



File # 100533
Received in Committee
5/11/16
for

Super Bowl 50: City Budget Impact Report

Controller's Office

May 9, 2016

Report Scope & Methodology

- The Mayor's Office and Members of the Board of Supervisors requested that the Controller's Office conduct a post-event analysis of City revenue and expenditure impacts of Super Bowl 50 (SB 50).
- Prior to SB 50, the Controller's Office communicated accounting instructions to City Departments related to all revenue, personnel and non-personnel costs attributable to SB 50 events.
- Focus was on (1) the impact to the City's budget; and (2) additional revenues and/or costs directly related to SB 50 that otherwise would not have occurred.
- Reported numbers reviewed by Controller.
- 19 departments reported direct SB 50 related revenue and/or costs.
- 10 of these 19 departments reported direct SB 50 related net impacts in excess of \$100,000.
- SB 50 Hotel Tax and Sales Tax revenue estimates were based on visitor survey data, occupancy rates, event visitor estimates, and week-to-week and month-to-month comparisons.

Report Scope & Methodology

Departments were instructed to track and report revenues and expenses that:

- Were directly related to SB 50
- Were additional revenues and/or costs that otherwise would not have happened

Included in Report

- Additional City Revenues due to SB 50 (hotel & sales taxes, permit & license fees, rents, parking, etc.)
- Additional City Expenses due to SB 50 (overtime & comp time costs, equipment & materials, contractor labor, etc.)

Not Included in Report

- The number of staff assigned to SB 50 related activities and events
- The total amount of resources devoted to SB 50 related activities and events
- The Opportunity Costs of SB 50 (shifted resources and/or productivity)
 - Redeployment/reassignment of staff and resources that had no incremental revenue or cost impact
 - Revenue impacts within the City due to shifting consumer activity during SB 50 week
 - Non-financial impacts of SB 50 on San Francisco (both positive and/or negative)
 - Impact on staff productivity towards non-SB 50 projects

Super Bowl 50 had an Overall Positive City Budget Impact

Estimated Total City Revenues	\$11.6 million
Estimated Total City Expenses	\$9.6 million
Estimated Net Total Surplus	\$2.0 million
Estimated General Fund Revenues	\$7.3 million
Estimated General Fund Expenses	\$4.7 million
Estimated Net General Fund Surplus	\$2.6 million
Estimated Net General Fund Surplus after Baseline Requirements	\$1.2 million

Key Highlights

- SB 50 Host Committee estimated 1.1 million fans (visitors and residents) attended Super Bowl City and NFL Fan Experience
- SFO Airport passengers up 12.3% over the nine days of SB 50 events
- BART system-wide ridership up 23% (approximately 630K passengers) over the nine days of SB 50 events from Sat 1/30 to Sun 2/7
- BART station exits @ the three downtown SF stations up 35% over this same nine day period
- Largest revenue impacts: Hotel Tax (\$6.2 million) and SFO (\$1.8 million)
- Largest expense impacts: Police (\$4.0 million) and MTA (\$2.5 million)

Departments Reporting Super Bowl 50 Related Impact*

Positive Net Impact > \$100K

- Airport
- City Administrator & Convention Facilities
- Port
- Recreation & Park

Negative Net Impact > \$100K

- Emergency Management
- Fire
- Municipal Transportation Agency
- Police
- Public Health
- Sheriff

Positive Net Impact < \$100K

- Building Inspection
- Planning
- Public Works

Negative Net Impact < \$100K

- Adult Probation
- City Attorney
- Economic & Workforce Development
- Human Services
- Status of Women
- Technology

* Net direct departmental revenues less expenses, before Baseline Allocations. Impact defined as additional revenues and costs due to SB 50 that otherwise would not have happened. Opportunity costs, resource reallocations and/or impacts on staff productivity due to SB 50 not considered.

Departments Reporting No SB 50 Related Revenue or Cost Impact*

- Arts Commission
- Assessor Recorder
- Board of Appeals
- Board of Supervisors
- District Attorney
- Elections
- Ethics Commission
- Human Resources
- Human Rights Commission
- Juvenile Probation
- Mayor's Office of Housing & Community Development
- Office of Citizen Complaints
- Office of Community Investment & Infrastructure
- Public Defender
- Public Library
- Public Utilities Commission
- Rent Board
- War Memorial

* Direct impact, before Baseline Allocations. Impact defined as additional revenues and costs due to SB 50 that otherwise would not have happened. Opportunity costs, resource reallocations and/or impacts on staff productivity due to SB 50 not considered.

Summary of Super Bowl 50 Related Revenue and Expenses (\$1,000s)

