



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 CAMPUS



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

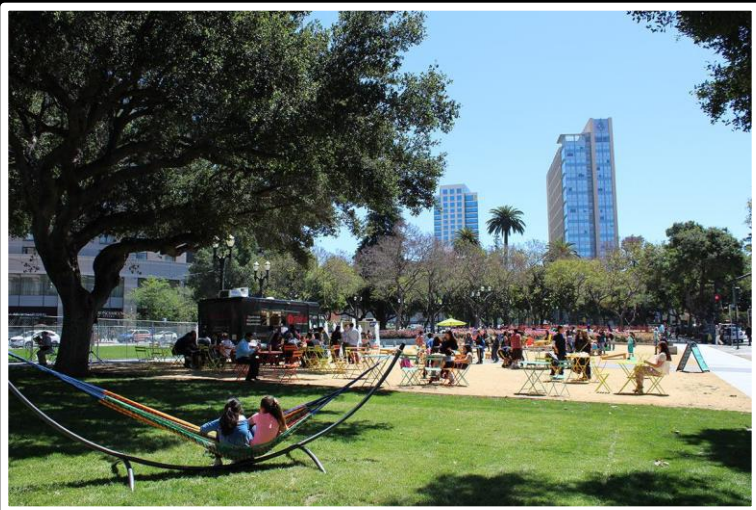
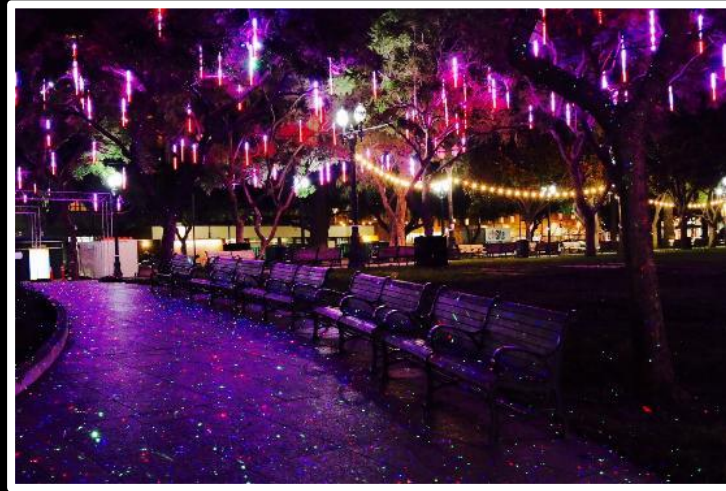
- Saturday & Sunday, January 5 & 6
- Gathering for teachers from across the country

