

Meeting Date: 5-12-15

AGENDA REPORT

City of Santa Clara, California

Agenda Item # 12.B



Date: May 12, 2015

To: City Manager for Council Action

From: Director of Parks & Recreation

Subject: Request to Approve, Accept and Appropriate a Donation of \$3,000,000 from San Francisco 49ers for Youth Athletic Facilities

EXECUTIVE SUMMARY:

The City has received an offer of a donation in the amount \$3,000,000 from the San Francisco 49ers to support the improvement of youth athletic fields and facilities in the City of Santa Clara. The offer of the donation is unrelated to any previous proposal, including Youth Soccer Park, and is for the specific purpose of "improving youth athletic facilities in Santa Clara." The donation letter states that "there is no consideration requested in return." Approval of the request will authorize City acceptance of the donation, appropriate \$3,000,000 for improvement of youth athletic facilities in the City of Santa Clara, and authorize the City Manager to transmit a letter of appreciation. The City, by separate action at a later date, will allocate funds to specific youth athletic facility improvements.

ADVANTAGES AND DISADVANTAGES OF ISSUE:

The donor has not set any conditions on acceptance of the funds. Approval of the \$3,000,000 donation and allocation of the funds will allow the City to improve athletic fields and facilities in the City.

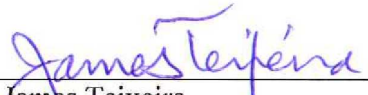
ECONOMIC/FISCAL IMPACT:

There is no cost to accept the donation other than administrative time and expense. Acceptance of the donation provides a one-time source of unrestricted, non-General Fund support to improve any of the City's youth athletic facilities.

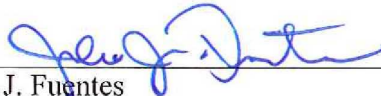
RECOMMENDATION:

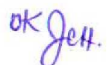
That the Council:


1. Approve and accept a donation of \$3,000,000 from San Francisco 49ers (532-1132-59650-3177) and authorize an appropriation in the amount of \$3,000,000 for Youth Athletic Facilities in the City of Santa Clara (CIP 532-1132-80300-3177); and,
2. Authorize the transmittal of a letter of appreciation signed by the Mayor and City Manager; OR,
3. Provide alternate direction to the City Manager.


James Teixeira
Director of Parks & Recreation

APPROVED:


Julio J. Fuentes
City Manager

Certified as to Budget Form: 
532-1132-80300-3177


Gary Ameling
Director of Finance/
Assistant City Manager

FIVE COUNCIL VOTES



May 5, 2015

The Honorable Jamie L. Matthews, Mayor
The Honorable Dominic J. Caserta, Council Member
The Honorable Debi Davis, Council Member
The Honorable Lisa M. Gillmor, Council Member
The Honorable Patrick Kolstad, Council Member
The Honorable Jerry Marsalli, Council Member
The Honorable Teresa O'Neill, Council Member

City of Santa Clara
1500 Warburton Ave.
Santa Clara, CA 95050

Mayor and Council Members,

Santa Clara and the 49ers have done great things together since we first moved our training facility here in 1988 and are very proud to be a community partner. We also take great pride in that fact that every promise we made to the City has been fulfilled as we have partnered to make Levi's® Stadium a reality. It has become an engine for economic prosperity and offered protection for taxpayers, all while being delivered on time and under budget. In its inaugural year, the stadium has brought more than one million visitors to Santa Clara, hosted 19 major events and secured national and international media coverage. This will only grow as Super Bowl 50 comes to Levi's Stadium in 2016.

It is undeniable that Levi's Stadium has also established itself as a catalyst for development. The North Bay Shore hotel market surrounding the stadium is on pace to record its best annual hotel occupancy and average daily rates in history. City Place, a mixed-use complex across the street from Levi's Stadium is slated for millions of square feet of new commercial development.

We have used the 49ers Museum to educate 30,000 students about science, technology, engineering and math with field trips that are completely free of charge, while giving priority to Santa Clara Unified Schools. We opened the million-dollar 49ers STEM Leadership Institute at Cabrillo Middle School and will replicate the state-of-the-art Chevron "Fab Lab" at Santa Clara High School. In addition to our investment in STEM, we invest in youth athletics, reaching 16,000 students through our Youth Football programming. And we built an outdoor fitness center for our neighboring Don Callejon Middle School.

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We had hoped that the proposal we presented on April 21 would be another “win-win.” However, we understand that not everyone felt that way and we will wait for the City to determine if, when and where it will build new athletic facilities. If the City wishes to engage with us in the future, we remain open to discussions. Regardless, we still wish to assist the City with improving youth athletic fields. We are prepared to immediately transfer \$3 million from the San Francisco 49ers to the City of Santa Clara for the purpose of improving youth athletic facilities in Santa Clara. The City can determine through its own open and transparent public process the best use for such funds. This payment is unrelated to the prior proposals. There is no consideration requested in return.

We remain committed to being a good partner to the City of Santa Clara and a supporter of all youth activities in the Bay Area.

Sincerely,



Al Guido

Chief Operating Officer

Cc: Julio Fuentes, City Manager