Department	Revenue			Expenses ²			Net			
	General		Total	General		Total	General			Total inc. Baselines ¹
	Fund (GF)	Non-GF		Fund (GF)	Non-GF		Fund (GF)	Non-GF	Total	
Airport	\$90.9	\$1,747.0	\$1,837.9	\$0.0	\$299.5	\$299.5	\$90.9	\$1,447.6	\$1,538.4	n/a
City Administrator (incl Conv. Fac.)	\$2.9	\$1,561.4	\$1,564.3	\$0.0	\$905.4	\$905.4	\$2.9	\$656.0	\$659.0	n/a
Emergency Management	\$0.0	\$0.0	\$0.0	\$244.9	\$0.0	\$244.9	(\$244.9)	\$0.0	(\$244.9)	n/a
Fire	\$37.5	\$0.0	\$37.5	\$407.6	\$0.0	\$407.6	(\$370.0)	\$0.0	(\$370.0)	n/a
Municipal Transportation Agency	\$0.0	(\$306.2)	(\$306.2)	\$0.0	\$2,509.3	\$2,509.3	\$0.0	(\$2,815.4)	(\$2,815.4)	(\$2,169.8)
Police	\$31.3	\$960.5	\$991.9	\$3,070.5	\$960.5	\$4,031.1	(\$3,039.2)	\$0.0	(\$3,039.2)	n/a
Port	\$0.0	\$295.8	\$295.8	\$0.0	\$193.0	\$193.0	\$0.0	\$102.7	\$102.7	n/a
Public Health	\$20.8	\$0.0	\$20.8	\$219.0	\$0.0	\$219.0	(\$198.2)	\$0.0	(\$198.2)	n/a
Recreation & Park	\$214.7	\$0.0	\$214.7	\$92.9	\$0.0	\$92.9	\$121.8	\$0.0	\$121.8	n/a
Sheriff	\$0.0	\$5.8	\$5.8	\$251.2	\$5.8	\$257.0	(\$251.2)	\$0.0	(\$251.2)	n/a
Subtotal Dept (10) > \$100K net	\$398.1	\$4,264.3	\$4,662.5	\$4,286.1	\$4,873.4	\$9,159.5	(\$3,887.9)	(\$609.1)	(\$4,497.0)	n/a
Subtotal Dept (9) < \$100K net	\$163.5	\$9.7	\$173.2	\$404.1	\$0.0	\$404.1	(\$240.6)	\$9.7	(\$230.9)	n/a
Estimated Hotel Tax	\$6,169.9	\$0.0	\$6,169.9	\$0.0	\$0.0	\$0.0	\$6,169.9	\$0.0	\$6,169.9	n/a
Estimated Sales Tax	\$550.0	\$0.0	\$550.0	\$0.0	\$0.0	\$0.0	\$550.0	\$0.0	\$550.0	n/a
Grand Total	\$7,281.5	\$4,274.0	\$11,555.6	\$4,690.2	\$4,873.4	\$9,563.6	\$2,591.4	(\$599.4)	\$1,992.0	n/a
Children's Services & Disconnected Transitional-Aged Youth Baseline										\$368.5
Library Baseline										\$156.0
SFUSD Public Education Enrichment Fund Baseline										\$148.5
							Less Baseline Requirements ¹		\$1,388.0	
							Net General Fund Surplus		\$1,203.3	

¹ For Baseline Allocation details see slide 16 Revenue Allocations.

² Costs not included for the following projects coinciding with SB 50: \$75K for Market St WiFi Improvements; \$550K for Moscone Radio Improvement; \$619K for Installation of MTA Overhead Line Switch; and \$119.6K for Old Mint Refurbishment. See slides 32-33 for additional details.

Note: Revenue totals do not include grants received by Asian Art Museum (\$17K) and Dept of Children, Youth and Their Families (\$50K) from Super Bowl 50 Host Committee. See slide 28 for details.

Departments Reporting Super Bowl 50 Related Impact under \$100K*

Department (\$1,000s)	Revenue			Expenses			Net			
	General			General			General			Total inc.
	Fund	Non-GF	Total	Fund	Non-GF	Total	Fund	Non-GF	Total	Baselines ¹
Adult Probation	\$0.0	\$0.0	\$0.0	\$19.0	\$0.0	\$19.0	(\$19.0)	\$0.0	(\$19.0)	n/a
Building Inspection	\$0.0	\$9.7	\$9.7	\$0.0	\$0.0	\$0.0	\$0.0	\$9.7	\$9.7	n/a
City Attorney	\$0.0	\$0.0	\$0.0	\$68.0	\$0.0	\$68.0	(\$68.0)	\$0.0	(\$68.0)	n/a
Economic & Workforce Development	\$0.0	\$0.0	\$0.0	\$47.6	\$0.0	\$47.6	(\$47.6)	\$0.0	(\$47.6)	n/a
Human Services	\$0.0	\$0.0	\$0.0	\$11.6	\$0.0	\$11.6	(\$11.6)	\$0.0	(\$11.6)	\$57.9
Planning	\$3.3	\$0.0	\$3.3	\$3.3	\$0.0	\$3.3	\$0.1	\$0.0	\$0.1	n/a
Public Works	\$80.6	\$0.0	\$80.6	\$64.1	\$0.0	\$64.1	\$16.5	\$0.0	\$16.5	n/a
Status of Women	\$0.0	\$0.0	\$0.0	\$40.0	\$0.0	\$40.0	(\$40.0)	\$0.0	(\$40.0)	n/a
Technology	\$79.7	\$0.0	\$79.7	\$150.6	\$0.0	\$150.6	(\$70.9)	\$0.0	(\$70.9)	n/a
Total	\$163.5	\$9.7	\$173.2	\$404.1	\$0.0	\$404.1	(\$240.6)	\$9.7	(\$230.9)	n/a

¹ For Baseline Allocation details see slide 16 Revenue Allocations.

* Net direct departmental revenues less expenses.

Supplemental Information and Reference Materials

Departments Reporting Super Bowl 50 Related Impact under \$100K*

Positive Net Impact < \$100K

- **Building Inspection:** SB 50 permit fees = \$9,700
- **Planning:** SB 50 permit fees = \$3,311; Staff costs = (\$3,258); Net = \$53
- **Public Works:** Permit revenue = \$80,435; Fee for lost keys = \$125; Barricade costs = (\$32,399); Staff costs = (\$31,701); Net = \$16,460

Negative Net Impact < \$100K

- **Adult Probation:** Overtime costs for staff present at SB 50 event to enforce Public Safety in collaboration with SFPD = (\$18,974)
- **City Attorney:** Support for requesting departments = (\$68,038)
- **Economic & Workforce Development:** Staff costs = (\$47,596)
- **Human Services:** Employee costs for JobsNow public service trainees = (\$11,558)
- **Status of Women:** Public outreach for anti-human trafficking campaign = (\$40,000)
- **Technology:** Reimbursement from SB 50 Host Committee = \$79,656; Overtime Costs for Public Safety Wiring, Communications and miscellaneous = (\$89,791); Net = (\$10,135)

* Net direct departmental revenues less expenses, before Baseline Allocations. Impact defined as additional revenues and costs due to SB 50 that otherwise would not have happened. Opportunity costs, resource reallocations and/or impacts on staff productivity due to SB 50 not considered.

