

**From:** [Christine Jung](#)  
**To:** [Brent Ghan](#)  
**Cc:** [Deanna Santana](#)  
**Subject:** RE: Non-NFL Event Travel Request - Pollstar Live Conference  
**Date:** Wednesday, December 8, 2021 4:52:00 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image004.png](#)

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Thanks, Brent. This request has been placed on the January 11 agenda.

Sincerely,  
**Christine Jung | Assistant to the Executive Director**  
1500 Warburton Avenue | Santa Clara, CA 95050  
D: 408.615.2218 | [www.santaclaraca.gov/scsa](http://www.santaclaraca.gov/scsa)

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**From:** Brent Ghan <Brent.Ghan@49ers.com>  
**Sent:** Friday, December 3, 2021 2:45 PM  
**To:** Christine Jung <CJung@SantaClaraCA.gov>  
**Cc:** Deanna Santana <DSantana@SantaClaraCA.gov>  
**Subject:** RE: Non-NFL Event Travel Request - Pollstar Live Conference

Hi Cristine,

Please see responses to your questions:

- Can you please provide more information about the conference such as date(s), location, and conference website?

February 7-9, 2022  
The Beverly Hilton, Los Angeles, CA  
<https://pollstar.live/>

- Can you please provide the breakdown for the registration fees, travel expenses and potential client entertainment that make up the requested amount?

Registration Fees (x2): \$1,700  
Travel - Air (x2): \$600  
Travel - Ground (x2): \$300  
Travel - Hotel (x2): \$2,000  
Travel - Meals (x2): \$400  
Client Entertainment - Meals: \$1,000  
**Total: \$6,000**

- Can you please confirm that all travel and expense costs for this conference will follow the Stadium Manager's Business Expense Reimbursement Policy?

Yes, all travel and expense costs are in line with the current Stadium Manager's Business Expense Reimbursement Policy.

Please add the Pollstar conference request to the next possible board meeting. I've consulted with our team and understand there was a similar situation recently for the IMEX Conference where we requested approval for costs to attend and proceeded with making travel arrangements while the approval process was moving through the required process. We will be taking the same approach here and have our team make arrangements to ensure their spots at the conference until the board approves.

Please let me know if you have any additional questions.

Thank you and have a great weekend,

**BRENT GHAN**

Manager, Accounting

**Forty Niners Stadium Management Company**

T 408.313.5336

Levi's® Stadium

4900 Marie P. DeBartolo Way

Santa Clara, CA 95054



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**From:** Christine Jung <[CJung@SantaClaraCA.gov](mailto:CJung@SantaClaraCA.gov)>

**Sent:** Friday, December 3, 2021 8:44 AM

**To:** Brent Ghan <[Brent.Ghan@49ers.com](mailto:Brent.Ghan@49ers.com)>

**Cc:** Deanna Santana <[DSantana@SantaClaraCA.gov](mailto:DSantana@SantaClaraCA.gov)>

**Subject:** RE: Non-NFL Event Travel Request - Pollstar Live Conference

Hi Brent,

I think we've been on a couple meetings together but have not had a chance to chat yet. Nice to e-meet you.

Our 2021 and 2022 Report to Council Processing Timelines are attached for reference. I shared the 2021 version with Jim back in June as well as the information about the submittal dates.

Please refer to the submittal dates listed under the "CAO Yellow Review" column for any requests that include an agreement and the dates under the "Drafter Initiates Approval Sequence" column for any requests that don't include an agreement for future requests. Based on the 2021 calendar, the deadline to submit this conference and travel request for the December 14 agenda was November 1. If feasible, the Stadium Authority has and will continue to try and accommodate last minute requests. However, advance coordination is always preferable and the Board has directed the Stadium Manager to submit a procurement plan which would still be very helpful to meeting timely requests. In this case we received six procurement requests from the Stadium Manager since Tuesday, November 30 which leaves little time to sufficiently review and draft corresponding agenda reports prior to the December 14 agenda packet going out on December 8/9.

For this particular request, we have the following questions:

- Can you please provide more information about the conference such as date(s), location, and conference website?
- Can you please provide the breakdown for the registration fees, travel expenses and potential client entertainment that make up the requested amount?
- Can you please confirm that all travel and expense costs for this conference will follow the Stadium Manager's Business Expense Reimbursement Policy?

Please let us know, thank you.

