



# NATIONAL CHAMPIONSHIP

BAY AREA 2019

San Jose City Council  
September 18, 2018



# COLLEGE FOOTBALL PLAYOFF QUICK FACTS

## FOUR TEAMS

The College Football Playoff Selection Committee will rank the teams for inclusion in the playoff based on factors such as strength of schedule, head-to-head results, comparison of results against conference opponents and conference championships won. The four highest ranked teams will go on to compete in the College Football Playoff.

## TWO SEMIFINALS



## ONE GOAL

Two teams will compete for the College Football Playoff National Championship at Levi's® Stadium on January 7, 2019.

# NATIONAL CHAMPIONSHIP IMPACT

- For the first time in its history, the College Football Playoff National Championship will be played in the Bay Area
- An estimated 100-150K visitors are expected to attend the weekend's festivities
- ESPN's coverage of Championship Weekend will be 24/7, across all ESPN-owned cable & digital networks
- The Bay Area Host Committee is donating \$1 million to the Extra Yard for Teachers program, benefitting teachers in the Bay Area
- Substantial community economic impact





# CHAMPIONSHIP WEEKEND EVENTS

## ***Playoff Fan Central***

- Friday, Saturday & Sunday, January 4-6
- Fan Fest at the San Jose McEnery Convention Center
- Friday will be free to Bay Area residents

## ***Playoff Playlist Live***

- Friday, Saturday & Sunday, January 4-6
- Free evening concerts

## ***Media Day***

- Saturday, January 5
- Free and open to the public at the SAP Center

## ***Extra Yard for Teachers Summit and 5K Run***

- Saturday & Sunday, January 5 & 6
- Gathering for teachers from across the country

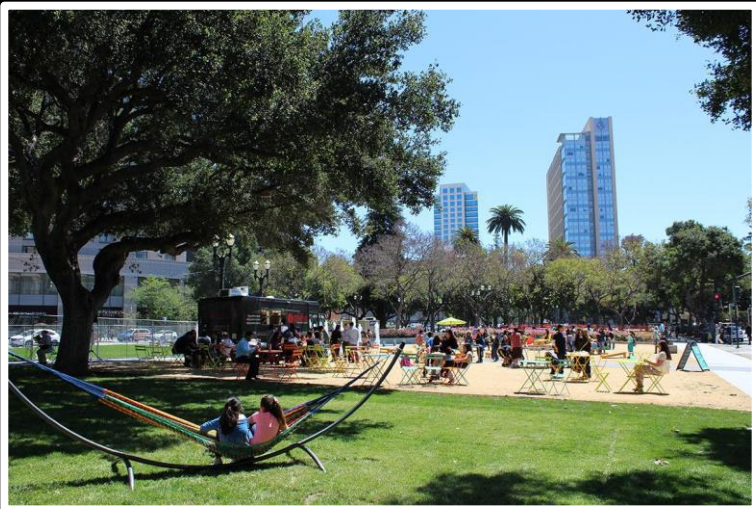
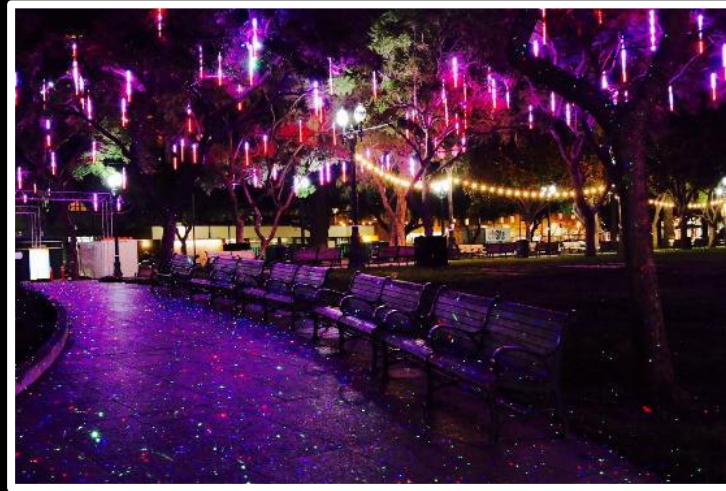
## ***Taste of the Championship***

- Sunday, January 6
- Ticketed culinary event benefitting Extra Yard for Teachers





