Ballot Simplification Committee

FINAL Approved Digest - 12:14 p.m. on Monday, February 27, 2012, – Packard, Fasick, Fraps, Jorgensen

<u>**Any Requests for Reconsideration were due Tuesday, February 28, 2012 by 12:20 p.m.**</u>

<u>**COIT TOWER POLICY**</u> *(working title only, subject to change)*

The Way It Is Now:

Coit Tower is a San Francisco landmark built in 1933. The tower is located in Pioneer Park at the top of Telegraph Hill. It contains historic WPA-era murals.

The City's Recreation and Park Department manages Coit Tower and Pioneer Park. The City's Arts Commission is responsible for maintaining the murals inside Coit Tower but has no dedicated funds for doing so.

Under a long-standing agreement with the City, a private company runs concession operations at Coit Tower that include a food and beverage stand, gift store, the elevator and the right to operate special events. The City may spend the money it receives from this agreement for any City purpose. The City allocates this money each year to the Recreation and Park Department. Recently, the Department has committed to making a $250,000 contribution to the Arts Commission as well as setting aside one percent of all gross revenues from the tower for mural preservation and restoration.

There is no City policy against renting out Coit Tower for private events.

The Proposal:

Proposition ___ would make it City policy to:

- strictly limit commercial activities and private events at Coit Tower; and

- use funds the City receives from Coit Tower concession operations for preserving the Coit Tower murals, protecting and maintaining the Coit Tower building, and beautifying Pioneer Park around Coit Tower.

A "YES" Vote Means: If you vote "yes," you want it to be City policy to strictly limit commercial activities and private events at Coit Tower, and to use funds from the Coit Tower concession on the Coit Tower murals, building, and Pioneer Park.

A "NO" Vote Means: If you vote "no," you do not want the City to adopt this policy.

word count: 274 [suggested word limit: 300]