

Mark D. Fabiani
1261 Prospect Street
Suite 9
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October 24, 2002

Mr. Ron Saathoff Chairperson
Finance Committee
Citizens' Task Force on Chargers Issues
C/o San Diego City Manager
202 B Street
San Diego CA

Dear Mr. Saathoff:

The enclosed information is provided by the San Diego Chargers in response to your letter of September 17, 2002. We have provided 20 copies of the information for Task Force members and staff. In addition, the detailed ticket holder zip code information you requested is being sent under separate cover. Please do not hesitate to call with any questions.

Sincerely,

MARK D. FABIANI

Enclosures

Cc: David E. Watson
Task Force Chairperson

CHARGERS FOOTBALL COMPANY, LLC - RESPONSE TO CITIZENS' TASK FORCE REQUEST
LUXURY SUITE INFORMATION
1997 thru 2001 SEASONS

	1997	1998	1999	2000	2001
Total suites available for sale	109	109	109	109	109
# suites leased on a season basis	78	76	71	71	64
Pricing:					
High	\$89,000	\$109,000	\$109,000	\$109,000	\$116,000
Low	\$34,000	\$38,000	\$38,000	\$38,000	\$38,000
Average	\$60,000	\$63,000	\$60,000	\$63,000	\$64,000
Gross annual revenues - season *	\$3,949,000	\$5,180,000	\$4,726,000	\$4,787,000	\$4,147,000
Gross annual revenues - single game *	\$184,000	\$224,000	\$905,000	\$508,000	\$641,000

* Information provided on a cash basis for the year ended 9/30

CHARGERS FOOTBALL COMPANY, LLC - RESPONSE TO. CITIZENS' TASK FORCE REQUEST
TICKET SALES DATA 1997
thru 2001 SEASONS

SEASON*	GENERAL & SRO TICKETS SOLD**	TICKETS PURCHASED BY CITY AND CHARGERS'	TOTAL GENERAL & SRO TICKETS SOLD	TOTAL CLUB TICKETS SOLD	TOTAL SUITE TICKETS SOLD	TOTAL TICKETS SOLD
1997	488,691	53,600	542,291	61,406	13,578	617,275
1998	470,528	106,725	577,253	63,442	13,681	654,376
1999	458,284	146,839	605,123	63,116	13,218	681,457
2000	432,798	173,578	606,376	54,471	12,227	673,074
2001	476,878	129,491	606,369	58,166	11,315	675,850

* Each season (1997 thru 2001) includes 2 preseason games, 8 regular season games and no playoff games

** SRO = Standing Room Only (SRO tickets are sold primarily as extra tickets to Suite Licensees)

*** Includes tickets purchased by the City (pursuant to ticket guaranty) and Qualcomm and the Chargers (pursuant to the Touchdowns For Youth).

CHARGERS FOOTBALL COMPANY, LLC - RESPONSE TO CITIZENS' TASK FORCE REQUEST

GROSS REVENUE FROM HOME TICKET SALES

1997 thru 2001 SEASONS

SEASON*	REVENUE FROM GENERAL & SRO TICKETS**	REVENUE FROM TICKETS PURCHASED BY CITY AND CHARGERS'	TOTAL REVENUE FROM GENERAL & SRO TICKETS	REVENUE FROM CLUB TICKETS	REVENUE FROM SUITE TICKETS****	TOTAL GROSS REVENUE FROM HOME TICKET SALES
1997	\$18,887,177	\$2,228,099	\$21,115,276	\$6,227,225	\$746,790	\$28,089,291
1998	\$18,474,326	\$4,422,956	\$22,897,282	\$6,588,131	\$757,786	\$30,243,199
1999	\$18,170,888	\$6,148,762	\$24,319,650	\$6,672,919	\$731,787	\$31,724,356
2000	\$18,935,586	\$7,968,743	\$26,904,329	\$6,221,746	\$725,362	\$33,851,437
2001	\$20,862,917	\$5,987,363	\$26,850,280	\$6,916,914	\$671,866	\$34,439,060

* Each season (1997 thru 2001) includes 2 preseason games, 8 regular season games and no playoff games. ** SRO = Standing Room Only (SRO tickets are sold primarily as extra tickets to Suite Licensees)

*** Includes tickets purchased by the City (pursuant to ticket guaranty) and Qualcomm and the Chargers (pursuant to the Touchdowns For **Youth**). **** This is for tickets only and does not include the suite license fees.

CHARGERS FOOTBALL COMPANY, LLC. - RESPONSE TO CITIZENS' TASK FORCE REQUEST
MISCELLANEOUS TICKET INFORMATION
1997 thru 2001 SEASONS

	1997	1998	1999	2000	2001
TOTAL PAID TICKETS*	617,275	654,376	681,457	673,074	675,850
COMPLIMENTARY TICKETS ISSUED**	50,295	16,811	15,352	15,940	19,407
TURNSTILE ATTENDANCE	584,895	584,286	588,541	519,667	573,699
"NO-SHOW" TICKETS	82,675	86,901	108,268	169,347	121,558
AVERAGE GENERAL & SRO TICKET PRICE***	\$38.94	\$39.67	\$40.19	\$44.37	\$44.28
AVERAGE CLUB SEAT TICKET PRICE	\$101.41	\$103.84	\$105.72	\$114.22	\$118.92
TOTAL CLUB SEATS AVAILABLE FOR SALE	78,820	78,780	78,780	78,780	78,780

