

2026 SANTOSÉ

Major Events Status Report

Community and Economic Development Committee

June 16, 2025

Item d(2)

Tommy O'Hare
2026 Sports and Special Events Director
City Manager's Office

City Staff Team

- City Manager's Office, 2026 Sports & Special Events Director
- City Manager's Office of Economic Development & Cultural Affairs
- Office Emergency Management
- Police
- Fire
- Airport
- Planning, Building, and Code Enforcement
- Public Works
- Parks, Recreation & Neighborhood Services
- Transportation
- Housing
- City Attorney's Office

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2026 Partners Coordination Group

- Bay Area Host Committee
- San José Sports Authority
- San José Sharks
- San José Earthquakes
- San José State University
- San José Chamber of Commerce
- San José Downtown Association
- SAP Center
- SV Creates
- Team San José
- Urban Vibrancy Institute

SJ26 Strategic Plan

Three Objectives measured by Key Results:



Build strong civic pride



Maximize Local Economic Impact,
While Creating Lasting Community
Value



Position the City as a premier
destination for large-scale national
and international events

Work Streams:

1. Branding
2. Marketing
3. Sponsorship
4. Event/Programming
5. Policy Work
6. Public Rights-of-Way
Managemetn
7. Public Safety/Emergency
Operations

SJ26

CELEBRATING, GROWING, & INVESTING



BUILDING CIVIC
PRIDE



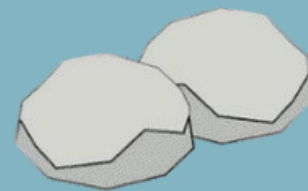
GROWING
SAN JOSE'S
ECONOMY



ESTABLISHING
THE DOWNTOWN
SILICON VALLEY



If the big rocks don't go in first,



BIG ROCKS

Highest priority projects and tasks.



LITTLE ROCKS

Urgent or important priority projects and tasks.



SAND

Unimportant projects and tasks.

they aren't going to fit in later.

— Stephen R. Covey

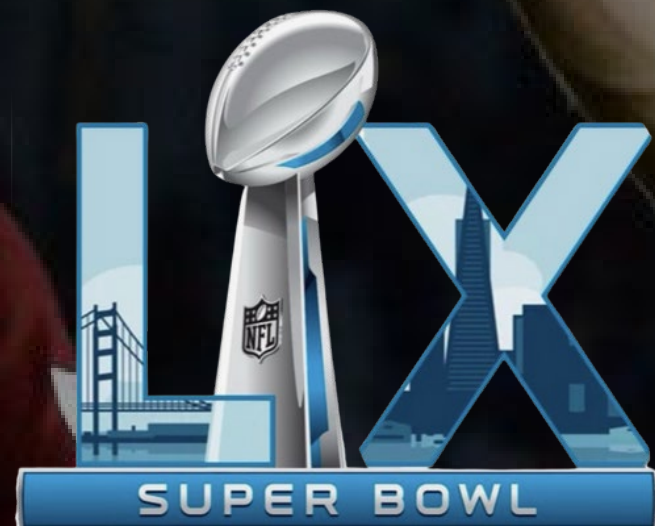
Big Rocks: Drives Awareness Users, Revenue

- Major Block Party Style Events w/Watch Parties and Concerts
- Digital Wayfinding Solutions
- Super Graphics
- Fly, Stay, Play Campaign
- Outreach Programs
- SJ26 Sponsorship Program

Layering In
San José
Culture &
Technology

SJ26 SAN JOSE'S HISTORIC 2026

1st time Super Bowl and World Cup, Hosted in the same location



2026 SUPER BOWL

- Hosting Opening Media Day at SAP Center in San José
- NFC or AFC Team Staying at the Downtown San José Marriott
- NFC or AFC Team to practice at San José State



NCAA WEST REGIONAL

- Sweet Sixteen and Elite Eight (3 games total) at SAP Center
- NCAA HQ, Media, Officials and Teams all staying in San José
- Youth Basketball Tournament at the San José Convention Center



FIFA WORLD CUP

- FIFA HQ - San José Signia
- Team Hotels - San José Marriott & San José Hilton
- Team Practice Venue at PayPal Park or San José State



center

WE'RE GOING BIG

13 Concerts with National Headliners
(Recent Concerts: Fischer & Steve Aoki)

- Super Bowl
- NCAA March Madness
- FIFA World Cup





13 DRONE SHOWS

Blending Sports with San José
Culture, Featuring Sponsor Brands

Super Bowl 60

NCAA March Madness

FIFA World Cup

107 WATCH PARTIES

In the heart of San Pedro Square

- Super Bowl Sunday
- FIFA: Every World Cup Match
- NCAA: All Regional Games



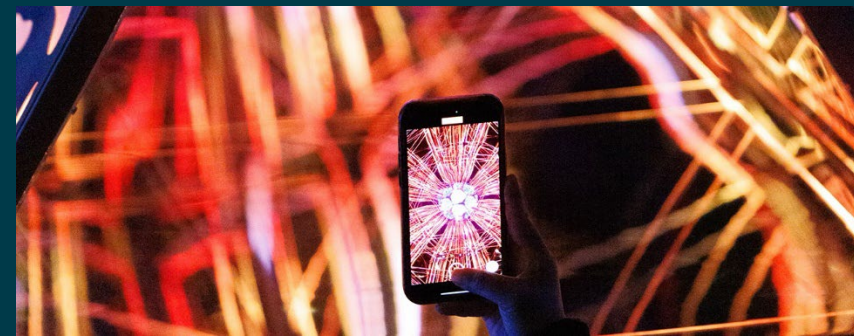
SJ HOUSE

Intersection of Innovation and Culture

- Hosted at Blanco Urban Venue
- Premium Hospitality In Downtown San José
- Exclusive Space for Entertainment & Meetings
- Premium Food & Beverage
- Sponsored Product Features

Art Installations and Activations

- Elizabeth Turk Projects' *Invisible Skies* – City Hall Plaza, January 31, 2026
- WeCreate408 curated to emphasize creativity and sports
- Make Music Day – June 21, 2026
- CityDance – genres curated based on FIFA competing teams
- Sonic Runway – performances with music genres and themes curated to participating teams
- Temporary Public Art and Projection Mapping
- City Hall Exhibit featuring sports-themed artwork by local artists – January thru July 2026



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Arts and Culture Marketing Opportunities

Calendar for events and programming

- www.sanjose.org/industry
- Will be used to pitch to media and promoted on social media/communications

Arts grants for “The Art of Play” coop marketing buys via Visit San Jose

- \$10-15K grants to 10-15 events/orgs
- Will provide data analytics
- Guidelines under development, summer release
- Will include a grant workshop



Policy Work to Facilitate 2026 Major Events

Super Graphics Ordinance

- Approved by Council May 20, 2025
- Sponsorship program for City-owned properties

Entertainment Zone Ordinance

- Approved by Council May 20, 2025; effective July
- Zone locations: Alum Rock Avenue, Fountain Alley, Paseo de San Antonio, Post Street, St. John Street (soon to be designated “Little Italy Way” and “Sharks Way”), San Pedro Street, and SoFA

Major Events Zone Ordinance

- June 17, 2025, Council item

2025 LINEUP

Apr

May

Jun

Jun - Jul

Oct

Nov



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2026 LINEUP

Feb

Mar

May

JunJul

Jul

Oct

Nov



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