Estimated Hotel Tax Revenue

Assumptions

- 2 persons per room
- Approximately 34,000 hotel rooms in San Francisco

	Hotel Occupancy	Avg. Daily Rate	RevPAR ¹	Hotel Tax ² (\$1,000s)		Hotel Occupancy	Avg. Daily Rate	RevPAR ¹	Hotel Tax ² (\$1,000s)
2/4/16	84.2%	\$414.31	\$348.91	\$1,660.8	1/28/16	75.5%	\$202.97	\$153.33	\$729.9
2/5/16	88.1%	\$526.47	\$463.78	\$2,207.6	1/29/16	67.9%	\$187.62	\$127.30	\$606.0
2/6/16	90.7%	\$531.38	\$482.00	\$2,294.3	1/30/16	74.0%	\$183.99	\$136.17	\$648.2
2/7/16	86.6%	\$523.12	\$452.78	\$2,155.2	1/31/16	60.3%	\$205.00	\$123.69	\$588.8
Total				\$8,318.0					\$2,572.8
Net Increase				\$5,745.2					
Short-Term Rental (STR) Impact				\$424.7					
Total SB 50 Estimated Hotel Tax				\$6,169.9					

¹ RevPAR is "revenue per available room-night" and is defined as the occupancy rate multiplied by the average daily rate.

² Hotel Tax is defined as RevPAR multiplied by the number of hotel rooms in the city (34,000) multiplied by that tax rate (14%).

Note: Hotel Tax Revenue budget at \$384.1 million in FY 2015-16, or \$1.05 million on average per day.

Source for Occupancy %, ADR and RevPAR is SFTravel daily occupancy and room rate data.

Estimated Super Bowl 50 Sales Tax Revenue = \$550,000

- SB 50 Sales Tax estimate is based on:
 - 1) Estimated spending by SB 50 hotel guests
 - 2) Estimated spending by regional visitors – number of visitors based on BART data
- SB 50 hotel guests assumed to be:
 - 1) All of the additional hotel guests as compared to the preceding weekend
 - 2) 80% of the “typical” number of hotel guests for this time period
- Estimated Sales Tax based on an assumed \$300 of non-hotel spending per person per day for SB 50 related hotel guests – this is \$127 more than the regularly assumed \$173 of non-hotel spending per person per day (figure based on SF Travel Association 2014 Visitor Profile)
- Sales Tax Revenue budgeted at \$172.9 million in FY 2015-16, or \$474K on average per day

Estimated Sales Tax Revenue

Type of Spending	Visitor Days	Per Diem Spending	Est. 1% Sales Tax Generated
[1] SB 50 Regional Visitors (Day Trips)	219,035	\$103	\$225,606
[2] SB 50 Additional Hotel Occupancy Spending	48,839	\$300	\$146,516
[3] SB 50 Hotel Visitors Increased Spending			
<i>High: 100% of overnight visitors SB 50 event attendees</i>	188,868	\$127	\$239,862
<i>Low: 60% of overnight visitors SB 50 event attendees</i>	93,785	\$127	\$119,107
		High (100%)	\$610,000
		Low (60%)	\$490,000
		Midpoint (80%)	\$550,000

- [1] **SB 50 Regional Visitors (Day Trips):** represents spending by visitors traveling into the City on BART to attend SB 50 related events. Estimates are derived from increases in BART system exits in downtown San Francisco from January 30, 2016 through February 7, 2016 vs. comparable time period in January 2016. This increase in riders (approx. 277k) is prorated by an assumed 79% of entries from outside of the City based on BART ridership data. The per diem amount represents an estimate of average City day-tripper spending based on SF Travel data.
- [2] **SB 50 Additional Hotel Occupancy Spending:** represents spending by visitors who were induced to come to the City by SB 50, absent SB 50 and related events they would not have come to SF. This is calculated by subtracting occupancy from February 4, 2016 through February 7, 2016 from occupancy during the same period in the prior week. The per diem amount represents an estimate of average SB 50 visitor spending \$300 per day.
- [3] **SB 50 Hotel Visitors Increased Spending:** represents spending by visitors attending the SB 50 and related events who are displacing other would be visitors to the City. The exact number of SB 50 visitors staying in hotels is unknown. This range assumes that number is somewhere between 60% and 100% of all hotel visitors from February 4, 2016 through February 7, 2016 based on advance booking information received from SF Travel. The per diem amount represents an estimate of average spending by SB 50 hotel visitors (\$300/day) offset by average spending by non-SB 50 hotel visitors (\$173/day).

