



Memorandum

TO: City Council
SUBJECT: SEE BELOW

FROM: Mayor Sam Liccardo
DATE: April 11, 2022

APPROVED:

04/11/2022

SUBJECT: RETROACTIVE APPROVAL OF PROCLAMATION, FLAG RAISING AND LIGHTING RECOGNIZING GOLDEN STATE WARRIORS 'BLUE AND GOLD DAY' IN THE BAY AREA ON APRIL 15, 2022 AS A CITY COUNCIL SPONSORED SPECIAL EVENT, AND ACCEPT DONATION OF MATERIALS FOR THE EVENT

RECOMMENDATION

1. Retroactively approve the Proclamation of Golden State Warriors 'Blue and Gold Day' in the Bay Area on April 15, 2022 as a City Council sponsored Special Event and approve the expenditure of funds.
2. Retroactively approve the Golden State Warriors Flag Raising on April 15, 2022 as a City Council sponsored Special Event and approve the expenditure of funds.
3. Retroactively approve the Golden State Warriors 'Blue and Gold Day' in the Bay Area Tower and Rotunda Lighting on April 15-18, 2022 as a City Council sponsored Special Event and approve the expenditure of funds.
4. Retroactively approve and accept donations from various individuals, businesses or community groups to support the event.
5. Place the item on Tuesday, April 19, 2022 Council Agenda for action.

BACKGROUND

On February 1, 2005, the City Council adopted Resolution No. 72517 which requires Councilmembers to submit a memorandum to the Rules Committee regarding proposed City Council sponsored Special Events and the proposed use of any funds.

The Golden State Warriors 'Blue and Gold Day' in the Bay Area will be Proclaimed on April 15, 2022, at City Hall and sponsored by Mayor Liccardo. The Tower and the Rotunda will be lit blue and gold from April 15 – 18, 2022 to highlight the Golden State Warriors qualifying for the 2022 NBA Playoffs. The Golden State Warriors flag will be raised on April 15, 2022 with no ceremonial event.

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On April 15th, Mayor Liccardo, along with San Francisco Mayor Breed and Oakland Mayor Schaaf, will each celebrate with their own activations and encourage all Golden State Warriors fans to wear blue and gold.

The Golden State Warriors secured their slot in the NBA 2022 Playoffs on April 2, 2022 and coordination with Bay Area Mayors Liccardo, Breed, and Schaaf began shortly thereafter. Given this short timeframe, this did not allow for coordination of our city services and facilities prior to April 15th, hence the need for this memo to be retroactive.

ANALYSIS

City Council Policy 7-14, City Hall Event Lighting Policy, Sections B.1, B.3, and C.1 allows Rotunda and Tower lighting in conjunction with proclamations for official actions or ceremonial items, or commemoration of a sporting event involving the City of San José, as approved by City Council. It also allows for extended lighting beyond one cycle between sundown and sunrise.

The raising of the Golden State Warriors Flag is permitted under Council Policy 2- 1, Section C.3, Flags Displayed in Conjunction with Official Ceremonial Items: “Other flags may be displayed in conjunction with official actions, ceremonial items, or proclamations of the City Council.

Approval by the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events. Approval of this memorandum will enable Council Mayor’s Office, City departments, and the Office of the City Clerk to proceed with the event.

PUBLIC OUTREACH/INTEREST

The Office of the City Clerk will post the item on the City's Website for the April 19, 2022, City Council Agenda.

CEQA

Not a Project, File No. PP17-011, Temporary Special Events resulting in no changes to the physical environment.

Reviewed by:

TONI J. TABER, CMC

City Clerk

For questions, please contact Toni Taber, City Clerk, at (408) 535-1260.



