



COUNCIL AGENDA: 4/25/2023

ITEM: 2.14

FILE NO: 23-641

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Toni J. Taber, CMC
City Clerk

SUBJECT: SEE BELOW

DATE: April 25, 2023

SUBJECT: Retroactive Approval of Proclamation, Flag Raising, and Lighting Recognizing Golden State Warriors 'Blue and Gold Day' in the Bay Area Sponsored by the Mayor's Office as a City Council Sponsored Special Event to Expend City Funds and Accept Donations of Materials and Services for the Event

Recommendation

As recommended by the Rules and Open Government Committee on April 19, 2023:

(a) Approve the Proclamation of Golden State Warriors 'Blue and Gold Day' in the Bay Area scheduled on April 13, 2023 as a City Council sponsored Special Event and approve the expenditure of funds;

(b) Retroactively approve the Golden State Warriors Flag Raising scheduled on April 13, 2023 as a City Council sponsored Special Event and approve the expenditure of funds; and

(c) Approve and accept donations from various individuals, businesses, or community groups to support the event.

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

[Rules Committee referral 4/19/2023 - Item B.4]



Memorandum

TO: City Council
FROM: Mayor Matt Mahan
SUBJECT: SEE BELOW
DATE: April 10, 2023

APPROVED: 04/10/2023

SUBJECT: RETROACTIVE APPROVAL OF PROCLAMATION, FLAG RAISING AND LIGHTING RECOGNIZING GOLDEN STATE WARRIORS ‘BLUE AND GOLD DAY’ IN THE BAY AREA ON APRIL 13, 2023 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 13, 2023 as a City Council sponsored Special Event and approve the expenditure of funds.
2. Retroactively approve the Golden State Warriors Flag Raising on April 13, 2023 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 13, 2023 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 25, 2023 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 13, 2023, at City Hall and sponsored by Mayor Mahan. The Tower and the Rotunda will be lit blue and gold on April 13, 2023 to highlight the Golden State Warriors qualifying for the 2023 NBA Playoffs. The Golden State Warriors flag will be raised on April 13, 2023 with no ceremonial event.

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On April 13th, Mayor Mahan, along with San Francisco Mayor Breed and Oakland Mayor Thao, 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 2023 Playoffs on April 9, 2023 and coordination with Bay Area Mayors Mahan, Breed, and Thao began shortly thereafter. Given this short timeframe, this did not allow for coordination of our city services and facilities prior to April 13th, 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 25, 2023, 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

SEVEN-TIME NBA CHAMPIONS
1947 • 1956 • 1975 • 2015 • 2017 • 2018 • 2022

2023 PLAYOFFS
PRESENTED BY
KAISER PERMANENTE

FOR IMMEDIATE RELEASE:

April 9, 2023

CONTACT:

Kimberly Veale (kveale@warriors.com)

WARRIORS RE-LAUNCH ‘GOLD BLOODED’ CAMPAIGN AND ANNOUNCE SLATE OF ACTIVATIONS FOR 2023 NBA PLAYOFFS

San Francisco, Oakland And San Jose City Halls Will Raise Warriors Flags This Thursday, April 13, To Mark Blue And Gold Day In The Bay Area

SAN FRANCISCO – The 2022 NBA Champion Golden State Warriors have re-launched their Gold Blooded campaign for the 2023 NBA Playoffs, presented by Kaiser Permanente, and a slate of activations set to take place throughout the team’s postseason campaign.

Originally launched for the 2022 NBA Playoffs, Gold Blooded 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.

Throughout the 2023 NBA Playoffs, all fans attending games at Chase Center will receive a custom, gold-colored, Gold Blooded t-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 all Chase cardholders.

During each road game, the Warriors and Chase will host Playoff 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, lounge seating, snack and beverage offerings, and more. All Chase cardholders can show their Chase credit or debit card to access the Chase Lounge for a VIP experience with exclusive giveaways while supplies last.

In addition, Thursday, April 13, 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 include:

- Warriors Shop will offer fans 15% off in-store purchases and 25-65% off purchases site-wide with the code “BGDAY” at shop.warriors.com.
- San Francisco City Hall will raise the Warriors flag and will light in blue and gold.
- Oakland City Hall will raise the Warriors flag.
- San Jose City Hall will raise a Warriors flag and will light City Hall and the Rotunda buildings in blue and gold.

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“Playoff basketball is back in the Bay and the Warriors are aiming to run it back for another title,” said San Francisco Mayor London Breed. “San Francisco is putting on our Blue and Gold and joining the entire Bay Area to cheer on the Dubs at Chase Center. Nothing quite makes this City shine like the playoffs!”

“The Bay Area is all in for the Warriors!” said Oakland Mayor Sheng Thao. “We are proudly dressed in blue and gold to celebrate the reigning champs and I know all of Oakland is cheering for victory.”

"With their Championship DNA, the Golden State Warriors are dominating the court and leaving us in awe! Show your support for our incredible team by wearing Blue and Gold on Thursday,” said San Jose Mayor Matt Mahan. “The City of San José will raise the Warriors’ flag at City Hall and light up the Rotunda in blue and gold to tip-off the playoffs, showing our pride for our Bay Area’s team. Let’s rally together and cheer the Warriors to victory! Go Dubs!”

For more information on the Golden State Warriors 2023 NBA Playoffs, presented by Kaiser Permanente, visit [warriors.com](https://www.warriors.com).