

From: [Mercurio, Jim](#)
To: [Christine Jung](#)
Cc: [Deanna Santana](#); [Sujata Reuter](#); [Kenn Lee](#); [Ruth Shikada](#); [Mercurio, Jim](#)
Subject: RE: Marketing Conferences - Public Events
Date: Thursday, October 7, 2021 11:50:12 AM
Attachments: [image002.png](#)
[image004.png](#)
[image005.png](#)

Hi Christine:

Entertainment for Public Event prospects/clients would typically involve 1-2 employees from the Stadium Manager and 1-4 attendees from the prospect/client. This would be in the range of \$100 per attendee for each entertainment event, and would often include a lunch/dinner at a higher end restaurant, or perhaps a less formal meeting for coffee or drinks. We strive to make the entertainment event attractive and unique for the prospect/client, so it really depends on what they are interested in.

Your comment that “Stadium Authority will not reimburse any alcohol charges” exhibits a lack of familiarity with the live event business: It would be very unusual to have a client entertainment event for decision makers in the live event industry that doesn’t include beer/wine/spirits. This is typical in the sales industry generally. Often these prospects/clients are promoting events that are actually sponsored by companies in the beer/wine/spirits industry, and it would be counterproductive to invite a decision maker to an entertainment event and then tell them they need to pay for their own drinks.

It’s also worth noting that the SCSA has covered the cost of beer/wine/sprits for prospects/clients in the past, and that has been a component of the success we have had in driving overall revenue, including \$500M+ in SBL sales.

Finally – please confirm that the following are set for Board consideration on the indicated dates:

- Tunnel Slip and Fall 10/19
- Conferences- Public Events 10/19
- Resilient Flooring 10/19
- A&E Services 10/19
- Genetec Training 10/26
- Goods and Services 10/19
 - Cintas
 - Twin Hill
 - Window Treatment
 - Floor Mats

Thanks very much

JIM

JIM MERCURIO

Executive Vice President & General Manager

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Levi’s® Stadium

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#FTTB
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From: Christine Jung <CJung@SantaClaraCA.gov>
Sent: Tuesday, October 5, 2021 11:06 AM
To: Mercurio, Jim <jim.mercurio@49ers.com>
Cc: Deanna Santana <DSantana@SantaClaraCA.gov>; Sujata Reuter <SReuter@SantaClaraCA.gov>; Kenn Lee <KLee@SantaClaraCA.gov>; Ruth Shikada <RShikada@SantaClaraCA.gov>
Subject: RE: Marketing Conferences - Public Events

Hi Jim,

Can you please provide more information about the client entertainment that the Stadium Manager is planning, such as what they entail and anticipated costs? Please note that the Stadium Authority will not reimburse any alcohol charges for meals or entertainment.

We see that the Stadium Manager is requesting approval by October 8; however, this item needs to go to the Stadium Authority Board for approval and will be placed on the agenda of our next scheduled meeting (October 19).

Please provide the requested information by noon this Thursday, October 7 so that we can include it in the corresponding agenda report.

Thank you,
Christine Jung | Assistant to the Executive Director
1500 Warburton Avenue | Santa Clara, CA 95050
D: 408.615.2218 | www.santaclaraca.gov/scsa

From: "Ly, Vinette" <Vinette.Ly@49ers.com>
Date: September 29, 2021 at 2:07:01 PM PDT
To: Deanna Santana <DSantana@santaclaraca.gov>
Subject: Marketing Conferences - Public Events

Deanna,

I write to request SCSA approval for the events, conferences, and meetings listed below with respect to lead generation for Non-NFL public events. Our goal is to use these opportunities to support the Stadium Manager's efforts in cultivating relationships with promoters in the industry and drive revenue for FY21 and beyond, with a particular focus on concerts and major public events. It's important to get this underway as we continue to build momentum and emerge from COVID-19 restrictions. In order to act on these opportunities,

we request approval by Friday, October 8th.

VenuesNow Conference

October 21 & 22, 2021

Seattle, WA

1 Attendee

VenuesNow Conference was developed in 2017 to provide industry leaders of live entertainment facilities with a forum to discuss some of the most comprehensive topics appearing in the pages of the VenuesNow magazine. The event includes a variety of discussions and networking events focused on the current and future vision of the industry, cutting-edge initiatives and trends in the world of venues. With two days of programming, the conference covers all aspects of the business to include Technology, Operations, Sustainability, Security, Sanitization, Tenants & Teams, Branding & Sponsorships, Ticketing, Concessions, Design, Financing, Inclusivity, Bookings & Content, and more.