Taste of the Championship

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

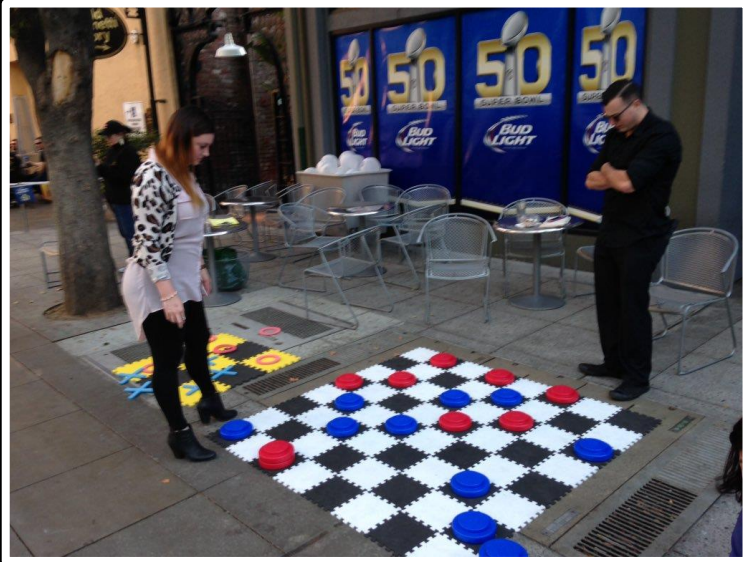


PLAZA de CESAR CHAVEZ - THE QUAD



- 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

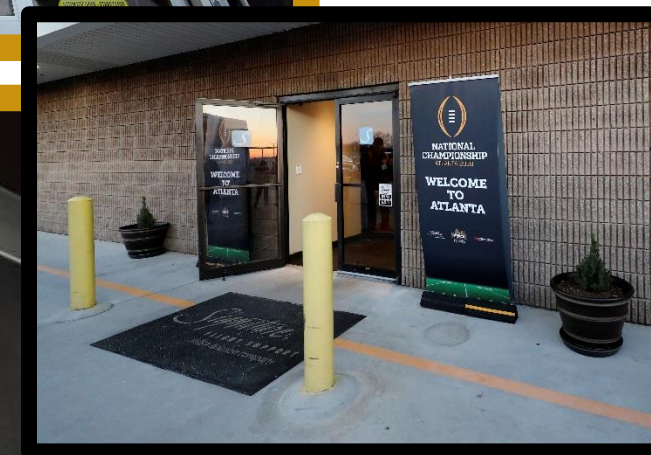
Welcome tables/info booths

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



SPECIAL EVENT ZONE

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

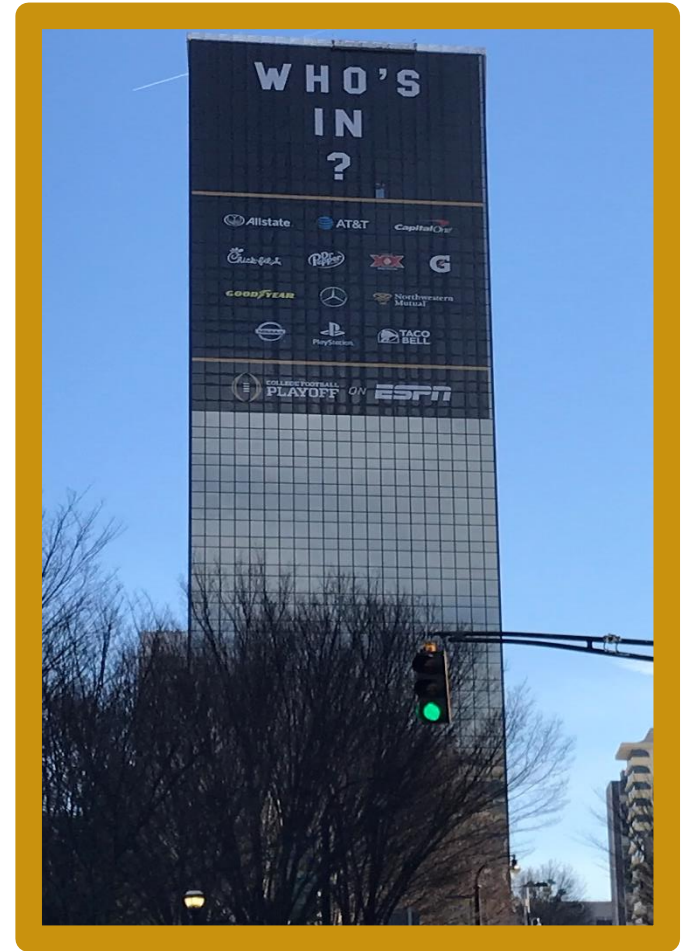
Temporarily regulate activities within the zone to enhance the vitality and attractiveness of downtown San Jose, and protect and promote the safety, public health, and general welfare of participants

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
- Social media posts
- Communications around Downtown for the Holidays
- EOC-related communications
- Special Event Zone Vendor communication strategies
- General City messaging

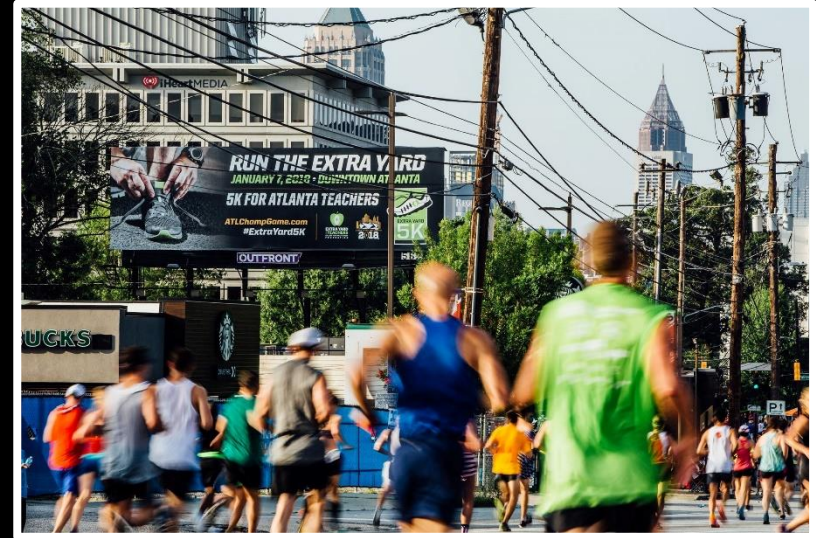


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CHAMP CAMPUS AWARENESS

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-A. 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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SAN JOSE | ATLANTA

#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





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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.