LEVI'S STADIUM

Total Cost: $1.2B (original proj: $937M)
Tenant(s): 49ers
Ownership: City of Santa Clara (Stadium Authority)
Management: City of Santa Clara; 49ers*
Opened: September 14, 2014
Naming Rights: Levi Strauss & Co $220M/20 years
Population base: 7,150,000

*The 49ers operate the stadium year-round, taking on operating costs during the six months of the NFL season. The City pays for the cost to run the stadium during the off-season. The two entities split revenues from non-NFL events, which carry a $4 ticket surcharge.

Funding Breakdown

- City of Santa Clara's Redevelopment Agency: $42M
- Silicon Valley Power (Utility): $20M
- Parking Structure Revenue Bonds: $17M
- 2% Hotel Tax Increase: $35M
- The 49ers and the NFL provided $493M
  *The team would pay for any construction cost overruns.

Measure J
June 8, 2010

14,628 (58.2%)
10,505 (41.8%)

Also known as the Santa Clara Stadium Taxpayer Protection and Economic Progress Act, organizers of a citizen initiative submitted 8,000 signatures to the Santa Clara County Registrar of Voters on January 12, 2010. City Council drafted ballot language based on the citizen initiative. NOTE: The cost of adding this measure to the ballot was $390K

Revenue

Surcharges levied on stadium tickets would bankroll a $250K/year fund for city parks, libraries, and youth and senior programs.

49ers pay the City $40M per year to lease the City-owned land.
  * The lease would last 40 years with a 20-year extension option.

The City is projected to receive $155M in profit from non-NFL events.
49ers required to pay $250K in public safety costs to the City.

City Stadium Authority

- Created to sell $330M worth of construction bonds.
  Repaid via: sale of naming rights; corporate sponsorships; personal seat licenses (PSL); 49ers lease; and ticket surcharges.
- Received a $200M loan from the NFL.
  Repaid via: gate revenue; trinket & beer sales.
- Goldman Sachs, U.S. Bank, and Bank of America agreed to loan the City and team a combined $950M.
  The Stadium Agency must pay a $14.625M bank fee plus $80K annually.

Additional Actions

Council approved up to $600K for legal fees and up to $250K for economic consulting fees during talks about a detailed development agreement.

Santa Clara appointed a Charter Review Committee to decide whether to recommend to the City Council that the charter be amended so the stadium would be exempt from a public bidding process - a move that would have required a city-wide vote.

In a 5-2 vote, City Council agreed to create a tax district of eight hotels where guests would pay an additional 2% on top of the current TOT of 9.5% already levied.

After paying the State $11.2M in 2011 and $2.7M each year after that, the City was allowed to keep its redevelopment agency.