



**SAN
FRANCISCO
CHAMBER OF
COMMERCE**

January 25, 2016

Mr. Mark Dwight, President
San Francisco Small Business Commission
1 Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

RE: Commission Agenda Item 3. Super Bowl 50

Dear Commissioner Dwight;

The San Francisco Chamber of Commerce, representing over 2,500 local businesses from throughout the city, was pleased to support the city's successful bid to host Super Bowl 50. This civic event will bring not only significant economic benefits to the city, but through its world-wide audience, will grow future visitor and convention business through the Super Bowl's marketing value.

The award of a Super Bowl is a competitive process. San Francisco successfully bid for Super Bowls for 1985, 1999 and 2016. Attached you will find an example of the "Enticements" that the city, the Convention and Visitors Bureau and the 49ers offered in 1994 as part of the bid package for the 1999 Super Bowl. The city eventually waived that Super Bowl when the decision was made to construct a new stadium rather than continuing the on-going upgrades to Candlestick Park.

As you will see, the city and host committee offered significant concessions to the NFL in order to compete for the 1999 Super Bowl. The cost to the General Fund was to be repaid through incremental growth in tax revenue beyond normal levels expected during the month of January, which historically is a light visitor month.

The Chamber has looked at revenue projections for Super Bowl 50, and is confident that the cost to the city for this civic event will be easily repaid from incremental growth in tax revenue, as has been the case for Super Bowl host cities in the past. For example, Phoenix recently released a report from the City Manager's Office showing that the host events in Phoenix (as compared to the stadium site in Glendale) cost the city \$3.4 million, while bringing in one time tourism related tax revenues of \$4.9 million over 2014 levels for the same period.

In the case of San Francisco, we believe a conservative estimate of the incremental growth in Hotel Tax revenues alone for the week of February 1 will exceed \$4.6 million. Assuming just 95% occupancy, the city will experience an additional 5,000 room nights of occupancy at a daily rate in excess of \$400 a night (compared to \$231). For 5 nights at this occupancy and average daily rate, gross hotel revenue will exceed \$64 million versus a normal early February gross of approximately \$32 million.

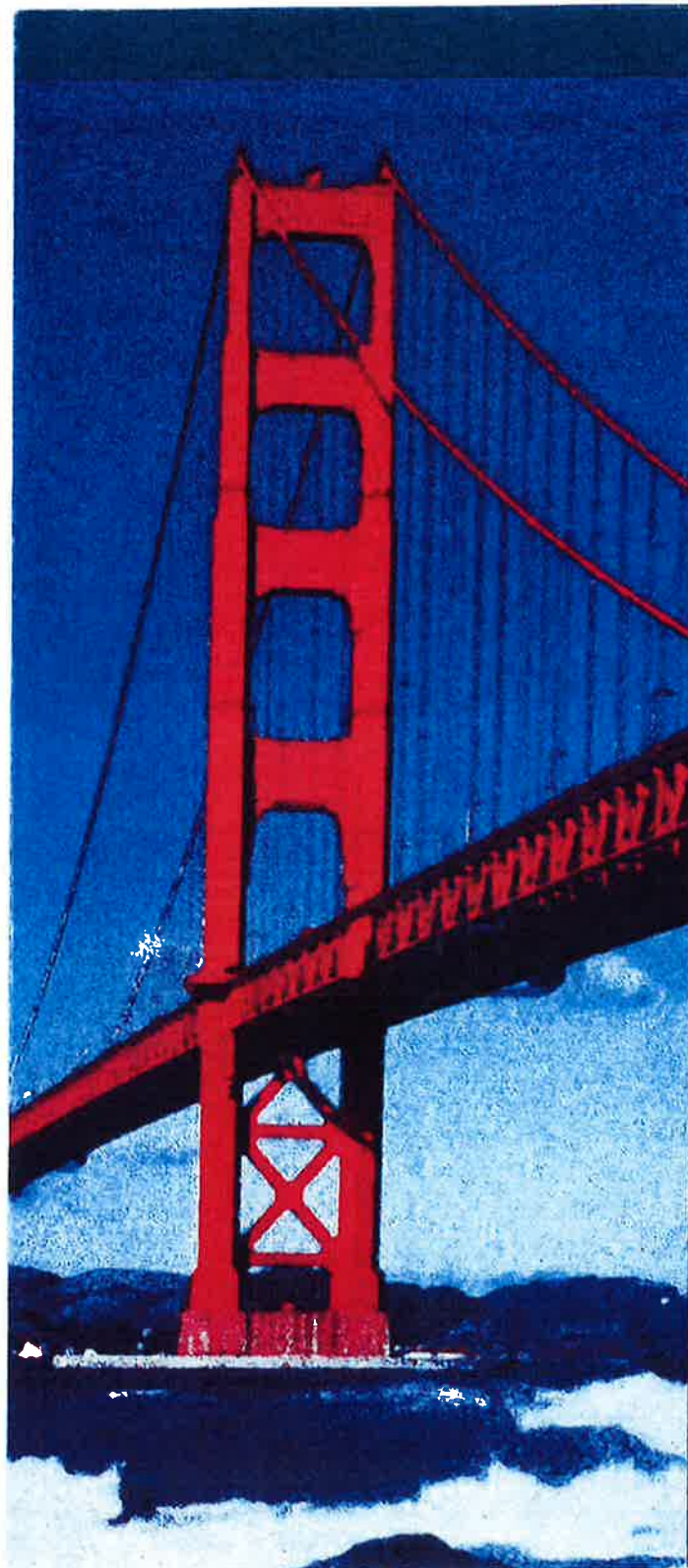
In addition to hotel tax revenues, much of the Super Bowl related spending will be subject to sales tax and will impact payroll and gross receipts tax collections, parking taxes and commercial utility taxes. Based on direct spending over just 4 days of Super Bowl week, we believe that the city will see visitor spending increase from approximately \$95 to \$160 million.