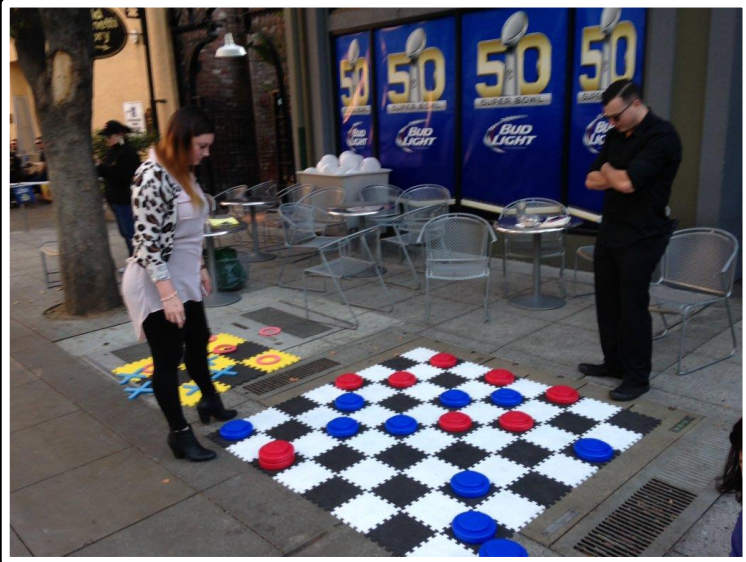
# PLAZA de CESAR CHAVEZ - THE QUAD



- Site of ESPN live broadcasts
- Sponsor activations and interactive experiences
- Entertainment will include lawn games, band performances, and food and beverage concessions
- College Football Playoff Historical Pathway Experience



# SAN PEDRO SQUARE



- Creation of College Football Playoff themed field on San Pedro St. from Santa Clara St to St. John St
- Live entertainment, interactive tailgate games and photo opportunities with life-size 2019 sculpture installation
- Staffed championship campus information booth with free clear bags and fan guides



