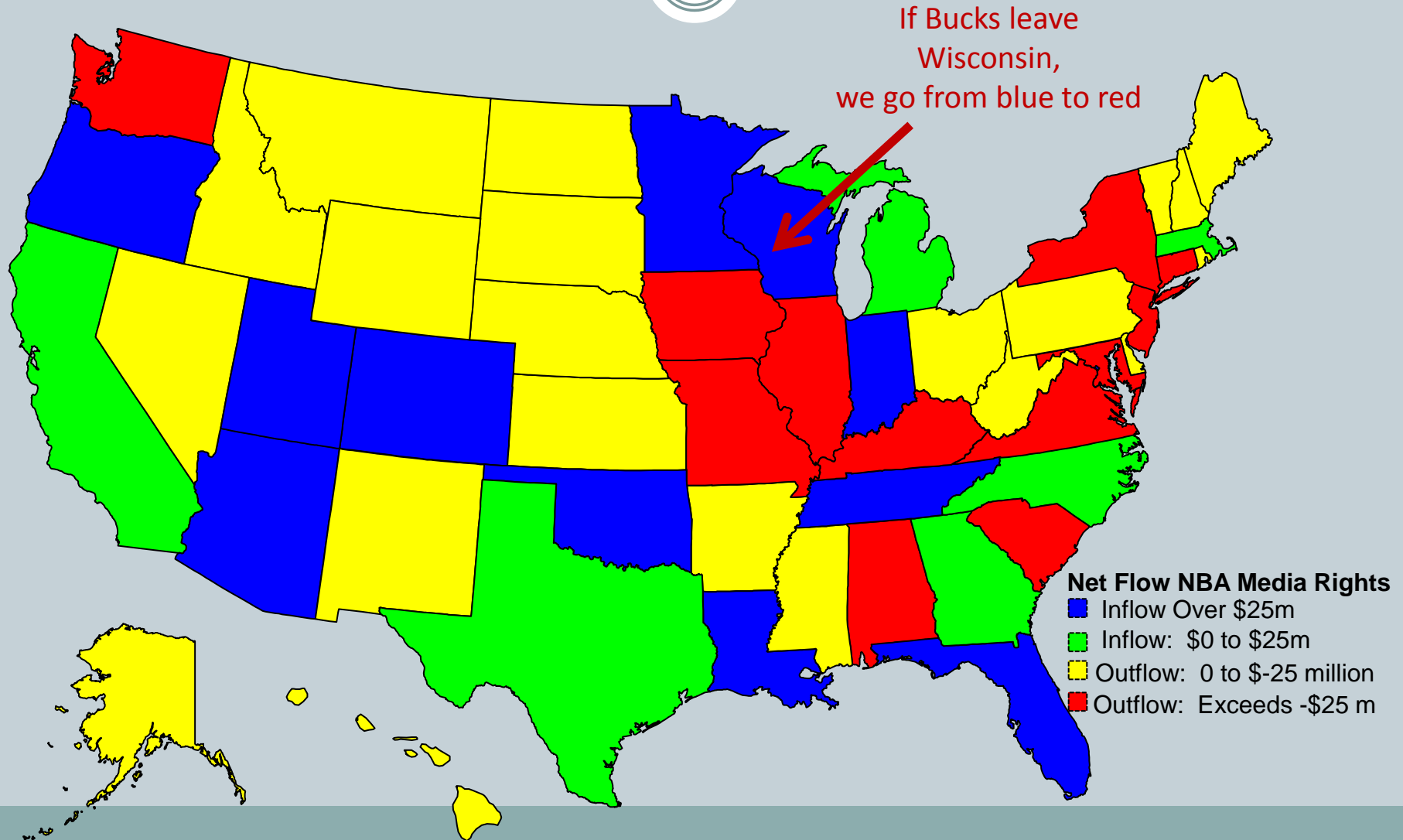
	<u>2005</u>	<u>2006</u>	<u>Change</u>
Louisiana	868	751	-117
Oklahoma	181	317	136

Oklahoma City Hornets Return to Louisiana			
	<u>2007</u>	<u>2008</u>	<u>Change</u>
Louisiana	913	1044	131
Oklahoma	315	263	-52

Amounts in Millions of Dollars

Seattle Supersonics Move to Oklahoma City			
	<u>2008</u>	<u>2009</u>	<u>Change</u>
Oklahoma	263	379	116
Washington	1400	1293	-107

NBA is An Export Industry for Wisconsin



NBA Players Pay Their Own Way



Now	\$M Per Year
Income from NBA Withholding	\$6.5
State pledge to new arena	\$4.0
Net return	\$2.5

*State portion of cost
already covered NOW*

By 2019	\$M Per Year
Income from NBA Withholding	\$10.4
State pledge to new arena	\$4.0
Net return	\$6.4

State net return nearly triples by 2019