

Candlestick Park Naming Rights

C

PROPOSITION C

Shall the City be permitted to enter into a new naming rights contract for Candlestick Park, and shall it be City policy that fifty percent of any City revenue from the sale of those naming rights be used to fund directors of City recreation centers?

YES



NO



Digest

by the Ballot Simplification Committee

THE WAY IT IS NOW: The City owns a sports stadium at Candlestick Point, called Candlestick Park, that it leases to the San Francisco 49ers (49ers). That lease terminates in 2013, subject to the 49ers' options to extend the lease through 2023.

In July 2004, the City and the 49ers entered into a contract that gives the 49ers the exclusive right to sell the naming rights to the stadium. Under the contract, the City receives half of the net revenues from any such sale. The contract provides that the 49ers can sell naming rights, without any further City approval, if:

- the sale is to one of five pre-approved companies named in the contract;
- the City's anticipated revenue from the sale equals or exceeds \$3 million; and
- the sale complies with the City's advertising policies.

In September 2004, the 49ers sold the naming rights for the stadium to Monstercable, and the City received approximately \$3 million. The 49ers' agreement with Monstercable ended in 2008. The City's naming rights contract with the 49ers remains in effect and does not expire until the end of the City's stadium lease to the 49ers.

In November 2004, the voters approved Proposition H, an ordinance requiring that the stadium be named "Candlestick

Park." Proposition H did not terminate the City's pre-existing naming rights contract with the 49ers.

THE PROPOSAL: Proposition C would repeal Proposition H, which requires the stadium to be named "Candlestick Park."

Proposition C would allow the City to consent to a new naming rights sale under the existing 49ers' contract, even if it is not with one of the five pre-approved companies listed in the contract. Proposition C would also allow the City to amend the existing contract or enter into a new naming rights contract if the existing one is terminated. Any such consent, change or new contract would be subject to approval by the Board of Supervisors.

Proposition C would also establish as City policy that 50% of any revenues received by the City from the sale of the naming rights to Candlestick Park be used to fund directors of City-operated recreation centers.

A "YES" VOTE MEANS: If you vote "yes," you want to permit the City to enter into a new naming rights contract for Candlestick Park and establish City policy that 50% of any revenues be directed to fund City recreation center directors.

A "NO" VOTE MEANS: If you vote "no," you do not want to make these changes.

Controller's Statement on "C"

Should this ordinance be approved, in my opinion, it would not in and of itself affect the cost of government and could result in additional revenue for the City.

The proposed ordinance amends the Administrative Code to allow the Recreation and Park Department to approve or enter into an agreement for the naming rights of the City-owned sports stadium located at Candlestick Point. The San Francisco 49ers currently have exclusive rights to sell and enter into agreements with five named entities listed in their 2004 naming agreement with the City. The proposed ordinance would permit the 49ers to enter into agreements with any other naming rights sponsor with prior approval from the Recreation and Park Department and Board of Supervisors.

The City has not earned naming rights revenue from the stadium since 2008. The previous naming rights agreement generated approximately \$700,000 annually for the City. The

proposed ordinance could earn revenue for the City by significantly widening the pool of potential naming rights sponsors.

The proposed ordinance also specifies that at least fifty percent of the revenue received by the City from naming agreements shall be used to fund recreation center directors. However, any revenues generated from a naming rights agreement are General Fund revenues and could be used for any legal purposes of the City, subject to Board of Supervisors' appropriation approval.

How "C" Got on the Ballot

On July 28, 2009 the Board of Supervisors voted 8 to 3 to place Proposition C on the ballot.

The Supervisors voted as follows:

Yes: Supervisors Alioto-Pier, Campos, Chiu, Chu, Dufty, Elsbernd, Maxwell and Mirkarimi.

No: Supervisors Avalos, Daly and Mar.

This measure requires 50%+1 affirmative votes to pass.

Arguments for and against this measure immediately follow this page. The full text begins on page 58. Some of the words used in the Digest are explained on pages 24-25.

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This disclaimer applies to the proponent's argument and the rebuttal to the proponent's argument on this page and the opponent's argument on the facing page. *The Board of Supervisors authorized the submission of the following argument. As of the date of the publication of this Voter Information Pamphlet, the following Supervisors endorse the measure: Supervisors Alioto-Pier, Chiu, Chu, Dufty, Elsbernd, Maxwell and Mirkarimi; oppose the measure: Supervisors Avalos, Daly and Mar; take no position on the measure: Supervisor Campos.*

PROPONENT'S ARGUMENT IN FAVOR OF PROPOSITION C

PROTECT SAN FRANCISCO'S RECREATION CENTERS. VOTE YES ON C.

In today's tough economic times, San Francisco needs every available option to provide necessary public services. In fact, we face a \$300 million deficit next year.

Voting YES on Prop C will generate revenue without costing taxpayers a penny.

