Meeting Date: 1/15/08

Santa Clara

All-America City

2001

AGENDA REPORT

City of Santa Clara, California

Agenda Item # 4A-2

DATE: January 11, 2008

TO: City Manager/Executive Director for Council/Redevelopment Agency Information

FROM: Executive Assistant to the City Manager

SUBJECT: Correspondence Received Regarding the Proposed Football Stadium as of January 11, 2008

For the period of January 10 through 11, 2008, the Mayor and Council Offices, City Manager's Office and other City departments and municipal addresses have received 4 additional emails and letters from organizations in regards to the proposal for a 49ers football stadium. The correspondence is attached to this report.

Yvonne Galletta

Yvonne Galletta
Executive Assistant to the City Manager

Approved:

Jennifer Sparacino

Jennifer Sparacino
City Manager

Documents related to this Report: Letters & Email

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STAFF

Patricia Ernstrom
Executive Director

SAN JOSE SPORTS AUTHORITY

January 10, 2008

Santa Clara City Council
1500 Warburton Avenue
Santa Clara, CA 95050

Dear Mayor and Councilmembers:

On behalf of the San Jose Sports Authority, San Jose's Sports Commission, we applaud your efforts to move forward on a stadium that will serve Santa Clara, Silicon Valley and our region.

The addition of a facility of this type and quality opens the door to looking at many new opportunities and will attract events that benefit our community for both visitors and residents alike – events that would otherwise go elsewhere.

In downtown San Jose, a shining example of investment in a facility that has made a difference to San Jose and our region, has been the success of HP Pavilion, home to the San Jose Sharks. In addition to hockey, HP Pavilion plays host to a wide variety of events – everything from Arena Football to Lacrosse from Action Sports to Tennis and a wide variety of concerts and family shows truly providing "something for everyone" and making it the second busiest arena of its type in the United States.

San Jose Arena Management manages HP Pavilion with San Jose Arena Authority overseeing the relationship on behalf of the City of San Jose to ensure an operation that is best for the teams, events, neighborhoods, businesses and community at large. The Stadium Authority can have the same success in Santa Clara.

This stadium will open Santa Clara and our region, not only as a destination for 49er fans, but fans from around the world attending the Super Bowl (a great fit for "the All-America City"), or other events such as international rugby, soccer or cricket or events in conjunction with the Santa Clara Convention Center. As we've seen in San Jose with the addition of HP Pavilion, the stadium will enhance the City's entertainment zone making Santa Clara an entertainment destination and top of mind for all kinds of activities.

We support you in your efforts to provide a rich, thriving and vibrant sports and facility landscape for our entire community.

Sincerely,

Patricia Ernstrom

Patricia Ernstrom
Executive Director

55 Almaden Boulevard, Suite 210, San Jose, CA 95113-1603
Telephone 408.288.2930 • Facsimile 408.278.1868 • www.sjsa.org

Silicon Valley Leadership Group

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Founded in 1977 by DAVID PACKARD

January 10, 2008

Santa Clara City Council Members
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

Dear Council Members:

I write on behalf of Silicon Valley Leadership Group regarding the San Francisco 49ers' proposal for a new stadium in Santa Clara and the net impact stadium financing will have on funds for affordable housing.

The Silicon Valley Leadership Group, founded in 1978 by David Packard of Hewlett-Packard, represents more than 250 of the Silicon Valley's most respected employers. Leadership Group members collectively provide nearly 250,000 local jobs, or one of every four private sector jobs in Silicon Valley.

Our members are interested in maintaining the presence of the San Francisco 49ers professional football team in the Bay Area, as the team is a regional economic and entertainment asset. The stadium and its ongoing maintenance and operations, including 49ers game use and other activities, are anticipated to spawn economic impacts in the hundreds of millions of dollars. Construction jobs are estimated at 700 per year for the duration of building. The team has developed a cost-sharing proposal for the stadium authority which is also anticipated to deliver net cash flow for the City.

While many matters remain to be resolved, from transportation and parking plans to final building costs, the team has laid out a very solid package that we support. Team owner John York has pledged to four principles regarding the stadium:

1. Significant team contribution (about 42.6% from team & NFL)
2. No new taxes on residents or businesses in Santa Clara
3. No negative net impact on Santa Clara's general fund
4. If cash reserves from Silicon Valley Power are used, it should not impact ratepayers

Impact of Stadium Financing on Funds for Affordable Housing

The Leadership Group has long been an advocate for affordable housing -- from spearheading Prop 1C (a $2.85B bond dedicated to affordable housing) to founding the Housing Trust of Santa Clara County (a County-wide program that has helped over 6,200 families find homes in the Valley), to which the City has committed a total of $1.5 million. In last year's annual Leadership Group CEO Business Climate Survey, the lack of affordable housing was again cited as the top concern of our valley's leading executives. And, we believe that the City has been an outstanding partner in this regard.