GOLDEN STATE WARRIORS

NEWS RELEASE

SIX-TIME NBA CHAMPIONS
1947 • 1956 • 1975 • 2015 • 2017 • 2018

2022 PLAYOFFS
PRESENTED BY
KAISER PERMANENTE

FOR IMMEDIATE RELEASE:

April 11, 2022

CONTACT:

Kimberly Veale (kveale@warriors.com)

WARRIORS ANNOUNCE 2022 'GOLD BLOODED' PLAYOFF CAMPAIGN AND SLATE OF ACTIVATIONS

San Francisco, Oakland And San Jose City Halls Will Raise Warriors Flag Friday, April 15, To Mark Blue And Gold Day In The Bay Area

SAN FRANCISCO – The Golden State Warriors have announced their campaign for the 2022 Playoffs, presented by Kaiser Permanente, and ancillary slate of activations to mark the team's first postseason run at Chase Center.

Gold Blooded, the team's playoffs campaign, was developed in collaboration with Bay Area streetwear brand Adapt, utilizing the brand's signature word mark. Adapt was founded in 2003 by Evan Lessler and draws inspiration from Bay Area sports, music, and pop culture. During the playoffs, a limited edition Warriors x Adapt Gold Blooded collection will be available at Warriors Shop locations.

"Gold Blooded captures the love and passion Dub Nation has for this team," said Warriors Chief Marketing Officer, Jen Millet. "There is an incredibly strong bond between the global fan base and the players on our roster. Throughout the 2022 Playoffs, Gold Blooded will celebrate that bond through activations, merchandise, giveaways, and more."

Throughout the playoffs, all fans attending games at Chase Center will receive a custom Gold Blooded shirt with unique designs. Fan-interactive activations around the venue will include Gold Blooded photo-wall murals throughout the arena, commemorative ticket photo opportunities and a Chase Lounge on the plaza for any Chase cardholders.

During each away game, the Warriors and Chase will host Playoffs Watch Parties at Thrive City, the plaza surrounding Chase Center. The watch parties, which are free and open to the public, will include a variety of activations including live entertainment, a beer garden, photo ops, a kid zone, lounge seating, and more. Chase credit and debit cardholders will also have access to the Chase Lounge for a VIP experience with exclusive giveaways.

Friday, April 15, will be 'Blue and Gold Day' in the Bay Area, with various cities celebrating through activations, and a push by the San Francisco, Oakland and San Jose Mayors to all fans to wear blue and gold.

Blue and Gold Day activations on April 15 include:

- San Francisco City Hall will raise the Warriors flag at 10:45am. Additionally, San Francisco landmarks City Hall, Coit Tower, San Francisco International Airport and Chase Center will light up in blue.

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- Oakland City Hall will raise the Warriors flag.
- San Jose City Hall will raise a Warriors flag, which will fly through the weekend. Additionally, San Jose will light up City Hall and the Rotunda buildings in blue and gold.

“There is no better place to be during playoff basketball than the Bay Area. From local neighborhoods to downtown office buildings to our schools, fans will find blue and gold everywhere they look,” said San Francisco Mayor London Breed. “I can’t wait to put on my Warriors gear next week and ask all San Franciscans to join me as our Dubs make another NBA title run. Go Warriors!”

“I am thrilled to celebrate Blue and Gold Day as the Golden State Warriors begin another exciting playoff run,” said Oakland Mayor Libby Schaaf. “I encourage all of Oakland to don blue and gold and rally behind our beloved team. The Town is ready to put their pride on full display and remind the world that we are the best fans in the NBA.”

“The Warriors continue to make us proud with their spectacular plays, and we’re excited to celebrate them in San Jose on Blue and Gold Day,” said San Jose Mayor Sam Liccardo. “I encourage #DubNation fans across the city to show their love for the Bay Area’s team and tip off the playoffs by checking out City Hall on Friday as we raise the Warriors flag and light up the Rotunda in blue and gold. Go Dubs!”

For more information on the Golden State Warriors 2022 NBA Playoffs, presented by Kaiser Permanente, visit [warriors.com](https://www.warriors.com).