



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Walesh

SUBJECT: SEE BELOW

DATE: September 6, 2018

Approved

Date

9/7/18

COUNCIL DISTRICT: 3

SUBJECT: OVERVIEW OF ACTIVITES ASSOCIATED WITH THE 2019 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP AND CITY OF SAN JOSE PREPARATIONS FOR EVENTS AND VISITORS JANUARY 3-7, 2019.

RECOMMENDATION

Accept a report on City staff preparations for events and visitors in San José for the 2019 College Football Playoff National Championship January 3-7, 2019 (Championship Weekend).

OUTCOME

The City Council will receive an update on City staff preparations for festivities surrounding Championship Weekend with respect to items such as the location and schedule of downtown activities, Airport preparations, the implementation of a special event zone, public safety operations, event communications and coordination with community stakeholders. The Council will also receive an update on the City's financial contribution toward Championship Weekend activities and City service costs identified to date.

BACKGROUND

On Monday, January 7, 2019, Levi's Stadium will host the 5th Annual College Football Playoff National Championship (CFP), which will bring an estimated 100,000 visitors to the area from January 3-7. San José has a unique opportunity to display its positive attributes on the national stage. Downtown will host CFP's "Championship Campus" which will be the epicenter of all fan and participant activities during Championship Weekend.

San José is expected to earn significant media exposure from national television, television news, internet news, print and social media. 2017 Host Tampa Bay received nearly three billion impressions at an estimated media value of \$96.5M. Eighteen San José hotels are contracted to serve CFP attendees, participants, and media, equating to approximately 16,000 hotel room nights. Championship Campus is expected to draw a significant number of visitors to San José during a time of the year that is normally quiet.

The Mayor's June Budget Message for Fiscal Year 2018-2019, as approved by the City Council, directed staff "to continue to collaborate and support the Bay Area Host Committee's plans to create a Championship Campus experience that [transforms] Downtown San José.....; and to find opportunities for expediting and facilitating the permit process for event promotion, destination marketing and the special event zone."

On February 26, 2018, staff from the Office of Economic Development and San Jose Sports Authority presented an initial overview of anticipated CFP activation in downtown San José to the Council's Community and Economic Development Committee and identified certain elements associated with these activations that would need further coordination. Some of these elements included coordination with Downtown for the Holidays event producers on the integration of existing holiday events with CFP's Championship Campus, interdepartmental City coordination on the various large-scale events proposed for Championship Weekend, overall public safety operations, and refining the City's policies around temporary special event zones and supergraphics. Since February, City staff has worked closely with the San Jose Sports Authority and the Bay Area Host Committee to address these and other issues that have surfaced. Staff provided a progress report to the Community and Economic Development Committee on August 27, 2018 and was asked to provide a similar report, including currently identified City service costs, to the full City Council.

ANALYSIS

Downtown will host CFP's "Championship Campus" which will be the epicenter of all fan activities during Championship Weekend. Several key elements will comprise the CFP Championship Campus. The following are brief descriptions of each element of Championship Weekend:

Playoff Fan Central – San Jose Convention Center

January 3 - 6

A 300,000 square foot, low-cost, family-friendly, interactive experience that includes games, clinics, pep rallies, band performances, special guest appearances, autograph signings and exhibits celebrating college football and its history.

AT&T Playoff Playlist Live – Discovery Meadow

January 4 - 6

A free outdoor concert series featuring world-class, internationally known recording artists.

Media Day – SAP Center

January 5

Fans are invited to watch as both teams participate in media interviews prior to the national championship game. More than 1,000 journalists from around the nation interview and interact with players and coaches. Media day is free.

Extra Yard for Teachers 5K – Downtown course

January 6

The Extra Yard 5K is the official road race of the CFP, with proceeds benefitting Extra Yard for Teachers, the College Football Playoff Foundation's primary platform that elevates the teaching profession.

Taste of the Championship – Tech Museum of Innovation

January 6

Recognizing "Teachers of the Year" from all 50 states, the Taste of the Championship brings together the region's world-class restaurants to highlight the Northern California experience.

San José will serve as CFP and media headquarters and will host a practice site for one participating team.

City staff has made every effort to follow the adopted June 1 Budget Message direction and offers a summary of preparations underway for Championship Weekend activities in this memorandum.

Airport Preparations

San José Mineta International Airport (SJC) will be the first point of entry into San José for many of the college football fans that travel to the 2019 College Football National Championship. Airport staff is working closely with the Bay Area Host Committee on a variety of tactics to ensure a warm welcome and high level of enthusiasm upon arrival to the City.

* Airport signage – There will be large championship game messaging at the airport – similar to what was implemented for Super Bowl 2016. Examples likely include large banners in both terminals, light pole banners on the roadways surrounding SJC, a large floor decal in Terminal B baggage claim, and a 2019 CFP "statue" by the exit doors from the Terminal B gate area (suitable for selfies).

* Team arrivals media opportunity – Airport staff is working with the Bay Area Host Committee to host a media event to cover the arrival of the two teams' charter flights, as they did for the Super Bowl.

* Welcome tables/info booths/Concessions – There will be volunteer-staffed welcome tables/information booths in both terminals to greet CFP fans upon arrival in San José. SJC's concessions team is exploring the possibility of setting up temporary merchandise kiosks in both terminals related to the game.

* Online promotions/targeted inbound advertising – Airport staff plans to use their social media channels to promote SJC as the closest airport to the game. Staff is currently exploring options for targeted advertising/messaging to alert fans of the two participating teams that SJC is their best-choice airport for traveling to the Bay Area.

* General Aviation – Operations staff is working on a plan to accommodate an anticipated large number of private aircraft arriving for the event.

