

From: MacNeil, Larry
Sent: Tuesday, April 9, 2019 3:39 PM
To: Walter Rossmann; Mercurio, Jim
Cc: Compliance Manager; Catlin Ivanetich; Brian Doyle; Deanna Santana
Subject: RE: Tayler Swift concert tickets & Mountain Winery

Walter:

Your email to Mr. Mercurio was referred to me.

The news article that you referenced below appears to be based on the story that Mayor Gillmor pitched to a San Francisco columnist, since it contains similar inaccuracies and spin.

For example, both of these articles refer to a purported contract provision which required the stadium to be filled to an "acceptable level". Please refer to the event contract previously provided to your office on at least two separate occasions. There is no such provision in the event contract.

As to your specific requests:

1. The pricing and distribution of tickets for this event were decisions by the promoter, not by the 49ers or Stadium Manager. I have explained this to your office several times and sent you the specific references in the event contract in several separate emails. Stadium Manager does not have "an agreement with Mountain Winery" for this or any other Non-NFL event.
2. I have attached copies of the emails where the promoter directed complimentary tickets to a number of local businesses and charities. Please maintain the confidentiality of these communications with the promoter as the public disclosure will further erode our ability to book events.
3. As to your request for "all other supporting documentation" related to this show, that information, along with the information for all the events for 2018, is being compiled in accordance with the schedule previously agreed to by your office.

As described in my earlier correspondence on this topic, the Mayor's strategy of publicizing the economics of individual events has further undercut our ability to book future events at Levi's Stadium. To the extent that your latest document request is part of that PR strategy, I think you are beating a dead horse: The concert promoters have already gotten the message that the City is not interested in booking future concerts.

Thx

Larry MacNeil
San Francisco 49ers
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