

1 [Bid to Host and Support for the 2016 and 2017 Super Bowl]

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3 **Resolution recognizing the formation of the 2016 and 2017 Super Bowl Bid Committee**
4 **and declaring the Board of Supervisor’s support to host the Super Bowl in 2016 and**
5 **2017.**

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7 WHEREAS, San Francisco was among two metropolitan areas the National Football
8 League (NFL) asked to submit bids to host the Super Bowl in February 2016, the 50th
9 anniversary game of the annual NFL Super Bowl and February 2017; and

10 WHEREAS, The City and County of San Francisco is pleased to announce in
11 partnership with the San Francisco 49ers and a San Francisco Bay Area regional bid
12 committee it is a finalist to host the Super Bowl in 2016 and 2017; and

13 WHEREAS, The Board of Supervisors would like to thank CEO of the San Francisco
14 49ers Jed York, Goodby, Silverstein & Partners and the Super Bowl Bid Committee’s
15 members, including Chair Daniel Lurie, Charles Schwab, Joe Saunders, Condoleezza Rice,
16 Lloyd Dean, Charlotte Shultz, Joe D’Alessandro, Laurene Powell, Willie L. Brown, Pat
17 Gallagher, Mary Murphy, Gideon Yu, Chris Kelly, Jim Wunderman, Ron Conway, Thomas
18 Keller and Carl Guardino; and

19 WHEREAS, If the Bid Committee is successful in securing either Super Bowl, it will be
20 the second time the Bay Area and region has hosted this sporting event, and the first for San
21 Francisco; and

22 WHEREAS, The City of San Francisco and San Francisco Bay Area regional bid
23 committee intend to leave a lasting legacy for Bay Area Youth with Chair Daniel Laurie setting
24 a target of raising \$10 million for youth programs; and the NFL has historically matched these
25 funds for an additional \$1 million to promote this effort; and

1 WHEREAS, San Francisco city officials plan to host events, parades, parties and
2 entertainment to visitors and local residents in the lead-up; and

3 WHEREAS, Social media and the Twitter #SFSuperbowl hashtag, have already played
4 a huge role in building awareness and momentum of the Super Bowl bid; and

5 WHEREAS, The Super Bowl have been reported to generate an estimated \$300
6 million to \$500 million in overall economic activity for the Host city; and

7 WHEREAS, The bid for the region is expected to highlight the area's beautiful sights,
8 world renowned destinations like the Wine Country, vast options for dining and hotel
9 accommodations and showcase our recent public transportation success for the America's
10 Cup races; and

11 WHEREAS, San Francisco has a tremendous track record of hosting major events
12 simultaneously, such as the first weekend in October 2012 when a Giants baseball playoff
13 game, America's Cup World Series regatta, Fleet Week and the Hardly Strictly Bluegrass
14 music festival coincided; and

15 WHEREAS, This is an opportunity to display San Francisco on the world stage by
16 bringing a Super Bowl to this region, with San Francisco as the host city and will only magnify
17 that exposure; and; now, therefore, be it

18 RESOLVED, That the Board of Supervisors of the City and County of San Francisco
19 hereby declares its support the Bid Committee to host the 2016 Super Bowl and 2017.

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