Proposition C allows the City to receive revenue in exchange for the naming rights of the football stadium at Candlestick Point, subject to approval by the Board of Supervisors.

Fifty percent of all revenue generated from any agreement will go to the City. No less than half of that will fund Directors of Recreation and Parks Department recreation centers. A conservative estimate for the value of an agreement is one million dollars per year – at no cost to taxpayers.

Yes on C protects neighborhood recreation centers and the directors who staff them.

Neighborhood recreation centers are essential in the lives of San Francisco neighborhoods, especially to children and families. And the heart and soul of our recreation centers –

including Harvey Milk, Eureka Valley, Palega, Moscone, Eugene Field, Tenderloin, Upper Noe, Glen Park, Miraloma, Potrero and others – are our recreation center directors.

This past year, Directors of recreation centers faced massive layoffs and reduced hours. By opening the door to new revenue, Proposition C will help to ensure that these facilities have the necessary staff to remain open.

Yes on C is the right choice for San Francisco's children, youth and families.

Proposition C is a smart, sensible measure that has real community benefits without raising fees or taxes. That's why we're asking you to join us and vote YES on Proposition C.

Supervisors Bevan Dufty, Sophie Maxwell, David Chiu, Sean Elsbernd, David Campos**

San Francisco Democratic Party

Jose Cisneros, Treasurer

San Francisco Chamber of Commerce

*James Lazarus, President, RPD Commission**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

REBUTTAL TO PROPONENT'S ARGUMENT IN FAVOR OF PROPOSITION C

OPPORTUNISTIC POLITICIANS ARE WORSE THAN STEROIDS IN BASEBALL!

Even though the voters have already spoken on Candlestick, opportunistic politicians think that they can hold Recreation Centers hostage to flip the vote.

The voters have already spoken!

In 2004, over 170,000 San Francisco voted in favor of naming our stadium "Candlestick Park" and preventing politicians from selling the name for quick cash.

It's not about Recreation Centers...

In the most difficult budget year since the Great Depression, the Mayor proposed some layoffs of Rec Directors. However, the Board of Supervisors rejected the cuts. We know how important Rec Directors are, and we won't allow them to be cut.

Regardless, there's absolutely no guarantee in Proposition C that monies would be used for Recreation Centers. That means that any proceeds from sale of naming rights could be used for any purpose - even to pad executive pay.

It's about sweetheart deals and political ambition.

The real reason Prop C is on the ballot is because the author is close friends with the York family. Yes, those people moving our 49ers to Santa Clara. Did the author not tell you that the York's will be getting half the profits? That's because he's running for Mayor.

It's Candlestick Park.

There's one great argument against Proposition C...

It's The Stick. It's our stadium. That's its name.

Supervisor Chris Daly

Arguments printed on this page are the opinion of the authors and have not been checked for accuracy by any official agency.

Arguments are printed as submitted. Spelling and grammatical errors have not been corrected.

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OPPONENT'S ARGUMENT AGAINST PROPOSITION C

VOTE NO ON PROPOSITION C!

It's Candlestick Park, but you can call it The Stick.

Candlestick has amazing history. The Stick hosted All Star games and amazing pennant chases, including Willie Mays' 1962 run. No one will forget "The Catch", but will we remember the companies we sold the naming rights to our stadium? For the record, it was 3Com and Monster. Real San Franciscans still called it The Stick, but we were mocked with "Dot Com Park". Monster turned out to be a terrible employer - outsourcing 190 workers locally, and then refusing to provide any severance, including health coverage.

The voters have already spoken!

In response to this and the increasing trend of commercialization (remember Enron Field?), San Francisco voters adopted Proposition H naming our stadium "Candlestick Park" and preventing politicians from selling the name for quick cash. Over 170,000 San Franciscans voted in favor!

Don't let slippery politicians subvert democracy.

In this off-year election, voter turnout is expected to be low. There may be fewer total voters this November than the 170,000 that supported Prop H. Slippery politicians realize this and are using the current budget crisis and the cause of Recreation Directors to repeal Prop H.

When times are tough, San Franciscans show what we're made of.

When Ronnie Lott had his pinky crushed, he didn't leave the game for long. He had it taped up and got back in there to help the 49ers win a playoff berth. There's no denying that we have a budget crisis, but we have to put on some tape and get back into the game. San Francisco has a \$6.6 billion budget. We should make Recreation Directors a priority, cut elsewhere, and keep The Stick named Candlestick Park.

Supervisor Chris Daly

REBUTTAL TO OPPONENT'S ARGUMENT AGAINST PROPOSITION C

PROTECT OUR REC CENTERS. VOTE YES ON C!

Supervisor Chris Daly is clearly a 49ers fan. But what about supporting the thousands of San Francisco youth who play everyday at our Recreation Centers?