# SAN JOSE HOTELS



# SJC PREPARATIONS

Airport signage

Team arrivals media opportunity

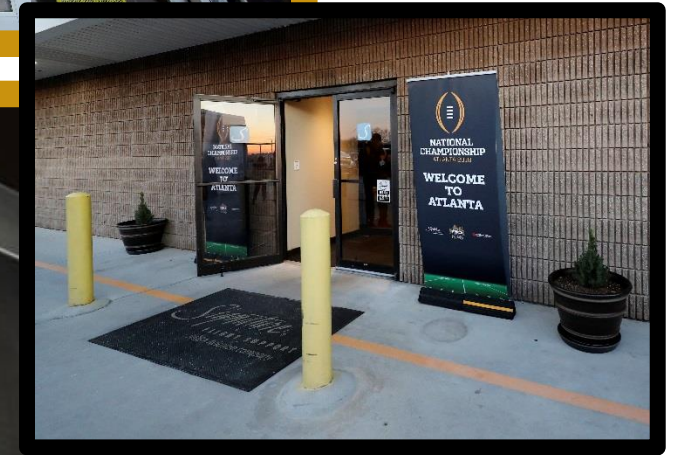
Welcome tables/info booths

Online promotions

Targeted inbound advertising

General Aviation

Concessions





# OUTDOOR EVENT COORDINATION

Planning meetings with Bay Area Host Committee, CFP and San Jose Sport Authority

Coordination with Downtown for the Holidays events

Expanded efforts around planned outdoor activities

*Resetting of Plaza de Cesar Chavez Park*

*Enhanced community and business engagement*

*Traffic and pedestrian management*

*IT connectivity*

*Building Department review*

*Emergency Operations*



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# SPECIAL EVENT ZONE

6 a.m. Friday, December 28, 2018 until 6 p.m. Tuesday, January 8, 2019

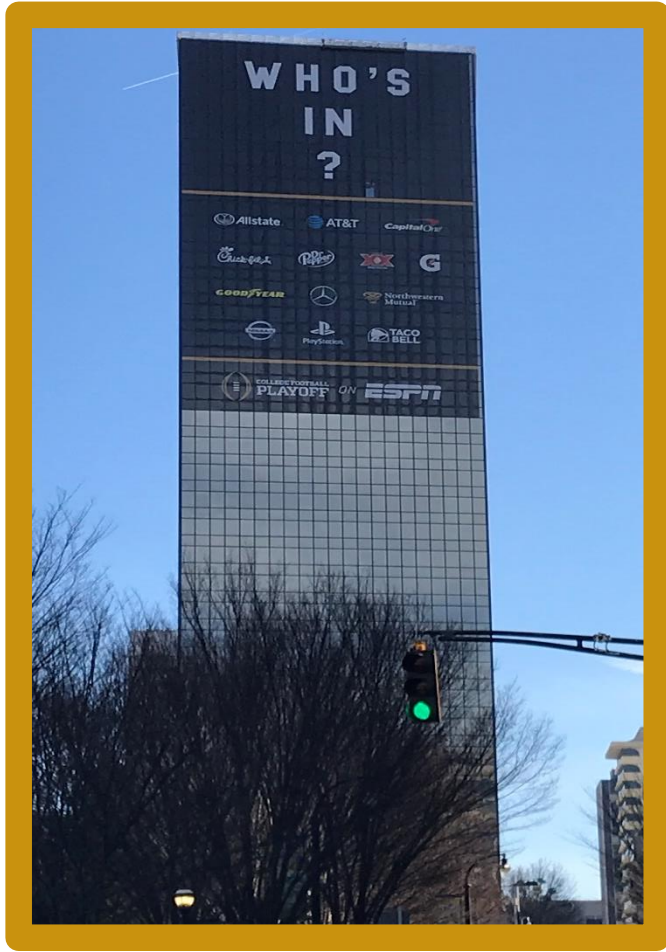
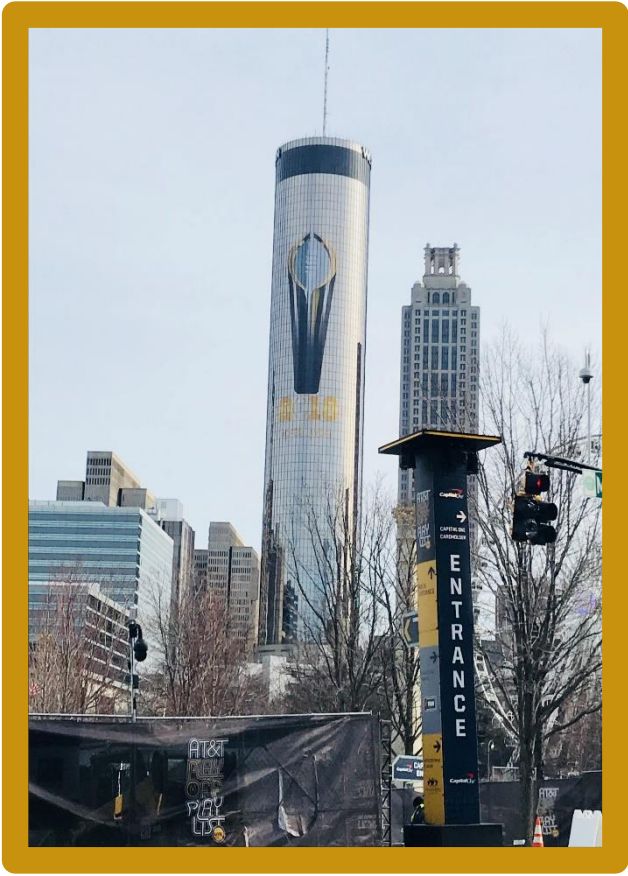
Temporarily regulate activities within the zone to enhance the vitality and attractiveness of downtown San Jose, and protect and promote the safety, public health, and general welfare of participants

Peddlers prohibited from peddling in the zone unless they are a vendor participating in the events being held in the zone

Suspends the authority for the Office of Cultural Affairs to issue permits for temporary outdoor uses of private property



# SUPERGRAPHICS





# COMMUNICATIONS

## COMMUNICATIONS STRATEGY DEVELOPMENT

- Convened committee of external & internal partners

## COMMUNICATIONS TACTICS

- Central landing page on City website
- Community briefings
- Blog posts on [sjeconomy.com](http://sjeconomy.com)
- Social media posts
- Communications around Downtown for the Holidays
- EOC-related communications
- Special Event Zone Vendor communication strategies
- General City messaging



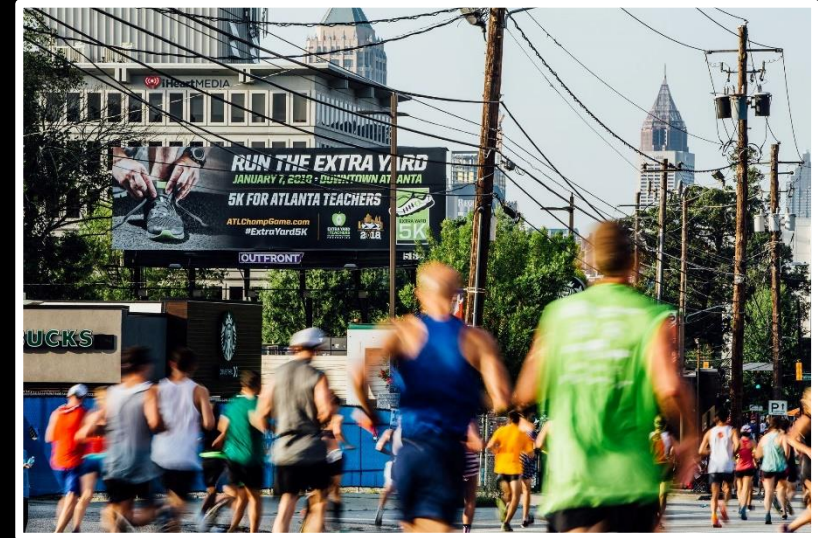
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# CHAMP CAMPUS AWARENESS

