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Metro

## 3 supes urge city to recoup costs for NFL parties

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It may be a Hail Mary pass, but at least three San Francisco supervisors will introduce an emergency resolution next week demanding that the city recoup from the National Football League the nearly \$5 million it is expected to spend on city services during the Super Bowl 50 celebrations. Supervisors Jane Kim, John Avalos and Aaron Peskin stood Tuesday at Market and Drumm streets, which on Jan. 30 will become part of the cordoned-off Super Bowl City fan festival area, to denounce what they view as the terrible deal the city has struck with the NFL and the Super Bowl 50 Host Committee and demand the two sides renegotiate. "Santa Clara got the Super Bowl, and San Francisco's getting the traffic and gridlock," Kim said. "Our taxpayers expect our taxpayer dollars to be spent on services, on housing and on street cleaning - not on a party for the wealthiest people in our country."

### Budget analyst's report

The supervisors did not meet Tuesday because they cancel meetings that follow national holidays, and Monday was Martin Luther King Jr. Day. That means Kim's first chance to introduce her emergency resolution, backed by Avalos and Peskin, will be at their next full meeting Tuesday. That's during setup for Super Bowl City, which will encompass the eastern end of Market Street, the southbound lanes of the Embarcadero, Justin Herman Plaza and Sue Bierman Park. The free festival kicks off four days after Kim's planned introduction. Asked whether it's realistic to expect that the city renegotiate in such a short time frame, Kim said, "I can't guarantee that's going to happen, but it's going to be what we ask for." Kim said that asking the mayor to renegotiate the Super Bowl deal would not be binding, but that her legislation will also include a binding mandate that the city conduct a cost-benefit analysis before any big future events that it hosts. On Friday, San Francisco's budget and legislative analyst, Harvey Rose, released a report at the request of Avalos that slammed the city for not signing an agreement with the NFL and the Super Bowl 50 Host Committee for full reimbursement of the city's costs. Rose pegged the costs at \$4.8 million. He also pointed out that Santa Clara, which is hosting the game at Levi's Stadium on Feb. 7, is getting fully reimbursed by the host committee for its costs. "Apparently Santa Clara is the city that knows how, and San Francisco is the city that has forgotten how," Peskin said.

### 'City ultimately benefits'

P.J. Johnston, a spokesman for the host committee, said the supervisors' resolution amounts to "11th-hour political grandstanding." He said the entire region came together in 2013 to bid for the Super Bowl, and it was always agreed that Santa Clara and San Francisco would serve totally different roles. Santa Clara will host the football game, but its \$720 million annual budget cannot easily absorb the hosting costs and thus it is getting reimbursed \$3.6 million from the host committee, Johnston said. San Francisco will host the vast majority of visitors in its hotels and restaurants and will throw the parties, including Super Bowl City. Its nearly \$9 billion budget can absorb the \$4.8 million in costs more readily, supporters say - and the mayor's office and host committee expect the city coffers to come out ahead through increased sales and hotel tax collections. "There are thousands of workers in restaurants and hotels and small businesses - caterers, photographers, florists - who will be benefiting from these events," Johnston said. "The city ultimately benefits financially and otherwise from hosting these events."

Street artists affected

Christine Falvey, spokeswoman for Mayor Ed Lee, said the city will "reap many millions" and that small businesses and individual workers stand to make "tens of millions" overall. "There is a way to host large, free events that not only create excitement and fun for the city, but also bring in millions in tax revenue and economic impact," Falvey said. "It's our job to do this in the most financially responsible way possible, and that's exactly what we've done." But Kim, Avalos and Peskin say that the air of mystery around the planning has been problematic, and that they only learned the true cost of hosting the Super Bowl celebrations a few days ago after asking their own analyst to dig into it. They also said the claims that average workers would stand to benefit aren't proving true for everybody. The street artists who sell their wares under white awnings at the base of Market Street are being moved several blocks west on Market for the duration of Super Bowl City, and the artists say they'll lose money because of it. Michael X. Trachiotis, who designs T-shirts, said the NFL could pay each affected artist a small daily stipend to make up for the lost costs for less than the price of a ticket to the Super Bowl. He said he's written to the NFL and to the mayor's office and has received no replies. "No one will step forward to take responsibility or accountability for what they've done to the street artists," he said. Johnston, a former member of the city's arts commission and its street artists committee, said the artists' temporary spot on Market near Fourth Street will see a lot of extra foot traffic and should earn them a windfall. However, 70 artists applied for the 10 spots available.

#### Questions about businesses

There were also questions about whether Famous Wayne's Shoe Shine Stand at Market and Drumm streets and an Indian food truck on Market outside the Hyatt Hotel would be shut down temporarily for Super Bowl City. Johnston said he doesn't think either one will be affected. Peskin said he is hopeful that the city, which faces a \$100 million budget gap for next year because of rising pension costs, can get some financial help from the NFL for hosting the Super Bowl celebrations. "With \$5 million here and \$5 million there, we could solve that budget deficit," Peskin said. Kim agreed, pointing out that one 30-second commercial during the Super Bowl costs \$5 million - the same amount the city will cough up to host Super Bowl parties. "Our taxpayers expect our taxpayer dollars to be spent on services ... not on a party for the wealthiest people in our country."

Jane Kim, San Francisco supervisor

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 Supervisor Aaron Peskin speaks to reporters about Jane Kim's resolution asking the city to renegotiate its deal with the NFL. Photos by Connor Radnovich / The Chronicle  
 Michael X. Trachiotis, who sells T-shirts downtown, said he's written to the NFL and to the mayor's office and has received no replies about the Super Bowl parties' effect on street artists. Connor Radnovich / The Chronicle

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