

# NATIONAL FOOTBALL LEAGUE (NFL) STADIUM & ENTERTAINMENT/RETAIL CENTER CARSON, CA



“The Hacienda” as proposed in 1999  
Rockwell Group and Joe White

## Client

City of Carson

## Contact

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## SPPRE Services

Public/Private Finance and  
Development Advisor

## Project Type

Stadium & Arena Facilities

## Project Overview

A public/private partnership wanted to bring the National Football League (NFL) to the greater Los Angeles area. The partnership believed that 157 acres of vacant land at the intersection of 405 and 110 freeways would make an excellent site for a new stadium to house an NFL Football League expansion team.

Strengthening the position for Carson was the willingness to explore public/private partnership options for the City that would minimize risk for the public and private partners. The City of Carson chose to work with SPPRE for a second time. Mr. Stainback negotiated the first proposed stadium in 1999 with a group lead by Michael Ovitz. Equity investors in the group included Tom Cruise, Kevin Costner, Ervin “Magic” Johnson, and Shaquille O’Neal.

SPPRE responsibilities included: feasibility review, City financial impact, Tax Increment Financing (TIF), Development Agreement and negotiation.