

11-16-21

ITEM #6
RTC#21-13270

Jose Armas

From: Emily Matthews <Emily.Matthews@49ers.com>
Sent: Tuesday, November 16, 2021 1:08 PM
To: Clerk
Cc: Public Comment
Subject: Letters - Public Comment Regarding Agenda Item 6
Attachments: P. Lemucchi curfew letter.pdf; J. Prowse curfew letter.pdf; M. Moss curfew letter.pdf; A. Sang curfew letter.pdf; S. Truesdale curfew letter.pdf; S. Kahn curfew letter.pdf; A. Muela curfew letter.pdf; T. Galante curfew letter.pdf; R. Sands curfew letter.pdf; A. Glanville curfew letter.pdf; D. Hayes curfew letter.pdf

City Clerk's Office,

Please find public comments we are sending on behalf of SBL holders regarding the curfew at Levi's Stadium. These SBL holders would like their comments to be read into the record for agenda item 6, "Council Discussion and Potential Action on Levi's Stadium's Condition of Approval P22(c) Regarding Nighttime Outdoor Non-NFL Events."

Thank you,
Emily

EMILY MATTHEWS
Manager, Communications & Public Affairs
San Francisco 49ers
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SAP Performance Facility
4949 Marie P. DeBartolo Way
Santa Clara, CA 95054

POST MEETING MATERIAL

Dear Stadium Authority Board Members,

When we purchased our SBLs for Levi's Stadium, we expected to use our seats not only for 49ers games, but also for other big events like concerts, college football, and soccer. But in recent years we've grown increasingly concerned over the decline in the number of events offered to us. In the early years we received regular offers for tickets to great shows at our stadium such as Beyonce, Coldplay, the Grateful Dead, and the College Football Playoffs. I expect many of my fellow SBL members feel the same way -- we became SBL holders not only as 49ers fans, but because we wanted the opportunity to attend other world-class concerts in our stadium, rather than having to drive to places like Oakland and San Francisco, or fly down to Las Vegas or L.A.

I have seen in the media that the decline in big events is because of some battles between the 49ers and Santa Clara City Hall, and there is a new curfew that causes our stadium to miss out on big concert tours. That makes no sense. We spent \$1 billion to build a stadium and we want it to host as many big shows as possible.

It's been disappointing to see artists like the Rolling Stones, which brought impressive crowds to Santa Clara in 2019, state that "it's no longer worth the effort" to play at Levi's Stadium due to the "micromanagement" from the city. Santa Clara even lost out to San Francisco when Ed Sheeran bypassed Levi's Stadium in 2018 due to the city's 10pm curfew.

As the state reopens, we are looking forward to attending more events at OUR stadium. We paid to build it, and we want to use it. We urge the Santa Clara Stadium Authority Board to push back the curfew to help make the City a more competitive location for these events and to deliver the value that we were promised when we purchased our SBLs.

Thank you for your consideration,

Pat Lemucchi

Dear Stadium Authority Board Members,

I was hopeful to see that the Stadium Authority Board is revisiting Santa Clara's 10pm curfew for Levi's Stadium events. When I initially bought my SBL for Levi's Stadium, it was because I was expecting a first-class venue that would transform Santa Clara into a local entertainment hub.

For years, Levi's Stadium was hosting high profile acts such as Coldplay, U2, Beyonce, One Direction and Luke Bryan. As an SBL holder, my family and I were excited to be able to receive offers for these shows, along with soccer and college football games. However, this ended abruptly in 2017 as Santa Clara began imposing a strict 10pm curfew for these events.

It's shocking and unprofessional to see how the city managed the Rolling Stones concert in 2019. With concert professionals stating that the city pushed for, "outlandish and frankly unsafe changes" when working with city staff. It's also worrisome that artists are specifically routing their tours away from Santa Clara because of the issues a 10pm curfew poses to artists.

We invested in this stadium with the expectation that in addition to having the 49ers playing in our own backyard, we would be able to have popular events, like concerts. What we've found is that petty political fights as detailed in the local papers have prevented Levi's Stadium from booking major concerts.

We are tired of having an empty stadium when football is not in season. Now that California has reopened, we are hopeful that Levi's Stadium can return to hosting high profile concerts. But, in order to do so Santa Clara must end the Mayor's music ban and be able to offer a competitive curfew times so that Levi's Stadium does not lose out to concerts over San Francisco, Oakland, Mountain View and Los Angeles. It's time for Santa Clara to alter the curfew to 11pm so that Levi's Stadium can host events that we as SBL holders can attend.

Respectfully,
Joe Prowse

Dear Stadium Authority Board Members,

I'm writing regarding Santa Clara's strict curfew. As an SBL holder, I was initially impressed with the number of high-profile concerts and other sporting events beyond 49ers games that were being hosted at Levi's Stadium. It was a clear sign that Levi's Stadium was a desirable, first-class stadium and Santa Clara was becoming a competitive market for these events.

However, I have grown increasingly concerned since 2017 as the media has reported on curfew issues regarding the stadium. I, like many others, saw the articles in 2018 that stated that Ed Sheeran was not going to be playing as a result of the strict 10pm curfew. It seems foolish that Santa Clara would miss out on a top tier artist simply because it was unwilling to make exceptions to its curfew a few times a year.