Yes on C helps real San Francisco families

Instead of arguing over what a "real San Franciscan" ought to call a football stadium, let's support a proposition that gives real San Francisco families a place to play.

Youth and families depend on recreation centers for tot time, basketball and scarce ball fields. This measure is important to preserving the free spaces middle class families use every day.

Yes on C protects our Recreation Centers

Last year, San Franciscans overwhelmingly supported a bond measure to renew and revitalize our parks and recreation

centers. This investment is now being threatened by a lack of funding for staff.

Today, 200 full-time employees staff recreation centers. In 2000, there were 600 full-time employees. Many of the cuts have disproportionately affected the kids in neighborhoods where positive, programmed spaces are needed most.

Yes on C supports the right priorities

In tough economic times, providing recreation to youth at no cost to taxpayers is the right priority. That's we ask to you vote YES on Proposition C.

Gavin Newsom, Mayor

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PAID ARGUMENTS IN FAVOR OF PROPOSITION C

VOTE YES ON "C". Since 1996 the Recreation and Park Department made millions from naming rights for Candlestick. Your YES vote on "C" will again allow the city to receive funds from a stadium name agreement, restoring recreation programs and funding stadium maintenance.

San Francisco Chamber of Commerce

The true source of funds for the printing fee of this argument is the San Francisco Chamber of Commerce.

Prop C will restore and enhance the ability of the San Francisco 49ers to sell naming rights to Candlestick Park. Proceeds will help improve the condition of the stadium as well as fund directors at the City's recreation centers. Prop C may also help encourage the 49ers to stay in San Francisco.

Vote Yes on Prop C!

Citizens for a Better San Francisco
(For more information visit www.CBSF.net)
Edward Poole
Michael Antonini

The true source of funds for the printing fee of this argument is Citizens for a Better San Francisco.

The two contributors to the true source recipient committee are Edward Poole and Michael Antonini.

Neighborhood Parks Council supports Proposition C

Please help safeguard San Francisco's parks and keep recreation centers staffed by voting YES on Proposition C.

Meredith Thomas, Executive Director, Neighborhood Parks Council

The true source of funds for the printing fee of this argument is the Neighborhood Parks Council.

City Parks Advocate Says YES on C!

Proposition C is a sensible, cost-effective solution that will help keep our recreation centers open during a time of severe budget crisis. Through bonds and community support, San Francisco is investing in the physical upgrade of these facilities. This measure provides a creative stream of funding for staff. Please join me in voting Yes on Prop C.

Karen Kidwell
Executive Director
San Francisco Parks Trust

The true source of funds for the printing fee of this argument is the SF Parks Trust.

VOTE YES ON PROPOSITION C

Proposition C is smart legislation for San Francisco. The sale of new naming rights to Candlestick Park will generate revenue for the City to fund the salaries of playground directors and may help keep the 49ers in town.

San Francisco Republican Party

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The true source of funds for the printing fee of this argument is the San Francisco Republican Party.

The three largest contributors to the true source recipient committee are: 1. James Anderer, 2. William Campbell, 3. S.F. Coalition for Responsible Growth.

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PAID ARGUMENTS AGAINST PROPOSITION C

San Francisco voters in 2004 officially designated our City-owned stadium as Candlestick Park, thus preventing any future sale of so-called naming rights. San Franciscans had clearly expressed their resistance to increased corporatization and commercialization of everyday life.

Former naming rights deals at Candlestick have generated trivial sums -- about \$700,000 annually (enough money to run the City for one hour per year).

With economically desperate times upon us, there will be greater pressure to commercialize our public assets. The Golden Gate Bridge authority seriously considered a "proud sponsors" scheme with corporate advertisers, but it backed off following local and international protests. New York City recently sold naming rights to a subway station. Other cities are home to "Taco Bell Arena," "Coors Field," and for a time Houston had the embarrassment of "Enron Field." Isn't that enough?

Ironically, the sale of naming rights feeds the illusion of fixing budgetary woes. Usually it delays the true structural reforms that are needed to sustain a city. Rather than rely upon selling naming rights to corporations, government ought to make the hard choices necessary to function within its budget.

Defeating Proposition C would not affect any new privately-owned stadium or one built mostly with private funds such as AT&T Park (built in accordance with voter-approved Props D and F, passed in 1997).

Candlestick Park is unique in that it was built and paid for by the public, unlike other stadiums, including AT&T Park, which was heavily subsidized by corporations. We already have one corporate-named stadium. Our remaining stadium should be named after a San Francisco sports player, a SF legacy that we all admire. (Legendary 49ers coach Bill Walsh would be one such example.)

For now, it should remain "The 'stick," that is, "Candlestick Park." **Vote no on Proposition C!**

San Francisco Beautiful

The true source of funds for the printing fee of this argument is San Francisco Beautiful.