



Stadium of the Future: Economic Framework

- Protects the Taxpayers
- Benefits the Entire Community
- Secures the Jaguars in Jacksonville
- 30-Year Lease with Non-Relocation Agreement

Construction Cost Sharing (\$M)

	TOTAL	COJ	JAGUARS
Budgeted Stadium Construction	\$1,250	\$625 50%	\$625 50%
Deferred Capital + Maintenance /Start Up	\$150	\$150 100%	- 0%
TOTAL	\$1,400	\$775 55%	\$625 45%

Budgeted Stadium Construction Peer Market Public Funding

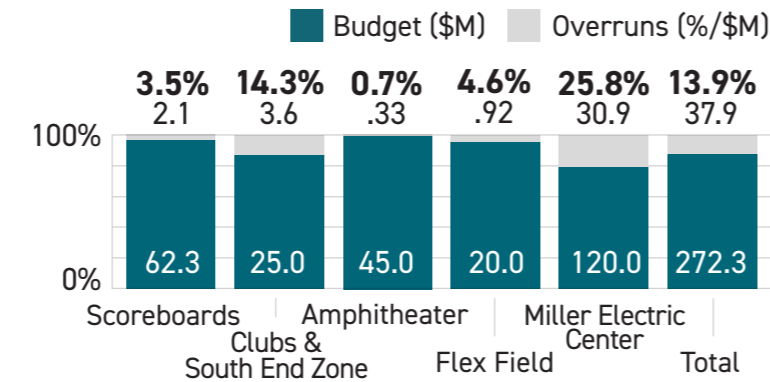
1995 Jacksonville	100%
2000 Cincinnati	100%
2008 Indianapolis	86%
1999 Cleveland	82%
2010 Kansas City	67%
2024 New Orleans	67%
2026 Buffalo	61%
2027 Tennessee	60%
2028 Jacksonville	50%

History of Recent NFL Stadium Cost Overruns (\$M)

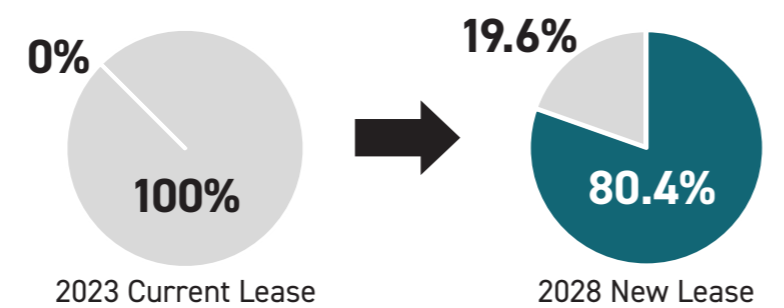
L.A. Rams	107% - 2,840
San Francisco	67% - 576
Atlanta	60% - 600
Buffalo	43% - 600
Minnesota	22% - 215
Las Vegas	13% - 230
Tennessee	TBD

Jaguars responsible for cost overruns

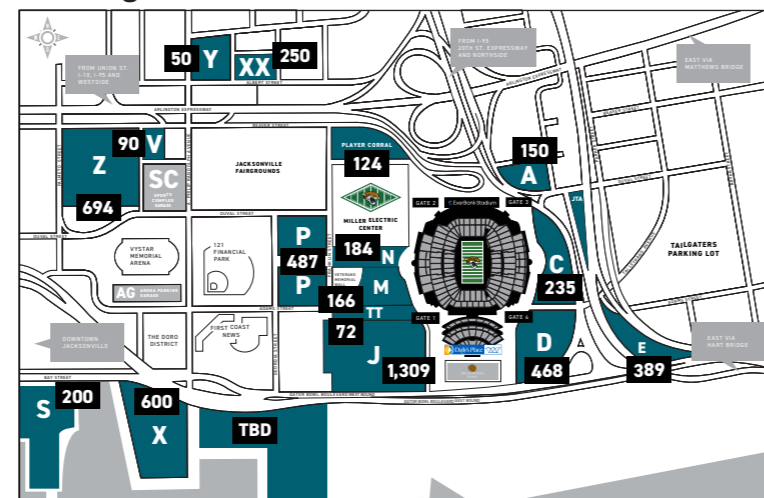
History of Cost Overruns for COJ & Jaguars Capital Projects



NFL Game Day Expenses



Parking



Annual Stadium Rent (\$M)