This is not only a priority to current SBL holders, like myself, but also to future potential SBL holders who may be deterred from purchasing the licenses as a result of the strict curfew.

Simply put, I am tired of seeing Santa Clara being left behind as artists choose other venues across the area. Santa Clara is a great city, that has maintained competitive schools, housing, and businesses – having a competitive stadium should follow suit.

Thank you,

Mindy Moss

Dear Stadium Authority Board Members,

Levi's Stadium has hosted some of the Bay Area's most premier events. The stadium saw world class artists such as Beyonce, U2, and Coldplay, and has had a number of sold out shows since it first opened. For the first few years following the opening of Levi's Stadium, I was excited to have invested in my SBL. I was able to have seats to 49ers games, soccer games, and incredible concerts.

But in the last few years, I've noticed an abrupt change in the frequency of these events due to the city's 10pm curfew. Artists have been publicly clear that they will not reroute their entire tour just to accommodate Santa Clara's rigid curfew. This has led to our city losing out on countless concerts, such as Ed Sheeran's 2018 show.

It's disappointing to see our city be passed up because artists simply do not want to deal with the logistics of having to play around Santa Clara's curfew. SBL holders, like myself, want to be able to have access to premier events throughout the year, but because of this city policy we've been left without that option.

I hope that the stadium board will rethink this policy and allow for curfew waivers so that Levi's Stadium can once again host these concerts.

Thank you,

Axel Sang

Dear Stadium Authority Board Members,

I'm writing as a concerned resident and SBL holder regarding Santa Clara's music ban. SBL holders, like myself, invested in our \$1 billion stadium. To see it sitting empty six months out of the year when NFL games aren't being played is disappointing to say the least.

Levi's Stadium is top tier venue, and Santa Clara is an incredible city that should be drawing the best talent, just as we have in so many other sectors. But because of the city's rigid curfew order, our city is losing out on high profile concerts to other Bay Area cities.

I purchased my SBL not just as a football fan, but as someone who wanted to be able to get seats at premier events right here in my own community. SBL holders have already lost our seats at many potential events. As California continues to reopen and artists begin to tour again, I hope that the Board will extend the 10pm curfew so that we can attract more artists to Levi's Stadium.

Thank you,

Sean Truesdale

Dear Stadium Authority Board Members,

When Levi's Stadium first opened, I was incredibly excited to see the big crowds at a number of successful sold out shows like Grateful Dead and Coldplay. However, these big-ticket events have been dramatically decreasing in the last few years. I, and many other SBL holders, have followed the news and saw the headlines where the Rolling Stones and Ed Sheeran cited the city's curfew as the reasoning behind not wanting to host future concerts at our venue.

This was extremely disappointing to see. Santa Clara should not be forfeiting events to other Bay Area cities because of an unwillingness to extend the curfew by an hour just a few times a year. The economic impact from these events alone should be a reminder as to why Santa Clara wanted to build the stadium in the first place.

I'm respectfully urging the board to consider extending the city's curfew so that Levi's Stadium can stay competitive against venues across the state.

Respectfully,

Sylvia Kahn

Dear Stadium Authority Board Members,

I'm urging the Board to reconsider their strict 10pm curfew for live events at Levi's Stadium. As an SBL holder, I chose to invest in Levi's Stadium because I wanted to be able to have a seat at the Bay Area's most sought-after events.

For a handful of years after the stadium opened, that was the case. We had several soccer games, college football championships, and amazing concerts such as Coldplay and Taylor Swift. However, since 2017 it has become clear that Santa Clara's curfew issues have deterred artists from playing at our stadium.

It's embarrassing to see artists publicly dismiss bringing their acts to Santa Clara due to our curfew and statements that coming to our stadium isn't "worth the effort." We should not be known by artists as being difficult to work with.

As California has reopened, I have been excited to get back to live events and have enjoyed attending games at Levi's Stadium. People are ready to go to concerts, and there is no reason why our stadium should be sitting empty half of the year. I'm hopeful that Santa Clara will support hosting live events to help our city come back even stronger by extending the 10pm curfew.

Thank you,

Armando Muela

Dear Stadium Authority Board Members,

I'm writing to encourage you to extend the city's 10pm curfew for live events. As an SBL holder, I was excited to invest in one of the country's most impressive stadiums and be able to attend high profile events, in addition to our football games.

Santa Clara has been known as a business-friendly city, it's something that we pride ourselves on. But the way that Santa Clara has approached live events, and the strict curfew, has given the opposite impression.

I was very concerned to see that the Rolling Stones stated in local press that dealing with the city was not worth the trouble of coming to Santa Clara for future concerts. This is not the reputation that the city should have.

These types of events are important for Santa Clara. They create revenue and help draw more people to live and work in our beautiful city. I hope the Board will extend the City's curfew to keep major events in Santa Clara.