Clearly, the Super Bowl is a great investment for a destination city like San Francisco. We will reap the benefits this February and thereafter as visitors and convention planners see the San Francisco "brand" during Super Bowl week.

Sincerely,


Jim Lazarus
Senior Vice President of Public Policy

cc: Clerk of the Small Business Commission, to be distributed to all Commissioners; Clerk of the Board, to be distributed to all Supervisors; Mayor Ed Lee



SAN FRANCISCO · 1999

SUPER BOWL XXXIII



SAN FRANCISCO · 1999

SUPER BOWL XXXIII

A QUICK READ
ON THE BID BY
SAN FRANCISCO
TO HOST
SUPER BOWL XXXIII

SPECIAL CONSIDERATIONS

ENTICEMENTS

1. 600 complimentary room nights for NFL staff offices and/or NFL Properties.
2. 1,680 complimentary room nights for participating teams.
3. 180 complimentary room nights for NFL Players Clinic.
4. Free rental of Candlestick Park and game day expenses up to \$200,000.
5. Free use of 60 luxury box suites.
6. Free use of Candlestick Park's private Stadium Clubs.
7. Full control and 100% of the net revenue from the sale of NFL and Super Bowl novelties and programs at Candlestick Park.
8. Free use of 4,000 parking spaces at Candlestick Park.
9. Waiver of taxes on tickets to game and NFL Experience.
10. Free rental and NFL control over hospitality village.
11. Free site for pre-game media brunch.
12. Free rental of all practice sites.
13. Free rental of pre-game and halftime rehearsal sites.
14. Release on all video board advertising.
15. Free bus transportation for participating teams.
16. Free bus transportation for media.
17. Free use of Friday Night Party site.
18. Free rent for NFL Experience at Moscone Convention Center.
19. Free use of golf course for NFL Charity Golf Classic.
20. Free site for NFL Players Clinic.
21. Exclusive rights for sale of novelties and vendor selection in NFL/media, team and NFL Properties hotels.
22. Hosted party for visiting media.
23. Tickets for local events/attractions for participating teams' families.

**"WE'VE ALREADY
EXPENDED \$33 MILLION ON
EXPANSIONS AND UPGRADES
TO CANDLESTICK, AND PLAN
TO EXPEND ANOTHER
\$26 MILLION ON STADIUM
IMPROVEMENTS BY 1999."**

Office of the Mayor
San Francisco



FRANCIS JOHNSON

September 1, 1994

Mr. Paul Tagliabue, Commissioner
National Football League
410 Park Ave.
New York, NY 10022

Dear Commissioner Tagliabue:

On behalf of the people of the City and County of San Francisco, I am pleased to invite the National Football League to our city for Super Bowl XXXIII.

Those who attended the 1985 Super Bowl recall the wonderful reception the NFL received in the Bay Area. As the saying goes, "you ain't seen nothing yet!"

Since 1985 San Francisco has added hotels, convention space and cultural attractions and more importantly, expended \$33 million in expansions and upgrades to Candlestick Park. By 1999 San Francisco will have completed a new Museum of Modern Art, reconstructed the Embarcadero into one of the most beautiful waterfront promenades in the world, reopened our historic civic center and expended another \$22 million on stadium improvements. Through a combination of existing stadium revenues, bonds and new revenue sources, our Finance and Park Department is prepared to undertake such projects necessary to deliver a world class facility to the NFL for Super Bowl XXXIII.

San Francisco offers the NFL not only one of the world's great cities and favorite destinations but a host of unparalleled facilities for both the game and game week events. Newly expanded Moscone Center, only 2 blocks from the heart of downtown is the perfect location for the NFL Experience. The Candlestick Polar Star Park on the edge of San Francisco Bay provides to be the most beautiful site ever used for the game's hospitality village. And the stadium, with 71,000 seats is state of the art and one of the best in the world. And the stadium, with 71,000 seats is state of the art and one of the best in the world. And the stadium, with 71,000 seats is state of the art and one of the best in the world.

San Francisco and the Bay Area would be proud to welcome the return of this premier sporting event to our city.

Sincerely,

Frank M. Jordan
Mayor

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