Estimated Sales Tax Revenue – Additional Hotel Occupancy

- Additional details regarding the hotel occupancy rate, the number of hotel guests and the estimated sales tax data used for item [2] on preceding slide

	Hotel Occupancy	Guests	Estimated 1% Sales Tax (\$1,000s)		Hotel Occupancy	Guests	Estimated 1% Sales Tax (\$1,000s)
2/4/16	84.2%	57,266	\$106.7	1/28/16	75.5%	51,370	\$89.0
2/5/16	88.1%	59,903	\$121.3	1/29/16	67.9%	46,140	\$80.0
2/6/16	90.7%	61,681	\$121.3	1/30/16	74.0%	50,328	\$87.2
2/7/16	86.6%	58,857	\$124.6	1/31/16	60.3%	41,030	\$71.1
Total			\$473.9				\$327.3
Net Increase			\$146.5				

Discretionary General Fund Revenue from Estimated SB 50 Hotel Tax, Sales Tax and SFO Annual Service Payment

SFO Annual Service Payment (ASP) - Concessions		\$90,870
Hotel Tax	14.0000%	\$6,169,870
Sales Tax		
Sales Tax (Local Discretionary Share to General Fund)	1.0000%	\$550,000
Dedicated Realignment & Public Safety	2.0625%	\$1,134,375
Non-CCSF Local Transit & School	1.5000%	\$825,000
Subtotal - SFO ASP plus Local Sales Tax plus Hotel Tax		\$8,770,115
Less Non-Discretionary Portion		
Dedicated Realignment & Public Safety	2.0625%	(\$1,134,375)
Non-CCSF Local Transit & School	1.5000%	(\$825,000)
Baseline Requirements from Discretionary GF Revenue	20.3800%	(\$1,388,029)
Net Discretionary GF Revenue from Hotel & Sales Tax & SFO ASP		\$5,422,711

Revenue Allocations – Hotel Tax, Sales Tax and SFO Annual Service Payment (ASP)

San Francisco Sales Tax Rate = 8.75%

4.1875% to State

1.5000% to Non-CCSF Local Transit & Schools

(0.5% SF County Transportation Authority; 0.5% BART; 0.25% Local Transportation Tax; 0.25% SF Public Financing Authority)

3.0625% to General Fund

2.0625% to Realignment & Public Safety – state formula

1.0000% is Discretionary General Fund Revenue

San Francisco Hotel Tax Rate = 14%

The entire 14% is Discretionary General Fund Revenue.

Estimated SB 50 related SFO Annual Service Payment = \$90, 870

Baseline Funding from Discretionary General Fund Budgeted Revenues (14% Hotel Tax, 1% Sales Tax and SFO ASP)

79.62% to General Fund and Reserves

20.38% to Baselines	Municipal Transportation Agency (MTA)	9.19%	\$625,907
	Children’s Services	4.83%	\$328,959
	Library	2.29%	\$155,966
	SFUSD (PEEF ¹ Contribution)	2.04%	\$138,939
	Office of Early Childhood Education (HSA)	1.02%	\$69,470
	Disconnected Transitional-Aged Youth	0.58%	\$39,502
	MTA Population Baseline	0.29%	\$19,751
	SFUSD (PEEF ¹ Baseline)	0.14%	\$9,535
	Total Allocated	20.38%	\$1,388,029

¹ PEEF = Public Education Enrichment Fund

Police – Super Bowl 50 Impact Analysis

	Overtime Hours	Estimated Costs	Estimated Reimbursement/ Revenue Amount	Net
General Fund				
Anticipated Planned Events ^{1 2}	21,670	\$1,680,509	\$0	\$1,680,509
Unanticipated Costs ³	5,588	\$594,464	\$31,337	\$563,127
Security Related Enhancements ^{4 5}	8,421	\$675,885	\$0	\$675,885
Comp Time	2,092	\$119,690	\$0	\$119,690
Subtotal	37,771	\$3,070,548	\$31,337	\$3,039,211
Non-General Fund ⁶	12,387	\$960,534	\$960,534	\$0
Total	50,158	\$4,031,082	\$991,871	\$3,039,211

¹ Seven planned events: (1) SB City (9 days); (2) NFL Experience (9 days); (3) ESPN Marina Greens (7 days); (4) Media Booth (9 days); (5) NFL Honors Night; (6) Owners Event; (7) Treasure Island Players Party.

² Costs exceeded initial estimate due to larger attendance at SB City, especially during the concerts.

³ Events / Crowd sizes exceeded projections or capacity requiring additional officers. The revenue amount of \$31,337 is for the 14.7% Admin Fee for 10B Overtime Third Party Payor Events.

⁴ Security protocols added after San Bernardino and Paris attacks.

⁵ Reimbursement request for the cost of the security protocol enhancements added has been submitted to Urban Areas Security Initiative (UASI). The reimbursement amount of \$675,885 is pending consideration.

⁶ Federal, State, and 10B Overtime Third Party Payor Funds; SFPD Overtime Costs for SFO not included here (that \$235,653 included as part of SFO Departmental Expenses).

Note: Date range is Sat, Jan 30, 2016 to Sun, Feb 7, 2016.

Port of SF – Super Bowl 50 Impact Analysis

	Revenue	Expenses	Net
Port Direct Labor ¹	\$0	\$182,134	(\$182,134)
Non-Personnel Service Costs ²	\$0	\$10,892	(\$10,892)
License Fees ³	\$94,000	\$0	\$94,000
Parking Meters ⁴	\$12,000	\$0	\$12,000
Port Percentage Rents ⁵	\$98,500	\$0	\$98,500
Other Participation Income ⁶	\$91,250	\$0	\$91,250
Total	\$295,750	\$193,026	\$102,724

¹ Total of 2,564 hours; includes salary and fringe for existing staff for SB 50 planning, preparations, event support Emergency Operations Center (EOC) and Department Operations Center (DOC) mobilizations; includes comp time hours.

² Security (\$7,257); Copying (\$192); Cleaning of conference room (\$3,443).

³ Net license fees received per SF Port Real Estate. Participation rents from tenant events, if any, may be reportable under applicable lease provisions for such use.