Jacksonville Current Avg.	0.875
Jacksonville New Avg.	1.350
Buffalo	0.90
New Orleans	0.80
Nashville	3.0 per ticket non NFL events
Cleveland	0.25
Indianapolis	0.25
Kansas City	0.45 + % gross receipts
Cincinnati	City pays team 3.50

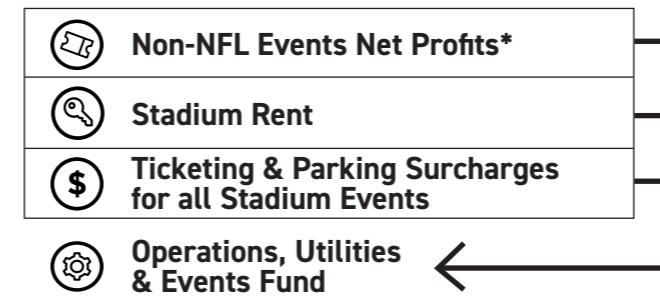
NFL Game Day Advertising & Naming Rights Revenue

Team	City
Jacksonville Current	✓
Jacksonville New	✓
Buffalo	✓
New Orleans	✓
Nashville	✓
Cleveland	✓
Indianapolis	✓
Kansas City	✓
Cincinnati	✓

International Games

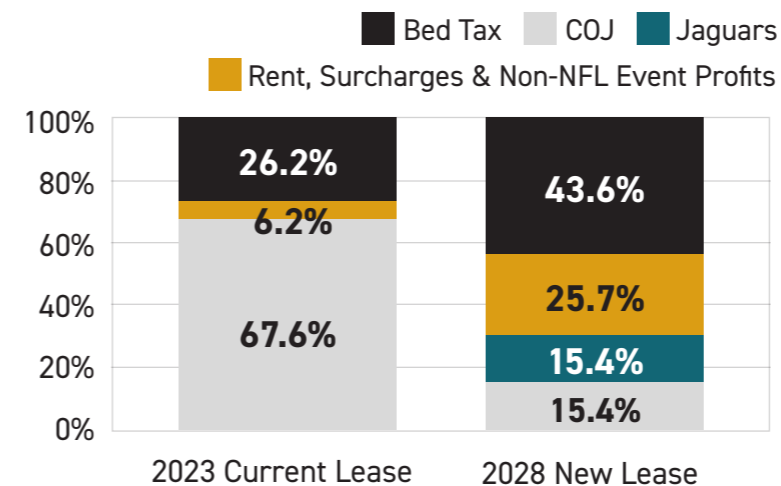
Current Lease	New Lease
Not specifically addressed in lease	One home game annually, per current custom, plus NFL-assigned games

Operations, Utilities & Events Fund



*If the parties do not agree on a particular event, either party can opt out of the event with the remaining party accepting full financial responsibility for the event if they choose to move forward

On-Going Capital, Maintenance, Stadium Operations & Utilities



Stadium Management

Jaguars responsibilities now to include:

- Day-to-day stadium operations
- Develop annual budgets and capital & maintenance plans (subject to joint approval by City & Jaguars)
- Maintain facility to agreed upon standards
- Determine structure & staffing levels to achieve facility goals
- Attract major non-NFL events to the Stadium

Community Benefits Agreement

Construction

During construction, the Jaguars commitment to local community will be driven by:

- Construction Workforce Development Programs
- Jacksonville Small & Emerging Businesses (JSEB)
- Maximize Use of Local Companies & Residents

On-Going

\$150 MILLION invested by COJ and \$150 MILLION invested by the Jaguars in targeted community initiatives including:

- OUTEAST Neighborhood: Community Development & Affordable Housing / Homelessness
- Countywide: Workforce Development & Affordable Housing/Homelessness
- Parks: Development of the Riverfront Plaza, Shipyards West Park, Metropolitan Park and Flex Field Conversion on the Northbank of the St. John's River & Public Park Upgrades Combined with Youth Sports Programming throughout Duval County

Jaguars \$150M contribution will be paid in equal installments over the 30-year term of the new stadium lease

Northbank Development

- Jaguars currently hold the right of first offer on a 4.96 acre parcel west of the Four Seasons & office building site
- Jaguars to receive a \$25M credit for the future purchase, at fair market value, of the 4.96-acre parcel plus adjacent marina basin
- The Jaguars commit to complete a development with a minimum value of \$100M within 4 years of opening the renovated stadium