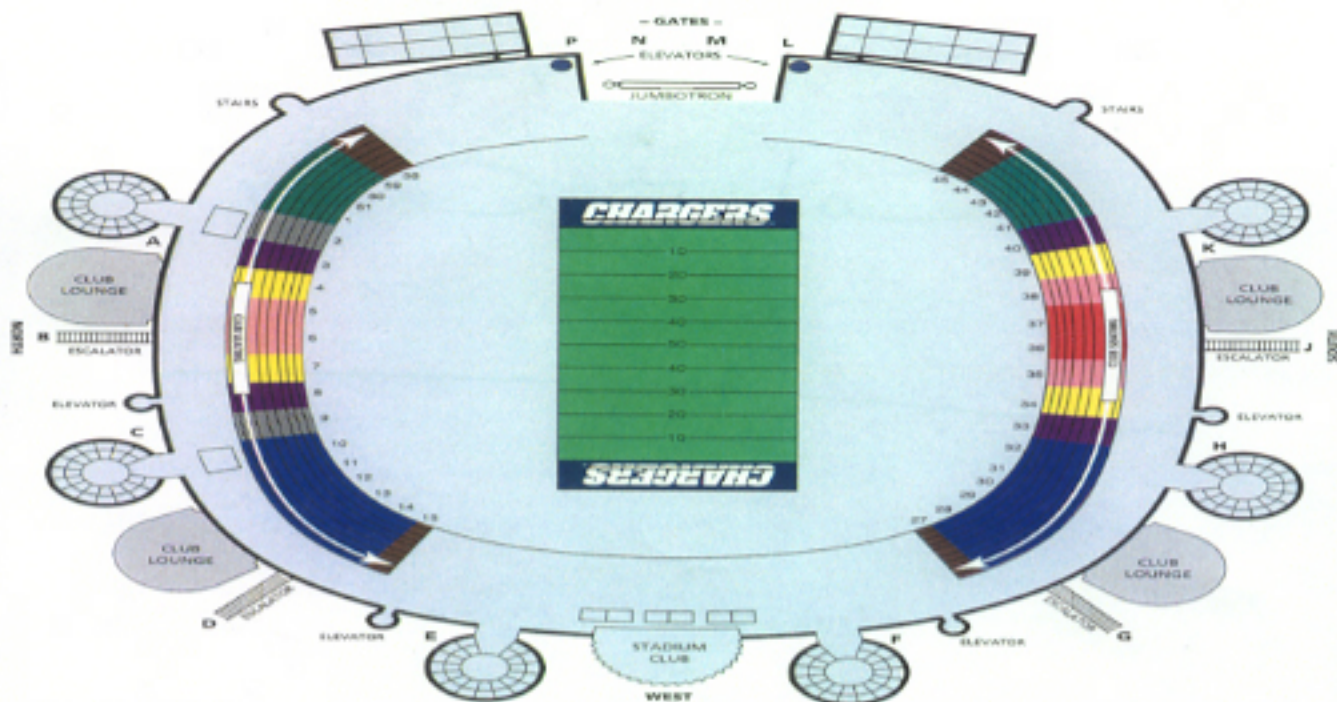
* Includes tickets purchased by the City (pursuant to ticket guaranty) and Qualcomm and the Chargers (pursuant to the Touchdowns For Youth). ** Includes complimentary tickets and tickets issued to pregame & halftime participants. *** SRO - Standing Room Only (SRO tickets are sold primarily as extra tickets to Suite Licensees)

CHARGERS FOOTBALL COMPANY, LLC - RESPONSE TO CITIZENS' TASK FORCE REQUEST
OTHER STADIUM REVENUE SOURCES
1997 thru 2001 SEASONS

	1997	1998	1999	2000	2001
Gross Concession Sales per VSA*	\$4,212,054	\$4,738,915	\$5,021,319	\$4,782,464	\$5,583,860
Concession \$ received by Chargers from VSA	\$1,104,688	\$1,221,277	\$1,331,368	\$1,213,117	\$1,428,890
Gross Novelty Sales per VSA	\$528,568	\$575,795	\$690,878	\$653,646	\$1,043,777
Novelty \$ received by Chargers from VSA	\$166,645	\$190,628	\$241,439	\$205,804	\$362,306
Gross Parking Sales per Ace**	\$824,504	\$1,037,516	\$1,044,542	\$1,269,564	\$1,258,083
Parking \$ received by Chargers	\$751,968	\$960,076	\$960,079	\$1,167,539	\$1,145,904

* **VSA** = Volume Services America (the Stadium concessionaire ** Ace = Stadium parking operator

GOLD CLUB SEATING QUALCOMM STADIUM TERMS & PRICING



	SECTIONS 27, 45	41-44	28-32	33, 40	34, 39	35, 38	36-37
Gold Club South Side	 \$1,030	 \$1,070	 \$1,190	 \$1,580	 \$1,780	 \$2,060	 \$2,220
	 \$1,070	 \$1,110	 \$1,230	 \$1,630	 \$1,850	 \$2,140	 \$2,310
	 \$1,120	 \$1,160	 6-Year Term	 3-Year Term	 1-Year Term		
	SECTIONS 15, 58	1, 59-61	10-14	2, 9	3, 8	4, 7	5-6
Gold Club North Side	 \$1,030	 \$1,070	 \$1,190	 \$1,360	 \$1,580	 \$1,780	 \$2,060
	 \$1,070	 \$1,110	 \$1,230	 \$1,410	 \$1,630	 \$1,850	 \$2,140
	 \$1,120	 \$1,160	 \$1,360	 \$1,550	 \$1,780	 \$2,010	 \$2,330

- Above Prices are per seat/per year
- 6-year and 3-year agreements require a security deposit equal to 50% of the first year's total.
- 6-year agreement prices are fixed for three years w/max increase of 7% annually for remaining years.
- 3-year agreement prices are fixed for first two years w/max increase of 7% in final year.