⁴ Portwide parking meter revenues increased; indicates more than full offset of meter revenue lost from street closures in the event area.

⁵ Estimated revenue based on 5% increase in February 2016 as compared to average total rents for Jan 2016, Feb 2015, and Jan 2015. February 2016 total rent was approximately \$1.97 million.

⁶ For Pier 27 JRH Cruise Terminal, the Port receives 50% split of event revenues; Gross special events SB 50 revenue from 2/2-2/7/16 was \$182,500.

Municipal Transportation Agency – Super Bowl 50 Impact Analysis

Revenue	Actuals	Expenses	Actuals
Meter Revenue Loss	(\$62,400)	<u>Transit Costs</u>	
Parking Citation Revenue Loss	(\$477,457)	Labor-Services ²	\$1,602,213
Fare Revenue Increase ¹	\$198,122	Non Labor (Prof Svcs/Supplies)	\$2,111
Special Events Sales	\$1,855	sub-total	\$1,604,324
Subtotal Revenue	(\$339,880)		
		<u>Sustainable Streets Costs</u>	
<u>Other SB 50 Revenues Assumed in Budget</u>		Labor-Enforcement ²	\$536,196
SB 50 Street Closure Permit Applications ³	\$4,136	Labor-Others ²	\$66,447
MTA Service Fees ⁴		Non Labor (Prof Svcs/Supplies)	\$96,057
Dick Clark Productions (NFL Honors Awards)	\$6,897	sub-total	\$698,700
Pier 70 Partners (Concerts on 2/4 & 2/5)	\$4,023		
SF Giants (Metallica Concert)	\$18,653	<u>Communications Costs</u>	
Subtotal Revenue	\$33,709	Non Labor (Prof Svcs/Supplies)	\$143,101
		sub-total	\$143,101
Total Revenues	(\$306,171)		
		<u>Planning/Meeting Costs</u>	
MTA Baseline Allocation	\$625,907	Labor	\$14,922
MTA Population Baseline Allocation	\$19,751	Non Labor (Prof Svcs/Supplies)	\$14,499
Total MTA Baseline Allocation	\$645,658	sub-total	\$29,421
		<u>Permit & Service Costs</u>	\$33,709
		Total Expenses	\$2,509,255
		Net Revenue less Expenses	(\$2,815,426)
		Net After Baseline	(\$2,169,768)

¹ Estimate based on change from prior week.

² Includes \$94,905 in comp time expenses (\$13,927 in Labor-Services, \$52,804 in Labor-Enforcement, \$28,174 in Labor-Others).

³ Direct Labor plus Direct Non-Labor plus CPI plus Agency Overhead - applied to all fees.

⁴ Based on actual staff plus overhead costs (e.g. PCOs, Traffic signage, Transit re-routing, ISCOTT planning, Street closures, Traffic management/direction, Communication/noticing).

San Francisco International Airport – Super Bowl 50 Impact Analysis

Category	Revenue
Airline Landing Fees	\$617,166
Passenger Facility Charges	\$493,528
FBO (Signature Flight Support)	\$29,058
Food & Beverage Concessions	\$80,836
Retail Concessions	\$46,378
Rental Cars	\$69,092
Transportation and Facilities Fee (AirTran Fee)	\$92,349
Ground Transportation Trip Fees	\$230,993
Public Parking	\$178,502
Total Revenue¹	\$1,837,901

\$90,870 of the \$1,837,901 Total Revenue amount accrues to the City's General Fund as part of SFO's Annual Service Payment.

The remaining \$1,747,031 of Revenue remains with SFO.

Category	Expenses
Signage - Graphics	\$3,100
Signage - Printing	\$8,994
Flyers - Printing	\$1,264
Volunteer and Wag Brigade Uniforms	\$7,564
New South Parking Tow Tents	\$7,635
SFPD Overtime (3,266 hours)	\$235,653
Custodial Overtime (280 hours)	\$11,687
Airport Duty Manager Overtime (4 hours)	\$356
EOC Communications Center (13 hours)	\$766
Volunteers (337 hours)	\$22,436
Total Expenses	\$299,455

The \$299,455 in Expenses are all SFO non-General Fund costs.

**Net Revenue less Expenses is
\$1,538,446**

¹ \$90,870 of this amount will go to the General Fund via the Annual Service Payment from SFO to City.

San Francisco International Airport – Super Bowl 50 Impact Analysis

	9 Days (Monday - Tuesday in February)				Variance		Variance %	
	2015 Adjusted Baseline ¹		2016 Super Bowl					
Passengers:								
Enplaned	520,127		586,014		65,887		12.7%	
Deplaned	521,945		583,809		61,864		11.9%	
Total Passengers	1,042,072		1,169,823		127,751		12.3%	
Revenue:	\$ to Tenant	Rev to Airport	\$ to Tenant	Rev to Airport	\$ to Tenant	Rev to Airport		
Airline Landing Fees	n/a	\$3,262,481	n/a	\$3,879,646		\$617,166	18.9%	
FBO (Signature Flight Support)	n/a	\$272,484	n/a	\$301,542		\$29,058	10.7%	
Passenger Facility Charges (PFC)	n/a	\$4,025,732	n/a	\$4,519,260		\$493,528	12.3%	
Food & Beverage Concessions	\$4,514,703 ²	\$541,764	\$5,188,334 ²	\$622,600	\$673,630	\$80,836	14.9%	14.9%
Retail Concessions	\$2,590,233 ²	\$310,828	\$2,976,717 ²	\$357,206	\$386,484	\$46,378	14.9%	14.9%
Rental Cars	\$11,505,717 ³	\$1,150,572	\$12,196,633 ³	\$1,219,663	\$690,916	\$69,092	6.0%	6.0%
Airtrain Fee	n/a	\$783,807	n/a	\$876,156		\$92,349	11.8%	
Ground Transportation Trip Fees	n/a	\$489,301	n/a	\$720,294		\$230,993	47.2%	
Public Parking	n/a	\$2,216,241	n/a	\$2,394,743		\$178,502	8.1%	
Total Revenue	\$18,610,653	\$13,053,210	\$20,361,683	\$14,891,111	\$1,751,030	\$1,837,901	9.4%	14.1%
Annual Service Payment (ASP)	n/a	\$706,306 ⁴	n/a	\$797,176 ⁴		\$90,870	12.9%	

¹ Raised February 2015 baseline by 3.1% to account for "normal" passenger growth. This increases baseline revenue estimates as well.

