

Ballot Simplification Committee
FINAL Approved Digest – 10:01 a.m. Monday, August 3, 2009
Approved by: Packard, Fasick, Fraps, Jorgensen

Requests for Reconsideration due by 12:00 p.m. on August 4, 2009

Candlestick Park Naming Rights

THE WAY IT IS NOW:

The City owns a sports stadium at Candlestick Point, called Candlestick Park, that it leases to the San Francisco 49ers (49ers). That lease terminates in 2013, subject to the 49ers' options to extend the lease through 2023.

In July 2004, the City and the 49ers entered into a contract that gives the 49ers the exclusive right to sell the naming rights to the stadium. Under the contract, the City receives half of the net revenues from any such sale. The contract provides that the 49ers can sell naming rights, without any further City approval, if:

- the sale is to one of five pre-approved companies named in the contract;
- the City's anticipated revenue from the sale equals or exceeds \$3 million; and
- the sale complies with the City's advertising policies.

In September 2004, the 49ers sold the naming rights for the stadium to Monstercable, and the City received approximately \$3 million. The 49ers' agreement with Monstercable ended in 2008. The City's naming rights contract with the 49ers remains in effect and does not expire until the end of the City's stadium lease to the 49ers.

In November 2004, the voters approved Proposition H, an ordinance requiring that the stadium be named "Candlestick Park." Proposition H did not terminate the City's pre-existing naming rights contract with the 49ers.

THE PROPOSAL:

Proposition __ would repeal Proposition H, which requires the stadium to be named "Candlestick Park."

Proposition __ would allow the City to consent to a new naming rights sale under the existing 49ers' contract, even if it is not with one of the five pre-approved companies listed in the contract. Proposition __ would also allow the City to amend the existing contract or enter into a new naming rights contract if the existing one is terminated. Any such consent, change or new contract would be subject to approval by the Board of Supervisors.

Proposition __ would also establish as City policy that 50% of any revenues received by the City from the sale of the naming rights to Candlestick Park be used to fund directors of City-operated recreation centers.

A “YES” VOTE MEANS: If you vote "yes," you want to permit the City to enter into a new naming rights contract for Candlestick Park and establish City policy that 50% of any revenues be directed to fund City recreation center directors.

A “NO” VOTE MEANS: If you vote “no,” you do not want to make these changes.

word count: 398 [suggested word limit: 300]