



SMALL BUSINESS COMMISSION
OFFICE OF SMALL BUSINESS



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January 25, 2016

At the January 25, 2016 Small Business Commission meeting, the following findings and resolution were adopted:

FILE NO. R-2016-001-SBC
RESOLUTION NO. 001-16-SBC

Super Bowl 50 Resolution - Small Business Commission

Whereas, the San Francisco Bay Area competed with Miami and Houston for the opportunity to host Super Bowl 50; and

Whereas, the Super Bowl 50 Host Committee is comprised of business, community, sports and philanthropic leaders from San Francisco and throughout the San Francisco Bay Area; and

Whereas, in 2012, the Board of Supervisors unanimously endorsed and declared support for the bid to host the Super Bowl in 2016 or 2017 for the economic, cultural and philanthropic benefits it would bring to San Francisco (Resolution 401-12, passed October 30, 2012); and

Whereas, the Super Bowl 50 Host Committee has pledged to be the most philanthropic Super Bowl in history, committing 25% of sponsorship monies raised to San Francisco and Bay Area nonprofit community-serving organizations, including the Community Youth Center, Juma Ventures and the San Francisco LGBT Community Center in San Francisco; and

Whereas, Super Bowl 50 is specifically supporting local businesses through a massive increase in local spending, through direct contracts with large and small business and through the Business Connect program, created by the NFL and the Host Committee to link Bay Area small businesses with contracting opportunities related to Super Bowl 50.



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Whereas, Business Connect's goal is to increase opportunities for historically under-represented businesses to conduct Super Bowl business, as well as to support these businesses' growth through networking events and educational programs.

Whereas, Business Connect was open to businesses located in the nine-county San Francisco Bay Area region that are certified as Minority-owned (MBE), Women-owned (WBE), Disabled veteran-owned (DVBE), and LGBT-owned (LGBTE);

Whereas, Super Bowl 50 is groundbreaking and reflects San Francisco's values, as the Host Committee made sure it would be the first time that LGBT businesses have been included in such a program.

Whereas, many local musicians, cultural and performing arts entertainers – as well as dozens of local visual artists -- will be showcased in downtown San Francisco and at Super Bowl City, a free public event celebrating Super Bowl 50 and the best the Bay Area has to offer; and

Whereas, the Super Bowl resulted in a positive economic impact, as measured after the event, for all recent host cities, including \$719 million for Phoenix, \$480 million for New Orleans and \$277.9 million for Indianapolis; and

Whereas, every city that has ever hosted the Super Bowl has been eager to host it again, including New York-New Jersey, Phoenix, Miami, New Orleans, Indianapolis and many others; and

Whereas, San Francisco will reap millions of dollars in additional direct revenue from hosting Super Bowl City, the NFL Experience and many other events throughout the City through increased hotel tax, sales tax and direct private investment into San Francisco hotels, restaurants, bars, event spaces and small businesses; and

Whereas, thousands of workers in the private sector and building and construction trades members will benefit from increased wages and overtime pay from work related to Super Bowl 50; and

Whereas, the international television exposure for our City and the Bay Area through the broadcast of Super Bowl 50 is worth hundreds of millions of dollars in advertising for San Francisco and provides an enormous boost to our tourism and hospitality industry, which is responsible for 87,000 jobs and more than \$10 billion in revenues in San Francisco.



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Whereas, the City has applied the same approach and general principles towards providing basic public services like public safety, emergency response and public transportation as it does for other large, major public events, including LGBTQ Pride, the Chinese New Year's Parade, Fleet Week, the World Series, championship parades and others; and

Whereas, City Departments have pledged that the provision of public services during the period of Super Bowl activities will occur within the budgeted funds for the fiscal year, as approved unanimously by the Board of Supervisors in 2015;

Whereas, these General Fund costs will be more than offset by direct tax revenues to the General Fund; and

Whereas, hundreds of local business, thousands of local workers, and tens of thousands of Bay Area youth will be the true beneficiaries of Super Bowl 50; therefore,

Be it resolved, that the San Francisco Small Business Commission strongly supports hosting Super Bowl 50 and Super Bowl City in San Francisco and the Bay Area for the enormous economic and charitable benefits it has already provided to San Francisco's small businesses, workers and nonprofit organizations; and

Be it further resolved that the San Francisco Small Business Commission urges the Board of Supervisors to reject any proposal that would restrict or impair the City's ability to recruit and host major public events in the future, including annual festivals and parades and special events like the Super Bowl or world championship celebrations and parades.

RESOLUTION NO. 001-16-SBC: Passed on January 25, 2016

Ayes- 7: Adams, Dwight, Dooley, Ortiz-Cartagena, Tour-Sarkissian, Yee Riley, Zouzounis

Nays- 0