



SUPER BOWL 50  
HOST COMMITTEE

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## **SF INVESTMENT IN SUPER BOWL 50 EARNS CITY MILLIONS**

***Super Bowl 50 Brought In \$11.5 Million to City Coffers,  
\$5.5 Million to Local Business Contractors,  
\$13 Million to Non-Profits***

SAN FRANCISCO – In a report released today, the San Francisco Controller’s Office has determined that Super Bowl 50 had a positive impact on the city’s bottom line.

The golden anniversary of sports’ biggest event brought in \$11.5 million to city coffers, nearly \$2 million more than the city spent on increased services.

Moreover, local businesses earned \$5.5 million in contracts related to the big game; Bay Area nonprofits were awarded more than \$13 million in charitable grants; and the region as a whole enjoyed an overall financial windfall that is still being assessed.

“We bid to host Super Bowl 50 here in the Bay Area knowing that it would be a smart investment for our region,” said Keith Bruce, CEO of the Super Bowl 50 Host Committee.

“Clearly, this investment has paid off. Not only did San Francisco more than make back what it spent to cover the cost of hosting this world-class event, it brought in millions of dollars on top of that, which will go to fund vital city services.”

Host Committee Chair Daniel Lurie emphasized the millions local charities earned as a result of Super Bowl 50.

“When we started on this journey four years ago, we promised the most giving Super Bowl ever,” said Lurie. “By contributing \$13 million to community initiatives and high-performing

nonprofits, we've delivered on our promise – and then some. The Bay Area's young people and the nonprofits that serve them are the biggest winners of Super Bowl 50.”

Prior to the big game, the Mayor's Office and Board of Supervisors tasked the Controller's Office with collecting and analyzing the revenues and costs attributable to Super Bowl 50 across city departments. Key findings include:

- The city brought in a total of \$11.5 million because of Super Bowl 50.
- The city earned \$8.8 million in hotel tax during Super Bowl Week, \$6.2 million more than was earned during the previous week.
- San Francisco International Airport brought in \$1.8 million during Super Bowl Week.
- The city received \$570,000 in additional sales tax revenues.
- The city's two largest expenses were the \$3 million net cost for an increased police presence and \$2.8 million in MTA costs.
- The Host Committee and NFL spent \$5.5 million on direct contracts with local minority-owned, women-owned, LGBT-owned and disabled veteran-owned businesses through the Business Connect program.

City officials acknowledged that public safety costs were higher than anticipated, in the wake of shootings in Paris and San Bernardino. There were no significant injuries or disturbances at Super Bowl 50 events.

BART and Muni both reported record ridership figures during Super Bowl week, as public transit performed effectively.

The findings of the Controller's report serve to discredit the 11th-hour attacks launched by Supervisors Jane Kim, John Avalos, and Aaron Peskin, who claimed the city would lose money and called for emergency legislation to derail Super Bowl plans.

In January, Avalos was dismissive of Super Bowl 50 revenue projections, arguing, “We always get those trickle-down projections. But they really don't pan out.”

The Controller's report shows that Avalos was wrong and that early revenue projections predicting the taxpayers would benefit proved to be true.

Kim's web site still says San Francisco taxpayers “would be picking up the tab for costs related to Super Bowl 50 corporate marketing parties.”

“That is patently untrue. More than a million people visited Super Bowl City in downtown San Francisco, which was free and open to the public every day,” said Bruce. “The taxpayers weren't

left picking up any tabs. The taxpayers earned millions on this investment, and local businesses and charities earned many millions more.”

He added, “At the end of the day, this was a great celebration that showed the world the best the Bay Area has to offer, gave local businesses and workers a boost, and helped thousands of our young people.

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**About the San Francisco Bay Area Super Bowl 50 Host Committee**

*Working in partnership with Bay Area public officials and the NFL, the San Francisco Bay Area Super Bowl 50 Host Committee was responsible for Super Bowl 50 and its celebration elements, including public exhibits, planning of game day logistics and Super Bowl City, its free fan village in San Francisco. The Host Committee donated 25% of every dollar raised to Bay Area community initiatives and high-performing nonprofits through the 50 Fund.*