² Terminal food & beverage and retail concession gross sale is estimated based on a 12% margin on the tenant's gross sales.

³ Rental car gross sale is estimated based on a 10% margin on the rent to the airport.

⁴ ASP estimated as 15% of Concession Revenue as defined in Lease Agreements (Food & Beverage, Retail, Rental Cars, Ground Transportation and Parking).

Recreation & Park – Super Bowl 50 Impact Analysis

Revenue

NFL Flag Football at Beach Chalet Soccer Fields - Facility Fees	\$13,680
ESPN at Marina Green	\$28,080
Sponsor Activation at Union Square	\$51,954
ATT and Verizon Cells On Wheels (COWs)	\$10,600
Uber Flag Football Game at Kimbell	\$260
Youth Flag Football Practices at Kimbell and Beach	\$300
Nike Running Event at Kezar	\$6,965
Kettel One Event at Kezar	\$6,582
Super Bowl City - Invoiced Host Committee for fees, turf regeneration and etc.	\$96,247
Total Revenue	\$214,668

Labor & Non-Labor Costs

Actual Labor Costs	\$36,680
Estimate Labor and Non-labor costs for replanting two 36" trees at Sue Bierman (on-going)	\$896
Estimated Labor Costs for Turf Regeneration at Sue Bierman (on-going)	\$20,278
Estimated Non-Labor cost for Turf Regeneration at Sue Bierman (on-going)	\$35,014
Total Labor & Non-Labor Costs	\$92,868

Net Revenue less Expenses **\$121,800**

City Admin & Convention Facilities – Super Bowl 50 Impact Analysis

	Revenues	Costs	Net
General Fund			
Entertainment Commission	\$2,946 ¹	\$0	\$2,946
Non-General Fund			
Treasure Island Development Authority	\$88,750 ²	\$3,584 ³	\$85,166
Convention Facilities	\$1,385,807 ⁴	\$879,650 ⁵	\$506,157
City Hall Events	\$86,812 ⁶	\$22,130 ⁷	\$64,682
Subtotal Non-General Fund	\$1,561,369	\$905,364	\$656,005
Total	\$1,564,315	\$905,364	\$658,951

¹ Loudspeaker & event permits for six SB 50 concerts.

² \$49k permit fee for NFL commissioner's party (1,200-1,500), \$20k permit for Maxim SB Party (2,000-3,000), \$12k parking lot rental fee, and \$7,500 in permits for mobile cell sites.

³ Signage, barricades, and contracted event staffing (\$1,685). TIDHI (\$1,900).

⁴ Revenues from rent \$911k, food and beverage \$291k, and ancillary services \$184k.

⁵ Contractor labor costs.

⁶ Invoiced charges for rent, security, and labor.

⁷ Direct labor charges.

Note: SB 50 did result in the displacement of a previously reserved event at the Moscone Center. The SPIE (International Society for Optical Engineering) Photonics West Conference was moved back two weeks to Feb 13-18, 2016. The \$180K cost incurred to SPIE for this date change was paid for by Moscone Expansion District (MED).

Emergency Management – Super Bowl 50 Impact Analysis

Personnel Costs

Temp Salary & Fringe	\$62,281
Comp Time Salary & Fringe Cost Equivalent	\$26,004
Overtime Costs & Fringe	\$109,338
Sheriff Station @ 1011 Turk - Overtime Costs	\$34,835
Subtotal - Personnel	<u>\$232,458</u>
Equipment (XYBIX - Standby Emergency Services)	\$1,440
Food	\$7,749
Materials & Supplies	\$124
Cleaning & Custodial Services	\$3,080
Total SB 50 Related Costs	<u>\$244,851</u>

Fire – Super Bowl 50 Impact Analysis

- Overtime hours were primarily for additional EMS ambulance staff so that the regular 911 ambulance system was not impacted.
- Staff provided for the Emergency Operations Center (EOC) and a number of command posts throughout the City.
- Two main SB 50 event locations, Super Bowl City and NFL Experience, were staffed during all hours of operation.
- Fire suppression staff, hazardous materials crews, tactical teams and other resources as needed were also provided to the two main venues in addition to medical staff.

	Estimated Reimbursements/ Revenue	Overtime Hours	Estimated Costs	Net
General Fund				
Personnel ¹	\$37,510	4,592	\$407,553	(\$370,043)
Materials & Supplies				\$0
Revenues				\$0
GF Subtotal	\$37,510	4,592	\$407,553	(\$370,043)
Non-General Fund	\$0	0	\$0	\$0
Total	\$37,510	4,592	\$407,553	(\$370,043)

¹ Reimbursement amount from SB 50 Host Committee for resources and services provided specifically per their request.