Thank you,

Tom Galante

Dear Stadium Authority Board Members,

Like many other SBL holders, I purchased my SBL because I was excited to have seats at high profile events in my own city. Going to Levi's Stadium wasn't only an exciting experience for me and my loved ones, it was also incredible easy and convenient – that's why I was so enthusiastic about investing in the stadium.

It is certainly disappointing to see that Santa Clara's curfew has prevented the city from hosting major events, such as Ed Sheeran's 2018 concert. We need to remain competitive, and if the board is unwilling to make an exception just a few times a year for concerts, top selling artists will pick other cities over Santa Clara. Booking these events is not only a top priority for SBL holders like myself but should be for the city as we bounce back from COVID.

I'm excited for the concerts that have already been booked for 2022 and I hope that with this board's action to extend the curfew many more concerts will be added for the future.

Respectfully,

Ralph Sands

Dear Stadium Authority Board Members,

I wanted to start by thanking you for bringing this important item to the agenda, it is long overdue. Ever since 2017, the abrupt change in Santa Clara's approach to the 10pm curfew has led to a decline in events.

Now, our stadium that WE paid for is sitting empty for months out of the year because the city has been unwilling to extend the curfew just a few times a year. It's ridiculous.

Santa Clara is losing out on major events, and SBL holders have been left feeling shortchanged by the city after investing in our \$1 billion stadium. I purchased my SBL with the expectation that I would be able to attend major events throughout the year, but instead artists are choosing to skip our city and instead perform at other venues without the same limitations.

I hope that this board reconsiders the 10pm curfew so that we can once again attract major artists to perform at our home stadium.

Thank you,

Andre Glanville

Dear Stadium Authority Board Members,

I'm writing in hope that Santa Clara will reconsider its current curfew policy. Levi's Stadium has been an incredible asset for Santa Clara. As one of the quickly growing cities in the region, the investment in a hometown stadium helped solidify Santa Clara's status as a premier city in the Bay Area.

SBL holders, like myself, were excited to be able to have tickets to world class events right here in Santa Clara. Not only were we thrilled to have seats at 49ers games, but we've been able to sit at international soccer games and some of the country's most notable concerts such as Beyonce, U2 and Coldplay.

However, we've all noticed the stark change in recent years. Artists are no longer coming to Santa Clara because of the City's 10:00pm curfew. I chose to invest in our stadium because of the promise of these types of major events. Now, I see concerts routinely choosing San Francisco or Oakland over Levi's Stadium, it's disappointing to say the least.

This Board should recognize the importance of these events and should adopt policies that can help attract major talent to Santa Clara, not deter it.

Respectfully,

Dean Hayes

Melissa Meslo

From: Public Comment
Sent: Tuesday, November 16, 2021 3:46 PM
To: Nora Pimentel; Melissa Meslo
Subject: Regarding Item #6 - proposed extension of Levi's Stadium curfew hours
Attachments: Levi's Curfew Letter.pdf

Dear Mayor and Council,

Our office received the following correspondence regarding item 6 RTC 21-13270 (the proposed extension of curfew hours at Levi's stadium).

Please note this correspondence will form part of the public record for the November 16, 2021, Joint Council and Authorities Concurrent and Santa Clara Stadium Authority meeting.

Thank you

Nora Pimentel, MMC | Assistant City Clerk | City Clerk's Office
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**City of
Santa Clara**
The Center of What's Possible

From: Mick Greco <greco@jointventure.org>
Sent: Tuesday, November 16, 2021 8:00 AM
To: Public Comment <PublicComment@santaclaraca.gov>
Subject: Regarding Item #6 - proposed extension of Levi's Stadium curfew hours

Hello,

The attached letter is intended for today's discussion of the proposed extension of curfew hours at Levi's stadium (item #6). It is submitted to be read as public comment.

Thank you very much,
Mick

--

Mick Greco
Executive Vice President
408-499-0836

Michael A. Greco

San Jose, CA
mick.greco@gmail.com

To: Santa Clara Stadium Authority Board of Directors

Re: Support of extending Levi's Stadium curfew

Dear Stadium Authority Board Members,

As an SBL holder and Bay Area resident, I'm writing to urge the City of Santa Clara to alter its strict curfew. In the past, I have attended many events at Levi's Stadium, in addition to the 49ers games, and have always been impressed by the high profile artists and other sporting events that have been booked at our home stadium.

I have enjoyed using my seats for a number of these events that normally would be too difficult for me to attend in other cities. These events are part of the reason why I chose to purchase my SBL. Now, it has becoming increasingly clear that because of the city's 10pm curfew mandate, I and so many other SBL holders have lost out on having seats at these potential events.

It's frustrating to see Levi's Stadium lose out on acts because the city has been unwilling to accommodate later curfews just a handful of times a year. It doesn't make sense financially, and it makes me and so many others feel shortchanged on our licenses.

Levi's Stadium should be booked with concerts throughout the year, especially in the next year as more major tours are announced.

I was very pleased to see that concerts have already been announced for 2022, but Santa Clara needs to take action now to amend the curfew and make sure that Levi's Stadium once again becomes the competitive venue that it is.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Michael Greco", with a stylized flourish at the end.

Michael Greco
Levi's Stadium SBL Holder