



Memorandum

TO: City Council

**FROM: Mayor Sam Liccardo
Councilmember Dev Davis
Councilmember Raul Peralez
Councilmember Johnny Khamis**

**SUBJECT: College Football Playoff National
Championship Activities**

DATE: 09/14/18

Approved: _____

Date: _____

9/14/18

RECOMMENDATION:

1. Accept City Staff's report on preparations for 2019 College Football Playoff
2. Direct City Manager or his appointee to work with council offices to promote Championship Campus (CFP) activities and volunteer opportunities in newsletters and other communications to residents.
3. Provide free public WiFi in entire Championship Campus surrounding downtown.
4. Continue to refine the template for future large, national events to occur in San Jose post CFP

ANALYSIS:

In many ways, the City of San José is getting in on the "ground floor opportunity" of the College Football Playoff National Championship (CFP). We will be the fifth city to host the CFP and it has grown every year since its inception in the 2014 season. The bidding and awarding of the host city is already more competitive and desirable.

Given that this is such a high-profile opportunity with millions of dollars in estimated media value through multiple days of ESPN broadcasts in our downtown, and the economic impact of 16,000 hotel room nights as well as food and beverage dollars, we should be doing everything we can to support the effort to make it a rousing success. We know that city staff has already expended many hours of work toward the success of the event, and we thank them for that effort. Now is the time to bring it over the goal line.

We also want to thank the College Football Playoff Foundation and the Bay Area Host Committee for their very generous support of three local public school teachers with individual grants of \$25,000 each to put toward expenses related to buying a home in the Bay Area as well as the larger grant of \$1 million to support Bay Area teachers.

It's worth noting that in previous host cities, the value of public resource donations was anywhere from \$4.25 million in Tampa to \$12.5 million in Atlanta. Whatever is not secured in donated resources are funds that the host committee must cover in expenses. We should make sure that the money the host committee has invested in San José is well-spent and beneficial to all parties.

As visitors arrive in the Capital of Silicon Valley, one of the most important amenities that we can provide is free, high-speed WiFi in the Championship Campus area. This should be a priority and thoroughly tested for capacity before the Championship event.

As with many large events, a thorough post-event recap and event refinement analysis often falls away due to exhaustion. We understand the need for a short recovery time, but we also want to see staff continue to refine the template for future large, national events so the lift is not so heavy each time we secure a bid.