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City of Santa Clara Supports Decision that 2019 Will be Last Year for Levi's® Stadium to Hold Pac-12 Championship Game

Santa Clara, Calif. - The Santa Clara Stadium Authority (Stadium Authority) supports today's joint Pac-12 Conference and the San Francisco 49ers announcement that they agreed to opt out of the final year of the agreement to hold the Pac-12 Championship Game at Levi's® Stadium in 2020.

The Stadium Authority is well aware that this game has not been making money since it's been held at the Stadium when it opened in 2014. In fact, as confirmed through the [fourth quarter and fiscal year-end financial status report](#) and the Nov. 27, 2018 [status report on the Harvey M. Rose Measure J Compliance Audit of the Santa Clara Stadium Authority](#), non-NFL football games are known to lose money, even though the 49ers continue to book these football games.

On average, non-NFL football games at Levi's® Stadium are money-losers, with losses for the Pac-12 event increasing each year, and ranging between \$2-\$3 million dollars. Based on this history, losses are anticipated to be in the same range for the most recent Pac-12 Championship Game held in November 2018 and will likely be the case for the upcoming game to be held in 2019 at the stadium. Per the agreement, the 49ers could also have opted out of this 2019 game, but apparently did not take that action.

Stadium Authority Net Revenue for Non-NFL Events

EVENTTYPE	Fiscal Year 2014/15		Fiscal Year 2015/16		Fiscal Year 2016/17		Fiscal Year 2017/18	
	No. of Events	Net Revenue	No. of Events	Net Revenue	No. of Events	Net Revenue	No. of Events	Net Revenue
Ticketed Events								
Concerts	0	\$ 0	7	\$ 3,791,985	4	\$ 2,424,572	2	\$ 1,819,099
Sporting events:								
Football (non-NFL)	5	(3,007,907)	4	(2,316,903)	4	(2,946,165)	4	(3,601,827)
Soccer	2	3,948,144	2	891,300	5	2,414,209	3	3,228,754
Miscellaneous events	2	2,504,912	4	(149,392)	5	(159,175)	4	76,379
Subtotal Ticketed Events	9	\$ 3,445,149	17	\$ 2,216,989	18	\$ 1,733,441	13	\$ 1,522,405
Special Events ¹								
	186	\$ 1,762,404	204	\$ 3,862,027	127	\$ 3,583,453	113	\$ 3,640,924
Total Non-NFL Net Revenue	195	\$ 5,207,553	221	\$ 6,079,016	145	\$ 5,316,894	126	\$ 5,163,329

¹ Weddings, corporate events, etc.

The City also noted that the 49ers failed to notify the Stadium Authority of this development. It is worth noting that prior to this announcement by the PAC-12 Conference, the Stadium Authority Executive Director Deanna J. Santana suggested to the 49ers that they consider not hosting this money-losing event in future years.

About the City of Santa Clara

Located at the heart of Silicon Valley about 45 miles south of San Francisco, the City of Santa Clara truly is "The Center of What's Possible." Incorporated in 1852, Santa Clara covers an area of 19.3 square miles with a population of 120,000. Santa Clara is home to an extraordinary array of high-tech

companies, including Applied Materials, Hewlett-Packard, Intel, Nvidia, Oracle, and Ericsson. The City of Santa Clara is also home to Santa Clara University, California's Great America Theme Park, and Levi's® Stadium, home of the San Francisco 49ers and Super Bowl 50. For more information, go to www.SantaClaraCA.gov.

About the Santa Clara Stadium Authority

Established to provide for the development and operation of Levi's® Stadium, the Santa Clara Stadium Authority exists as a public body, separate and distinct from the City of Santa Clara. The seven elected members of the City Council serve as the governing board for the Stadium Authority. The mayor serves as chair of the Stadium Authority, with the city manager as the executive director and the city attorney as the Stadium Authority's general counsel. The City is not liable for the debts or obligations of the Stadium Authority.

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