Public Health – Super Bowl 50 Impact Analysis

	Estimated Reimbursements/ Revenue	Overtime Hours	Estimated Costs	Net
General Fund				
Personnel ¹		77	\$215,872	(\$215,872)
Materials & Supplies ²			\$3,141	(\$3,141)
Revenues ³	\$20,815			\$20,815
GF Subtotal	\$20,815	77	\$219,014	(\$198,199)
Non-General Fund	\$0	0	\$0	\$0
Total	\$20,815	77	\$219,014	(\$198,199)

¹ Includes regular, overtime and compensatory time salaries and fringe benefits; overtime hours include comp time.

² Cost of materials and supplies for sobering center.

³ Revenue from inspection fees for temporary food facilities.

Sheriff – Super Bowl 50 Impact Analysis

	Estimated Reimbursements/ Revenue	Overtime Hours	Estimated Costs	Net
General Fund				
Personnel ¹		2,051	\$250,209	(\$250,209)
Materials & Supplies ²			\$1,017	(\$1,017)
GF Subtotal	\$0	2,051	\$251,226	(\$251,226)
Non-General Fund				
Personnel ³	\$5,810		\$5,810	\$0
Non-GF Subtotal	\$5,810		\$5,810	\$0
Total	\$5,810	2,051	\$257,036	(\$251,226)

¹ Includes regular, overtime and compensatory time salaries and fringe benefits; overtime hours include comp time.

² Cost of food.

³ Cost of K-9 unit reimbursed by City of Santa Clara per contract.

Other Noted Impacts - City Departments Receiving Super Bowl 50 Host Committee Grants

Asian Art Museum = \$17,000 Grant

To create the Living Innovation Zone (LIZ) experience, a sidewalk lined with interactive art installations.

Department of Children, Youth and Their Families = \$50,000 Grant

To enhance awareness of youth, families and community around the importance of summer learning and early literacy.

SB 50 Host Committee 50 Fund stats for San Francisco County.¹

- 37 total grants noted to organizations within San Francisco County
- Sum of 37 grants = \$1,697,860

¹Source is <http://impact.50fund.org/> (50 Fund is the legacy fund of the Super Bowl 50 Host Committee).

Other Noted Impacts - NFL & Super Bowl 50 Host Committee Business Connect Spending

- The Business Connect program linked local businesses with contracting opportunities with the NFL and the Super Bowl 50 Host Committee. The Business Connect was open to businesses located in the nine-county San Francisco Bay Area region that are certified as one or more of the following:
 - Minority-owned (MBE)
 - Women-owned (WBE)
 - Disabled veteran-owned (DVBE)
 - Lesbian, gay, bisexual or transgender owned (LGBTBE) business enterprise
- \$5.5 million = the total reported amount of money spent by the NFL and the SB 50 Host Committee supporting Business Connect companies.¹

¹ Source is SB 50 Host Committee website: <http://sfbaysuperbowl.com>.

BART Ridership during Super Bowl 50 Week

		Daily Station Exits ¹				
		Embarcadero	Montgomery	Powell	Total Exits	% Increase ²
Pre-Super Bowl Week	1/23/2016 Sat	12,798	11,591	22,835	47,224	
	1/24/2016 Sun	8,078	6,379	14,873	29,330	
	1/25/2016 Mon	47,936	48,133	27,219	123,288	
	1/26/2016 Tue	49,527	49,207	27,933	126,667	
	1/27/2016 Wed	49,120	49,038	29,420	127,578	
	1/28/2016 Thu	49,270	49,660	29,331	128,261	
	1/29/2016 Fri	44,667	46,625	31,095	122,387	
	Total (7 days)	261,396	260,633	182,706	704,735	
	Total (9 days - Sat & Sun X 2)	282,272	278,603	220,414	781,289	
Super Bowl Week	1/30/2016 Sat	43,284	15,973	30,269	89,526	90%
	1/31/2016 Sun	28,670	9,562	21,235	59,467	103%
	2/1/2016 Mon	50,617	49,146	28,080	127,843	4%
	2/2/2016 Tue	51,745	50,728	30,861	133,334	5%
	2/3/2016 Wed	54,792	50,458	31,663	136,913	7%
	2/4/2016 Thu	61,918	51,067	33,536	146,521	14%
	2/5/2016 Fri	80,738	50,203	41,899	172,840	41%
	2/6/2016 Sat	80,692	33,389	40,218	154,299	227%
	2/7/2016 Sun	15,198	7,367	15,241	37,806	29%
	Total (9 days)	467,654	317,893	273,002	1,058,549	35%
% increase		66%	14%	24%	35%	

¹ Source: BART.

² Percentage increase compared to same day in prior week; 1/30 & 2/6 both compared to 1/23 and 1/31 & 2/7 both compared to 1/24.

Super Bowl City and NFL Experience Attendance

- **Super Bowl City Attendance: 960,000**
 - Opening weekend (1/30-1/31): 200,000
 - Final weekend (2/6-2/7): 300,000
 - Monday: 60,000
 - Tuesday: 60,000
 - Wednesday: 75,000
 - Thursday: 90,000
 - Friday: 175,000
- **NFL Experience Attendance: More than 150K over 9 days (January 30 - February 7)**
- **Super Bowl City plus NFL Experience: 1.1M**
- **Out of Town Visitors: 300K visited the region for Super Bowl 50**

Note: All numbers are approximate. Attendance numbers based on estimates of crowd size taken throughout the day, each day. Source is data from SB 50 Host Committee report being prepared by Repucom, published April 25, 2016.

