



2026 Major Sports Events Status Report

City Council

November 19, 2024
Item 8.1

Rosalynn Hughey, Deputy City Manager

Nanci Klein, Director, OEDCA

Kerry Adams-Hapner, Assistant Director, OEDCA

John Poch, Executive Director, San José Sports Authority

Overview and Opportunity

- **Super Bowl LX:**
February 8, 2026
- **NCAA Men's Basketball West Regional Games:**
March 26 to 28, 2026
- **FIFA World Cup 26:**
June 11 to July 19, 2026

The Opportunity:

- *For residents to celebrate community and culture*
- *Optimize San José as an inclusive, vibrant destination for visitors*
- *Build sports-arts-entertainment “infrastructure” for beyond 2026*

City Staff Team and Collaborating Partners

- Office of Economic Development & Cultural Affairs, Lead
- Office of Emergency Management
- Police
- Fire
- Airport
- Planning, Building, and Code Enforcement
- Public Works
- Parks, Recreation & Neighborhood Services
- Transportation
- City Attorney's Office

- Bay Area Host Committee
- San José Sports Authority
- San José Sharks*
- San José Earthquakes*
- SAP Center
- Team San José
- San José State University*
- San José Chamber of Commerce
- San José Downtown Association

*Represented on the Bay Area Host Committee Board and Advisory Committee

Super Bowl LX: February 8, 2026

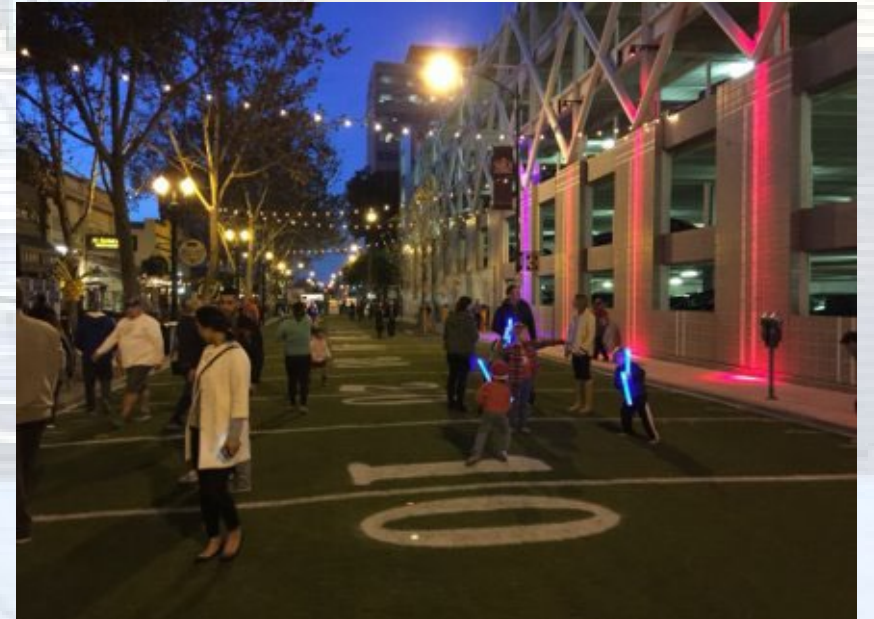
- Super Bowl LX Week: February 2 - 8, 2026
- Estimated impact to Santa Clara County: \$100M-\$160M
- February 2nd Media Day: final stages of negotiations at SAP Center
 - Estimated economic impact: \$760,000
- Teams will stay in San José and Santa Clara
 - One team will stay in San José at the Downtown Marriott and practice at SJSU
 - Other team will stay in Santa Clara and practice at Stanford University
- Hotel room nights booked: 3,700 confirmed and 400 tentative



Super Bowl LX: February 8, 2026

Potential activation sites leading up to the Sunday game:

- San Pedro Square
- Plaza de Cesar Chavez
- SAP Center
- Convention Center
- Civic Auditorium
- California Theatre
- Hammer Theatre
- Arena Green
- Airport (team welcome arrivals with fans)



