

Attachment 10

Responses to SCSA Board
Questions from March 9 and
March 10 Study Sessions

Responses to SCSA Board Questions from March 9 and March 10, 2021 Study Sessions

The following information is in response to the feedback and questions received during the Santa Clara Stadium Authority (“Stadium Authority”) March 9 and 10, 2020 Study Sessions.

1. What are the public safety costs per event, including number of deployment and attendees per event?

Staff is compiling this information and will present it at a future Closed Session after the adoption of the City and Stadium Authority Budgets.

2. Who did ManCo contact for their client touchpoints?

On March 11, 2021, staff transmitted this question to the Stadium Manager for response. At the time of writing the report, the Stadium Manager has not provided a response.

3. The Stadium Manager responded with two different amounts for the Marketing Budget (\$115k and \$50k) and it is unclear what is the total budget and whether those amounts included staff. Ask Stadium Manager for the total Marketing Budget amount, including staffing resources and breakdown of costs, their strategy for marketing efforts that will be funded by the Marketing Budget, and previous fiscal years’ spend on marketing staff and marketing efforts.

On March 11, 2021, staff transmitted these questions to the Stadium Manager for response. At the time of writing the report, the Stadium Manager has not provided responses.

4. How many times has the City Manager waived the curfew?

Staff believes that previous City Managers have waived the curfew during the first few years of Stadium Authority operations; however, these actions are believed to have occurred verbally and were not documented.

5. How many fines have we issued for curfew violations?

The City/Stadium Authority has issued citations for curfew violations for the following concerts:

Concert	Citation Date	Citation Amount
May 16, 2016 - Beyonce The Formation World Tour	May 23, 2016	No citation amount referenced
May 17, 2017 - U2 Joshua Tree Tour	May 22, 2017	\$750
October 4, 2017 - Coldplay	October 19, 2017	\$2,755.83
September 29, 2018 - Jay Z and Beyonce On the Run II	October 4, 2018	\$2,100
August 18, 2019 - Rolling Stones No Filter Concert	September 13, 2019	\$1,550

6. Would the Stadium Manager be open to an independent third-party assessment of the Marketing Plan?

On March 11, 2021, staff notified the Stadium Manager of the Board’s interest in having a third-party consultant review and assess the Marketing Plan and asked if that is something that they would be interested in. At the time of writing the report, the Stadium Manager has not provided a response.

7. Let’s look at the 2018 Community Survey and review what we’ve done and what else needs to be done based on the survey feedback.

Staff will prepare a study session in the Fall 2021 timeframe to bring back this information to the Board.

8. We would like to see a study of events’ fiscal impacts on the City, aside from their direct financial impact to the Stadium Authority.

Staff will work on this effort and bring back an informational report for the Board’s review and possible action after the adoption of the Stadium Authority budget.