Additional Projects Coinciding with Super Bowl 50

- **Market Street WiFi Improvements: \$429K**
 - Improved City's existing outdoor public WiFi system (#SFWiFi) in the highly trafficked Market St corridor between Beale St and Grant Ave. DT replaced the existing WiFi system with a new one designed for use in high density, high pedestrian traffic environments. #SFWiFi also introduced in seven underground Muni Metro stations.
 - \$75K in DT labor & materials
 - \$354K in donated Cisco equipment

- **Moscone Radio Improvement: \$550K**
 - Replacement of an antiquated Bi-Directional Amplifier (BDA) in basement of Moscone building. Improvement allows for the Citywide Emergency Radio System (CERS) to be utilized in Moscone. Also, the capability to communicate on the City's 700 Interop System was enhanced in Moscone to allow for the remote interoperable agencies to communicate directly with SFDEM/SFPD/SFFD/SFSD at that location.
 - \$336K for services & equipment to Motorola (DT expense)
 - \$214K for installation services to electrical contractor (Moscone Center (ADM) expense)

- **Installation of MTA Overhead Concatenated Lines Switch (Market to Mission): \$619K**

- **Old Mint Refurbishment : \$119.6K to date (paid by permittee)**
 - Electrical and lighting upgrades (\$38,000), Elevator (\$10,000), Fence repair and rust protection (\$5,600), and Landscaping (\$66,000).
 - Permit commenced on 11/1/15 and fee is \$15,500/month (and \$50,000 security deposit).
 - Permittee (Activate San Francisco Events, Inc.) receiving rent credit from Real Estate for the capital and maintenance improvement work performed.

Summary of Super Bowl 50 Related Revenue and/or Expenses (\$1,000s)

Includes Market St WiFi Improvement (\$75K); Moscone Radio Improvement Project (\$550K); MTA Overhead Lines Project (\$619K); and Old Mint Refurbishment Efforts (\$119.6K)

Department	Revenue			Expenses			Net			Total inc. Baselines ¹
	General		Total	General		Total	General		Total	
	Fund (GF)	Non-GF		Fund (GF)	Non-GF		Fund (GF)	Non-GF		
Airport	\$90.9	\$1,747.0	\$1,837.9	\$0.0	\$299.5	\$299.5	\$90.9	\$1,447.6	\$1,538.4	n/a
City Administrator (incl Conv. Fac.)	\$2.9	\$1,441.8	\$1,444.7	\$0.0	\$1,119.4	\$1,119.4	\$2.9	\$322.4	\$325.4	n/a
Emergency Management	\$0.0	\$0.0	\$0.0	\$244.9	\$0.0	\$244.9	(\$244.9)	\$0.0	(\$244.9)	n/a
Fire	\$37.5	\$0.0	\$37.5	\$407.6	\$0.0	\$407.6	(\$370.0)	\$0.0	(\$370.0)	n/a
Municipal Transportation Agency	\$0.0	(\$306.2)	(\$306.2)	\$0.0	\$3,128.3	\$3,128.3	\$0.0	(\$3,434.4)	(\$3,434.4)	(\$2,788.8)
Police	\$31.3	\$960.5	\$991.9	\$3,070.5	\$960.5	\$4,031.1	(\$3,039.2)	\$0.0	(\$3,039.2)	n/a
Port	\$0.0	\$295.8	\$295.8	\$0.0	\$193.0	\$193.0	\$0.0	\$102.7	\$102.7	n/a
Public Health	\$20.8	\$0.0	\$20.8	\$219.0	\$0.0	\$219.0	(\$198.2)	\$0.0	(\$198.2)	n/a
Recreation & Park	\$214.7	\$0.0	\$214.7	\$92.9	\$0.0	\$92.9	\$121.8	\$0.0	\$121.8	n/a
Sheriff	\$0.0	\$5.8	\$5.8	\$251.2	\$5.8	\$257.0	(\$251.2)	\$0.0	(\$251.2)	n/a
Technology	\$79.7	\$0.0	\$79.7	\$561.6	\$0.0	\$561.6	(\$481.9)	\$0.0	(\$481.9)	n/a
Subtotal Dept (11) > \$100K net	\$477.8	\$4,144.7	\$4,622.5	\$4,847.6	\$5,706.4	\$10,554.1	(\$4,369.8)	(\$1,561.7)	(\$5,931.6)	n/a
Subtotal Dept (8) < \$100K net	\$83.9	\$9.7	\$93.6	\$253.5	\$0.0	\$253.5	(\$169.7)	\$9.7	(\$160.0)	n/a
Estimated Hotel Tax	\$6,169.9	\$0.0	\$6,169.9	\$0.0	\$0.0	\$0.0	\$6,169.9	\$0.0	\$6,169.9	n/a
Estimated Sales Tax	\$550.0	\$0.0	\$550.0	\$0.0	\$0.0	\$0.0	\$550.0	\$0.0	\$550.0	n/a
Grand Total	\$7,281.5	\$4,154.4	\$11,436.0	\$5,101.2	\$5,706.4	\$10,807.6	\$2,180.4	(\$1,552.0)	\$628.4	n/a
Children's Services & Disconnected Transitional-Aged Youth										\$368.5
Library										\$156.0
SFUSD Public Education Enrichment Fund										\$148.5
							Less Baseline Requirements ¹	\$1,388.0		
							Net General Fund Surplus	\$792.3		

¹ For Baseline Allocation details see slide 16 Revenue Allocations.

Note: Revenue totals do not include grants received by Asian Art Museum (\$17K) and Dept of Children, Youth and Their Families (\$50K) from Super Bowl 50 Host Committee. See slide 28 for details.

Note: \$550K in costs for Moscone Radio Project split between Technology (\$336K) and City Admin (\$214K); \$119.6K in rent credits for Old Mint refurbishment work included as negative revenue under City Admin; \$75K in costs for Market St WiFi Project included within Technology expenses; and \$619K for Overhead Line Switch included in MTA expenses. See slide 32 for details.

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