

People Over Profit— Public Money for Public Good

By Jake Tucker, *Pueblo Over Profit*

We are *Pueblo Over Profit*, a grassroots coalition composed of San Antonio residents, activists and housing justice organizations dedicated to fighting gentrification and displacement and struggling for public housing expansion and protection.

Pueblo Over Profit condemns the city's plans for a *Sports and Entertainment District* - aka *Project Marvel* — as a continuation of their undemocratic approach to development designed and geared for profits for the rich. For several years, the City Managers' office has engaged the wealthiest stakeholders, behind closed doors, with an eye towards how to sell this capitulation to the people rather than genuinely seek our input. At no point, including up to this date, have they sought genuine input from residents regarding what our priorities include. Even the “so-called” *Community Engagement* sessions were little more than a sales pitch encouraging us to assume the plan is moving forward as presented.

Despite this approach more appropriate for a car dealership, most community attendees were not having it—instead, denouncing the process, including the failure to address the broken promises made regarding past stadium deals, especially promises made to the Eastside. Many asked “Who is this project for?”—observing that little in it seems focused on regular people. *Pueblo Over Profit* published a number of videos documenting these community concerns. These meetings reflected the community discontent shown during the town halls hosted by Tommy Calvert and again at a recent City Council special session.

Yet city leaders, including several in council, continue to act like their constituents are in favor of this deal—or they think we're too dumb to understand what's good for us. These leaders ignore us, as well as the extensive research that says that stadiums are lousy, sometimes



Jake Tucker speaks at the *No! Project Marvel* press conference as a representative of *Pueblo Over Profit* group in front of the Alamodome that took place on August 4, 2025.

catastrophic, public investments. The previous two Spurs stadiums count as projects which failed to deliver on the lofty promises and they are doing nothing to give us confidence that *Project Marvel* is any different.

So far, they have declined to concretely describe how this plan will add anything beyond low wage, part

time, or temporary jobs. There is nothing proving that they are still committed to fulfilling promises made to Eastside residents when the current stadium was built. And there is nothing demonstrating the political will to develop the workforce housing that downtown workers—whose labor creates the revenue from the *Hotel Occupancy Tax*—can count on to be affordable, meaning 30% or less of their income. All these needs for our historically low-income city, yet leaders give away billions of our public wealth to the unfathomably wealthy with barely a negotiation—and then they spend even more money to sell it as good for us.

So, for all the above reasons and more, we call on the City of San Antonio to abandon the *Project Marvel Sports and Entertainment District* as it is currently formulated. We call on the county, the new city council and mayor to direct the City Manager's office to begin the process anew—this time *starting* with the communities they are supposed to serve and make clear that, while we appreciate having the Spurs in our city, we have no appetite for an abusive relationship with an ownership group that holds us hostage unless we give our money to the rich.

Our demand is so simple it sounds like common sense, yet so rare, it seems unrealistic—put your *People Over Profit* and use *Public Money for Public Good*.

BIO: *Jake Tucker is a representative of Pueblo Over Profit that organizes against gentrification and for publicly owned and managed, tenant-protected public housing in San Antonio.*