NCAA Men's Basketball West Regional Games: March 26 - 28, 2026

- Held at SAP Center
- SJSU is local host
- Estimated economic impact: \$7.1M
- Team and staff hotels: Signia by Hilton, Downtown Marriott, Hilton, Doubletree, Hyatt Place, AC Marriott, De Anza Hotel, Hayes Mansion by Hilton
 - 1,080 hotel room nights booked, 300 tentative
- Downtown activations:
 - San Pedro Square
 - “Hoop It Up” event



FIFA World Cup 26: June 11 - July 19, 2026

- Estimate economic impact: \$270M-\$360M
- 16 cities will host matches; 11 are in U.S.
- Six matches at Levi's Stadium: 6/13, 6/16, 6/19, 6/22, 6/25, 7/1
 - Teams will be announced in December 2025
- Teams will practice at PayPal Park and SJSU
- Signia by Hilton is FIFA headquarters
- Downtown San Jose Marriott and Hilton are team hotels
- Hotel Valencia will be VIP and families' hotel
- FIFA will secure downtown office space for 10 months, Oct 2025 to July 2026

FIFA World Cup 26: June 11 - July 19, 2026

Watch parties:

- San Pedro Square and other Downtown locations
- City-wide restaurants and venues – where there is interest

Activations:

- Downtown outdoor dance/concert series (curated according to teams/countries represented)
- CityDance with genres connected to the teams
- Food, music, and art festivals/exhibitions in Downtown and neighborhood venues throughout City, such as Mexican Heritage Plaza

City Staff Work Plan: Strategic Initiatives

1. Resources
2. Policy Work
3. Cultural Programming and Event Calendar
4. Best Face Forward (Public Realm, Infrastructure and Wayfinding)
5. Marketing and Communications
6. Emergency Operations
7. Status Reports/Updates

1. Resources

- New, short-term position in City Manager's Office
 - 2026 Sports and Special Events Director
- Coordinated State/Federal Advocacy for funding
 - Security costs
 - Potential of earmarks for specific projects, such as public realm/infrastructure
- Fundraising and sponsorships – San José Jose Sports Authority

2. Policy Work

- Amend Supergraphics (Sign) Ordinance
 - PBCE lead, Q1 2025 completion
- Amend 2015 Special Event Zone Policy
 - OEDCA lead, Q1 2025 completion
- Amend Private Property Special Event Policy (Zoning Ordinance)
 - OEDCA lead, Q1 2025 completion
- Create City Entertainment Zone Policy (Alcohol-related) pursuant to recent State enactment of Senate Bill 969
 - OEDCA lead, Q2 2025 completion
- Static and Digital Wayfinding
 - PBCE, OEDCA, DOT, PW, Q2 2025 completion

3. Cultural Programming and Event Calendar

- Develop model for “Fly, Stay, and Play” campaign with Visit SJ, SJC, SJDA, etc.
- Foster/promote City-wide programming
 - Multicultural, intergenerational, family-friendly, and authentically San José content
 - Food, music, dance, museums, public art, sports, and other attractions
 - Curate content according to FIFA teams
- Facilitate arts and cultural programming in City-owned facilities through facility operators and program presenters
 - Working with art organizations such as Broadway SJ, Symphony SJ, Opera SJ and CMT
- Develop list of offerings at participating City-wide public/private venues
- Market events and programming to core partners to promote to destination (overnight) and regional visitor markets

4. “Best Face Forward”

- Public Realm and infrastructure improvements
- Wayfinding

5. Marketing and Communications

- Develop “Fly, Stay and Play in San José” marketing and communications strategy (campaign) with Team San José, coordinated Airport Marketing Strategy
- Designate/design a virtual “landing page” to promote
- Develop City-wide street banners designed by local artist(s) promoting website

6. Emergency Operations

- Sports and Special Events Training Courses: Sept. 2024 - Aug. 2025
- Interagency coordination
- EOC Planning and Activation
- Preparation with SJPD underway
- Secure funding for security

7. Status Reports/Updates

- Status reports to CED Committee in spring and fall 2025
- Mayor/Council Newsletters
- Information Memoranda as needed
- City Manager Reports at City Council meetings



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