**Sincerely,**  
**Christine Jung | Assistant to the Executive Director**  
1500 Warburton Avenue | Santa Clara, CA 95050  
D: 408.615.2218 | [www.santaclaraca.gov/scsa](http://www.santaclaraca.gov/scsa)

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**From:** Brent Ghan <[Brent.Ghan@49ers.com](mailto:Brent.Ghan@49ers.com)>  
**Sent:** Thursday, December 2, 2021 11:39 AM  
**To:** Deanna Santana <[DSantana@SantaClaraCA.gov](mailto:DSantana@SantaClaraCA.gov)>; Christine Jung <[CJung@SantaClaraCA.gov](mailto:CJung@SantaClaraCA.gov)>  
**Subject:** RE: Non-NFL Event Travel Request - Pollstar Live Conference

Hi Deanna,

Thanks for getting back to me. Noted on including Christine, will ensure she is on communications in the future.

Christine, could you please share the Council/Board due date schedule mentioned? In this case, when was the deadline for submissions to get onto the agenda for the 12/14 meeting?

Thank you,

**BRENT GHAN**  
Manager, Accounting  
**Forty Niners Stadium Management Company**  
T 408.313.5336  
Levi's® Stadium  
4900 Marie P. DeBartolo Way  
Santa Clara, CA 95054



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**From:** Deanna Santana <[DSantana@SantaClaraCA.gov](mailto:DSantana@SantaClaraCA.gov)>

**Sent:** Thursday, December 2, 2021 10:11 AM

**To:** Brent Ghan <[Brent.Ghan@49ers.com](mailto:Brent.Ghan@49ers.com)>; Christine Jung <[CJung@SantaClaraCA.gov](mailto:CJung@SantaClaraCA.gov)>

**Subject:** RE: Non-NFL Event Travel Request - Pollstar Live Conference

Good morning Brent,

Good to meet you via email. I am copying Christine Jung on this email, as she will review this request and prepare it for Board action.

Christine is an Assistant to the City Manager/Executive Director and should be copied on all items directed to the SCSA. Christine can also provide you with the Council/Board report due date schedule, so that you are aware of our agenda production dates and target your requests for specific dates at Council/Board meetings. For example, all agenda reports for December 7 were completed earlier this week and the packet is literally being produced right now/today. The due dates for agenda reports for the December 14 Council/Board meeting has passed and they are being completed now through early next week. The December 14 packet goes out December 9. Feel free to work with Christine on any clarification on agenda due dates that you would like, she is very familiar with the legislative process that the Council/Board use to complete its work.

Thank you,

Deanna

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**From:** Brent Ghan <[Brent.Ghan@49ers.com](mailto:Brent.Ghan@49ers.com)>

**Sent:** Thursday, December 2, 2021 7:38 AM

**To:** Deanna Santana <[DSantana@SantaClaraCA.gov](mailto:DSantana@SantaClaraCA.gov)>

**Subject:** Non-NFL Event Travel Request - Pollstar Live Conference

Hello Deanna,

My name is Brent Ghan, I am the new Accounting Manager for the Forty Niners Stadium Management Company. More specifically, I am responsible for accounting for Non-NFL Events, SBLs, and Shared O&M expenses. I have been with the organization since September and before that I was a Financial Statement Audit Manager with Armanino LLP in their San Francisco office. I am a Certified Public Accountant in California.

I have begun working on some projects with Kenn and Linh but wanted to take this opportunity to formally introduce myself to you. Moving forward, please consider me the primary point of contact at the Stadium Manager for all accounting related matters. I will be reaching out periodically as items come up, but please do not hesitate to contact me with any inquiries you may have and I will do whatever I can to assist.

I write to request SCSA approval to enter into a contract with respect to lead generation for Ticketed Non-NFL Events. Our goal is to use this opportunity to support the Stadium Manager's efforts in cultivating relationships with promoters in the industry and drive revenue for FY22 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, December 17<sup>th</sup>.

The upcoming Pollstar Live conference is the industry's largest gathering of live entertainment professionals and the flagship event for Pollstar magazine, the leading trade publication for the global live entertainment industry. With over 30 years of history, the Pollstar Live Conference offers three (3) days of compelling discussions led by visionaries in the live entertainment business beginning with Production Live, a full day dedicated to production and transportation in live events, followed by Pollstar Live, including the Annual Pollstar Awards celebration.

Attendees of the Pollstar Live Conference 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 \$6,000 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 Events Budget, and there is room within this budgeted line item to cover this cost.

Please let me know if you have any questions.

Thank you,

**BRENT GHAN**

Manager, Accounting

**Forty Niners Stadium Management Company**

T 408.313.5336

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Santa Clara, CA 95054



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