The City's commitment to meeting and exceeding the statutory set-aside for affordable housing is practically unparalleled. The City has gone above and beyond the call of duty to improve affordable housing by creating innovative programs such as the Below Market Purchase (BMP) Program that is designed to provide maximum value to homebuyers, minimizes the subsidy burden on homebuilders, and creates a mechanism for generating additional subsidy dollars for future affordable housing efforts. Moreover, the City's efforts to build affordable housing at the Bay Area Research & Extension Center (BAREC) demonstrate the dedication level that has not been matched by most cities.

It is our view that the City's commitment to affordable housing, in relation to the stadium proposal, will remain strong, like an A+ student earning an A grade.

We encourage Council Members to move forward with the two goals of financing the 49ers stadium to provide a significant economic boon to the City and entire Silicon Valley in the years to come and to continue to provide extraordinary support to affordable housing programs. Thank you for your consideration of our comments.

Sincerely,

Carl Guardino
President & CEO

From: Kim Fettahlioglu
To: Carol McCarthy
Date: 1/11/2008 10:48 AM
Subject: Fwd: Santa Clara Chamber and San Jose Chamber letter of support

The attached message was received in the Mayor and Council email. It will be distributed to the full council and I am forwarding it to you for appropriate reply.

...Kim

>>>

From: "Van Dorn, Steve" <Steve.VanDorn@santaclara.org>
To: <mayorandcouncil@ci.santa-clara.ca.us>
Date: 1/10/2008 10:44 AM
Subject: Santa Clara Chamber and San Jose Chamber letter of support

January 10, 2008

Honorable Santa Clara City Council
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

Dear Mayor Mahan and City Council Members:

The Santa Clara Chamber of Commerce and the San Jose/Silicon Valley Chamber of Commerce join together to support the feasibility of a new stadium for the 49ers football team in the City of Santa Clara.

We endorse the plan outlined by Santa Clara city staff that utilizes funds from the North of Bayshore Redevelopment Area and Mello Roos fees from nearby local hotels as the civic investment in the stadium.

We believe that the economic benefits and job creation are justifiable and supportable reasons to invest civic funds in this facility. The benefits to the citizens of Santa Clara and the residents of Santa Clara County are highly desirable.

Years ago, Santa Clara leaders had the vision to create this entertainment district in this part of their community. A new stadium for football and other events will complete the vision foreseen so many years ago.

On behalf of our members, we stand together in support of this effort and urge the City Council to move forward.

Sincerely,

Steve Van Dorn

Pat Dando

President & General Manager
President and CEO
Santa Clara Chamber of Commerce San Jose
Silicon Valley

& Convention-Visitors Bureau
Chamber of Commerce

Steve Van Dorn
President & General Manager
Santa Clara Chamber of Commerce and
Convention-Visitors Bureau
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steve.vandorn@santaclara.org
www.santaclarachamber.org <http://www.santaclarachamber.org/>

DINERS for NINERS

We the undersigned Restaurants support the 49ers Stadium project for the following reasons:

The 49ers are already part of the Santa Clara Community supporting our businesses and civic causes.

We know that the tradition of eating out before and after games, concerts and other events will benefit all Santa Clara Restaurants.

We believe that the thousands of people traveling to our city for stadium events will bring lots of new business to our restaurants, hotels, and retailers.

We urge the Mayor and City Council to move forward on the Stadium Project.

Mondo Burrito
Steve Dutra

By Th'Bucket
Natalie Ceglia

Neto's Sausage
Ed Costa

Sara's Kitchen
Sara Manion

Seniore's Pizza
Walley Ed

Mariani's
Lou Mariani

Country Inn Café
Robert Ramirez

University Stuft Pizza
Jay Conlin

China Stix
Frank Chang

A Catered Affair/Hoagies
Bob Changres

David's Restaurant
David Ebrahimi

Armadillo Willy's BBQ
Bob Deagen

Premier Pizza
Barry O'Halloran

Birk's
David Whitcomb

Andy's Bar-B-Que
Lucie Smith