

**From:** Mercurio, Jim  
**Sent:** Friday, March 15, 2019 5:54 PM  
**To:** Catlin Ivanetich  
**Cc:** Deanna Santana; Walter Rossmann; Brian Doyle; Compliance Manager  
**Subject:** RE: Request for Response to Dec 2018 Board Direction

Catlin:  
Please see the answers below in *italics*.

**Subject: Request for Response to Dec 2018 Board Direction**

Hi Jim,

Following up on Deanna's February 27 email regarding Stadium Authority Board inquiries during their December 11, 2018 meeting; please prepare a response to the Board for the following:

1. Parking costs – can event day costs to park in parking lots be lowered?
  - a. We discussed this in our Quarterly Meeting with City Staff on 12.20.18. The issue was identified on the agenda as "Neighborhood Parking Protection". Reducing the cost of parking would not be effective in achieving the desired outcome, and would likely adversely impact public transit ridership, resulting in more cars on the roads.*

2. SBLs – why isn't the City/Stadium Authority receiving SBL revenue for the field level seats that were added in 2018?

As requested by Stadium Authority staff in December 2018, and again during the budget development process, please include in your response and a copy of the annual NFL approval process, NFL guidelines/application, and other related documents, etc. to obtain approval from the NFL for the field seats.

- a. Please refer to the prior correspondence on this issue, including the letter from the NFL dated 2.25.19 confirming that the field seats are not permanent seats, and their use for NFL games must be approved by the NFL prior to each season.*

3. Taylor Swift tickets – explain why the public safety costs are almost the same since the number of tickets sold per night differs by ~21,000.

How many tickets were given away?

Were the tickets listed on Goldstar or other discount ticket sites?

- a. Public Safety Costs are primarily driven by law enforcement staffing costs from SCPD & SCFD.*
- b. The number of attendees and the number of cars parked were similar for both Taylor Swift shows, which would explain why public safety costs for the two shows were similar.*
- c. In accordance with the Event Contract, the promoter of the concert, Messina Touring Group LLC, sets the price of the tickets in its sole discretion. As indicated in the quarterly reports previously provided to the City, the promoter distributed approximately 20,000 complimentary tickets to targeted groups for the Friday 5.11.18 show. Targeted groups included military veterans, local universities, and local employers. The promoter did not offer tickets for sale on Goldstar, but there is often an active secondary market for tickets that is not controlled by the promoter.*

Thanks,

JIM