VenuesNow brings together the thought leaders, influencers, and visionaries that help create a positive disruption in the sports and live entertainment venue industry. Over 80% of the audience holds the title of Director or above and is representative of various sectors of the business. With over 600 in-person attendees in 2019, this year's program will offer in-person and digital registration options for the first time. The event will be hosted during opening week of Climate Pledge Arena on Seattle Center campus and this year's projected audience is in the thousands.

Stadium Manager will use this conference as a key networking opportunity to cultivate relationships within the live entertainment industry. Attendance at this particular conference is instrumental for the future of public events at Levi's Stadium in order to stay up to date on industry trends.

We are requesting authorization to incur charges up to \$2,300 in order to cover registration fees, travel expenses and potential client entertainment for one Stadium Manager employee. This expense would fall under the "Attending Events | Conferences | Client/Prospect Meetings" line item in the non-NFL Public Event Budget, and we have room within this line item to cover this cost.

Billboard Live Music Summit + Awards

November 2021 (2-day conference - exact dates TBD)

Los Angeles, CA

2 Attendees

The Billboard Live Music Summit, which is the only live music awards show that honors acts, executives, venues, agents, managers, and events based primarily on data generated by Billboard Boxscore, has become one of the most powerful gatherings in the industry.

Attendees of the Billboard Live Music Summit include promoters for major artists and are the key decision makers when it comes to venue selection for large scale concerts.

Stadium Manager will use this conference as a key networking opportunity to cultivate relationships within the live entertainment industry. Attendance at this particular conference is instrumental in order to stay at the forefront of crucial decision makers that manage major artists and their touring schedules.

We are requesting authorization to incur charges up to \$4,550 in order to cover registration fees, travel expenses and potential client entertainment for two Stadium Manager employees. This expense would fall under the "Attending Events | Conferences | Client/Prospect Meetings" line item in the non-NFL Public Event Budget, and we have room

within this line item to cover this cost.

GSN Annual Meeting

February/March 2022 (2-day conference - exact dates TBD)

Austin, TX

2 Attendees

The Gridiron Stadium Network was established to create awareness and to promote the assets of its member stadiums. Today, the GSN represents 15 NFL facilities, working to optimize opportunities and expand the use of each member's state-of-the-art facilities for new sports, entertainment, public and private events. The GSN assists its members with attracting and developing events on either a single or multiple facility basis. From sold out concerts and sporting events to smaller, more intimate shows and conferences, GSN members are dedicated to providing the best experiences for audiences, artists, third party, corporate and community partners.

Stadium Manager will use this conference as a key networking opportunity to cultivate relationships within the sports and live entertainment industry. Attendance at this conference is instrumental in order to stay at the forefront of industry trends, best practices, and to remain relevant within the network of stadium managers.

We are requesting authorization to incur charges up to \$2,650 in order to cover travel expenses and potential client entertainment for two Stadium Manager employees.

This expense would fall under the "Attending Events | Conferences | Client/Prospect Meetings" line item in the non-NFL Public Event Budget, and we have room within this line item to cover this cost.

Client Meetings

1 Attendee per meeting

Stadium Manager requests authorization to incur charges in order to solidify in person meetings with key stakeholders within the live entertainment industry. Relevant promoters are located in various areas of the country and maintaining an existing relationship is essential to the growth of public event revenue. It is also necessary for the Stadium Manager to develop new relationships with promoters to ensure we are focusing on the long term revenue streams for future public events.

We are requesting authorization to incur charges up to \$9,000 in order to cover travel and entertainment expenses for up to (6) client meetings. This expense would fall under the "Networking | Dues and subscriptions | Event tickets" line item in the non-NFL Public Event Budget, and we have room within that line item to cover this cost.

Please note that T&E costs from Stadium Manager employees are reimbursable in accordance with the attached policy.

Should you have any questions or request further clarification please do not hesitate to reach out.

Thank you for your attention to this matter.

V.L. on behalf of
Larry MacNeil

VINETTE LY

Executive Assistant to the CFO

San Francisco 49ers

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