

1 [Urging Reimbursement from San Francisco Bay Area Super Bowl 50 Host Committee]

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3 **Resolution urging Mayor Edwin Lee to immediately enter into a formal agreement with**
4 **the San Francisco Bay Area Super Bowl 50 Host Committee that will provide for full**
5 **reimbursement of the City’s estimated General Fund expenditures of \$4,881,625; and**
6 **urging the Controller to conduct cost and projected revenue analyses before entering**
7 **into future agreements to host large events that are more than 24 hours in duration and**
8 **that require a fee to attend.**

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10 WHEREAS, On August 9, 2012, the San Francisco Bay Area Super Bowl 50 Host
11 Committee (“Host Committee”) submitted a bid to compete to host Super Bowl 50; and

12 WHEREAS, On May 21, 2013, the National Football League (“NFL”) announced that
13 Super Bowl 50 would take place in Santa Clara, California, on February 7, 2016; and

14 WHEREAS, San Francisco will host a number of Super Bowl 50-related events,
15 including “Super Bowl City,” which will take place at and around Justin Herman Plaza and Sue
16 Bierman Park between January 30 and February 7, 2016; and

17 WHEREAS, The City has undertaken extensive preparations for both the public and
18 private Super Bowl 50 events; and

19 WHEREAS, A number of City departments are anticipated to be involved in work
20 related to Super Bowl 50, including the Department of Emergency Management, the
21 Department of Public Works, the Office of Economic and Workforce Development, the Port of
22 San Francisco, the San Francisco Municipal Transportation Agency, the San Francisco Fire
23 Department, and the San Francisco Police Department; and

24 WHEREAS, On December 7, 2015, and January 11, 2016, the Board of Supervisors’
25 Land Use and Transportation Committee held hearings on the anticipated impacts, including

1 fiscal, environmental, and transit impacts, on the City and its residents from Super Bowl 50-
2 related events but was provided with limited responsive information; and

3 WHEREAS, On January 12, 2016, the Board of Supervisors approved Motion
4 No. 16-002, on file with the Clerk of the Board of Supervisors in File No. 151285, which is
5 hereby declared to be a part of this resolution as if set forth fully herein, directing the Budget
6 and Legislative Analyst to conduct a review of the City's revenues and expenditures
7 associated with hosting events related to Super Bowl 50; and

8 WHEREAS, On January 15, 2016, the Budget and Legislative Analyst published their
9 report stating that Super Bowl 50 events are estimated to cost the City \$4,881,625, on file with
10 the Clerk of the Board of Supervisors in File No. 160053, which is hereby declared to be a
11 part of this resolution as if set forth fully herein; and

12 WHEREAS, The Budget and Legislative Analyst reports that Departments have been
13 requested by the Mayor's Office to identify \$4,375,765 of surplus in their General Fund
14 allocations and/or redirect staff time and other resources to cover Super Bowl 50-related
15 expenses that were not budgeted for; and

16 WHEREAS, The majority of City departments did not include expenditures for Super
17 Bowl 50 events in their FY2015-2016 budgets; and

18 WHEREAS, The City of San Francisco currently has no formal agreement with either
19 the NFL or Host Committee, defining the roles and responsibilities of each party for hosting
20 Super Bowl 50 events in San Francisco; and

21 WHEREAS, The City of Santa Clara has an agreement with the Host Committee to be
22 reimbursed for the City's Super Bowl 50 expenditures; and

23 WHEREAS, During its planning process, the City did not conduct an analysis to
24 estimate the net financial impact for the City to host the scheduled Super Bowl events; and

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1 WHEREAS, The Budget and Legislative Analyst recommends that the Board of
2 Supervisors requests the mayor to immediately enter into a formal agreement, subject to
3 approval by the Board of Supervisors, with the Host Committee that will provide for full
4 reimbursement of the City's estimated General Fund expenditures of \$4,375,765, as the City
5 of Santa Clara has done; and

6 WHEREAS, The Budget and Legislative Analyst's report found that without such an
7 agreement, the taxpayers of San Francisco will be subsidizing the NFL and the Host
8 Committee, which has reportedly raised \$50,000,000 thus far to pay for Super Bowl 50
9 events; and

10 WHEREAS, The NFL does not release detailed income and expense data, but in 2013,
11 the NFL reported \$9,200,000,000 in total revenue and paid its top executive \$44,000,000 in
12 2012; now, therefore, be it

13 RESOLVED, That the Board of Supervisors requests the Mayor to immediately enter
14 into a formal agreement, subject to Board of Supervisors' approval, with the Host Committee
15 that shall provide for full reimbursement of the City's estimated General Fund expenditures of
16 \$4,375,765, as the City of Santa Clara has done; and, be it

17 FURTHER RESOLVED, That the Board of Supervisors urges the Controller to conduct
18 cost and projected revenue analyses before entering into any future agreements to host large
19 events that are more than 24 hours in duration and that require a fee to attend.

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