## BAY AREA HOST COMMITTEE MEDIA PLAN

- Outdoor billboards and bus shelters
- TV, Radio, Print, Posters
- Digital / Social Media Campaigns - Facebook, Twitter and Instagram
- Messaging will promote Downtown San Jose Championship Campus



**AT&T PLAYOFF PLAYLIST LIVE!**  
CENTENNIAL OLYMPIC PARK  
JANUARY 6 - 8, 2018  
**FREE EVENT**

**JASON DERULO**  
**CHARLIE PUTH**  
SATURDAY • JANUARY 6

**THE CHAINSMOKERS**  
SUNDAY • JANUARY 7

**DARIUS RUCKER**  
MONDAY • JANUARY 8

ADDITIONAL PERFORMANCES BY  
**Bebe Rexha, Lizzo,**  
**Spencer Ludwig and Brett Yong**

AT&T PLAYOFF PLAYLIST LIVE! SPONSORS

Allstate. AT&T Capital One Chick-fil& XXX DOG FOODS  
PDI Pepper Mercedes-Benz Northwestern Mutual NISSAN PlayStation TACO BELL

# PUBLIC SAFETY

## **SAN JOSE FIRE**

- Working through the Operations Chiefs Section of the Santa Clara County Fire Chiefs Association on regional preparation for the event
- Part of the unified frontline command for a major incident response in Police Command Center (PCC)

## **SAN JOSE POLICE**

- Layered approach of uniformed personnel, tactical teams and mobile active shooter response teams
- Some fixed street closures

## **EMERGENCY OPERATIONS CENTER**

- SJPD and EO staff meeting to formulate a plan
- Intel run out of the PCC – Operations out of the EOC



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**PARTNER COORDINATION**

**BAY AREA HOST COMMITTEE**

**SAN JOSE SPORTS AUTHORITY**

**TEAM SAN JOSE**

**DOWNTOWN FOR THE HOLIDAYS PRODUCERS**

**SAN JOSE DOWNTOWN ASSOCIATION**

**VALLEY TRANSPORTATION AUTHORITY**

WELCOME



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#CFBPLAYOFF



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# CITY AND CITY PARTNER FINANCIAL SUPPORT

Approximately \$2M

\$1M in overtime funding for police services during Championship Weekend and the National Hockey League All-Star Game.

\$100,000 to the Office of Economic Development to support Championship Weekend activities.

\$225,000 to the Sports Authority to assist with CFP-related activities.

City of San Jose, Team San Jose and the San Jose Sports Authority committed to:

Complimentary rental space at the Convention Center (\$557,000 value).

\$300,000, toward the final invoice for activities held at the Convention Center and other related Team San Jose-managed facilities.

Team San Jose services billed at cost, without any mark-up.

\$60,000 from Team San Jose to assist with event branding.

\$100,000 contribution from the San Jose Sports Authority.



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# NEXT STEPS

## FINE-TUNE INTERDEPARTMENTAL COORDINATION

All-hands meetings in September, October, November and December

## CONTINUED COLLABORATION WITH BAHC AND SJSA

## COMMUNITY OUTREACH AND MESSAGING

## APPROVAL OF SPECIAL EVENT ZONE and ALMADEN BLVD/WOZ WAY PARKING LOT USE AGREEMENT







# NATIONAL CHAMPIONSHIP

BAY AREA 2019

107 DAYS AND COUNTING!



# SPECIAL EVENT ZONE





## **ALMADEN BLVD/WOZ WAY PARKING LOT**

Activities occurring at Discovery Meadow need secure back-of-house and talent facilities proximate to the event area.

Almaden Blvd/ Woz Way parking lot can provide the necessary square footage, be secure, and allows easy access to the performance venue and stage within the park.

DOT staff determined that utilization of 135 of the lot's 390 spaces for CFP production support is possible while still maintaining an adequate supply of public parking.

Master Parking Rate Schedule mandates a rate of \$20 per space per day for non-parking use of the lot however a daily rental rate of \$10 per space will offset any potential lost revenue for the parking lot during the event period.

Staff recommends a property use fee of \$18,900.