Outdoor Event Coordination

Planning meetings with the Bay Area Host Committee, CFP and the San Jose Sports Authority began in November 2017 and will increase in frequency and participant levels in October as event organizers continue to refine technical/operational plans for the activation of event venues.

Since January, City staff has met regularly with Downtown for the Holidays event organizers Christmas in the Park, San Jose Downtown Association (Downtown Ice) and Giant Creative Services (Winter Wonderland) to address the utilization of Plaza de Cesar Chavez Park, Park Avenue, and the Paseo de San Antonio during times when these locations would normally host Downtown for the Holidays events. Negotiations with the San Jose Sports Authority have led to an agreement that Christmas in the Park shorten its event by one week, moving out of Plaza de Cesar Chavez Park beginning at midnight on December 25. To facilitate an extremely compressed move-out period for Christmas in the Park of five days rather than two weeks, City staff secured additional space at the City's Central Yard to serve as a "drop and go" area during the move-out. The City of San José and San Jose Sports Authority will provide \$164,000 to cover expedited move-out costs. All parties will collaborate to convey that Christmas in the Park will close early on a one-time basis and that Championship Weekend offers a variety of family friendly no-to-low cost activities January 3-7.

The magnitude of the College Football Playoff Championship and the coordination of major back-to-back events (Downtown for the Holidays and Championship Weekend) requires an expanded coordination effort outside of the typical special event process. A few of the additional and unique coordination efforts include:

**Restoration and resetting of turf in Plaza de Cesar Chavez Park* to accommodate back-to-back events. (Parks, Bay Area Host Committee)

**Traffic and pedestrian management* as it relates to extended street closures surrounding Plaza de Cesar Chavez Park and the Convention Center allowing for emergency preparedness, business operations, ease of traffic and pedestrian flow. (Fire, Police, Transportation, Valley Transportation Authority)

**Implementation of a Special Event Zone* to temporarily regulate activities in a designated area to enhance the vitality and attractiveness of downtown San José and protect and promote public health and safety. The implementation of a designated

Special Event Zone will also be brought forward for City Council approval on September 18. (Planning, City Attorney, Police, Finance, Code Enforcement)

**Coordination of fiber connections* for telecasts and wireless connectivity for the public. (IT)

**Department review of structural elements* for AT&T Playoff Playlist Live stage and hospitality areas if necessary. (Building)

**Federal Aviation Administration coordination* for lighting and pyrotechnic displays within Championship Campus if required. (Airport)

**Emergency operations planning* during Championship Weekend. (Fire, Police, Office of Emergency Management)

**Community and business engagement* to provide public information, leverage business opportunities and enhance the overall guest experience. (OED, CMO, Information officers from various departments)

Communications

As the details of events and activities around Championship Weekend become more defined the Office of Economic Development will work with pertinent departmental communications officers and external community partners to formulate a public communications strategy and corresponding tactics. Staff will convene a communications committee in early September to assemble a master timeline of CFP-related communications, discuss implementation of this timeline and hold regular committee meetings until Championship Weekend.

Public Safety

Public safety operations for Championship Weekend will be carried out by the San José Fire and Police departments, as well as personnel at the City's Emergency Operations Center.

San José Fire Department will be part of the unified frontline command for incident response at the Police Command Center and are also working through the Operations Chiefs Section of the Santa Clara County Fire Chiefs Association on regional preparations for the event.

The San José Police Department will take a layered approach to Championship Weekend operations with uniformed personnel, tactical teams, and mobile active shooter response teams. All police officers will work 12-hour shifts during Championship Weekend, with day shift and midnight officers covering city-wide calls for service and swing shift officers assigned to CFP operations. The Department is in close coordination and communication with other law enforcement agencies, including the Sheriff's office, regarding all Championship Weekend activities should there be a need for mutual aid. Some fixed street closures will be implemented, primarily surrounding Plaza de Cesar Chavez or "The Quad." Private security hired by CFP will also provide security inside each of the special event venues.

Police and Emergency Operations staff are in the process of formulating the appropriate Emergency Operations Center response for Championship Weekend activities. Intelligence functions will occur from the Police Command Center while operations will take place out of the Emergency Operations Center.

Partner Coordination

In addition to already extensive coordination and collaboration with the Bay Area Host Committee and San Jose Sports Authority staffs, City staff will work closely with Team San Jose, the San Jose Downtown Association and the Valley Transportation Authority on Championship Weekend activation, operations, and communications. Planning efforts with all external partner groups will increase beginning this month.

Financial Contributions and City Service Costs

The San José City Council approved the appropriation of funding to support CFP-related activities in the 2018-2019 budget process. Specifically, the Council approved \$1M in overtime funding for police services during Championship Weekend and the National Hockey League All-Star Game, taking place at the end of January. The Council also appropriated \$100,000 to the Office of Economic Development to support Championship Weekend activities and approved \$225,000 to the Sports Authority (out of the \$500,000 one-time allocation in 2018-2019) to assist with CFP-related activities. During the bid process for the event, the City of San José, Team San Jose and the San Jose Sports Authority committed to providing the following financial support:

- Complimentary rental of 367,000 square feet of space at the San Jose McEnery Convention Center at a \$557,00 value.
- \$300,000, toward the final invoice for event 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 San José and event branding.
- San Jose Sports Authority commitment of \$100,000.

The total estimated financial value of direct support from San José as a host community (City, Team San Jose, Hotel Business Improvement District, San Jose Sports Authority) is approximately \$2M.

The table below outlines anticipated City service charges for Championship Weekend activities that would typically be offset by permit/fee revenue. Many City service cost charges are currently unknown since CFP has not finalized all plans. Staff intends to provide an updated matrix of anticipated City service charges at the September 18 Council meeting.

Anticipated City Service Charges

Department	Permit/Service Description	Estimated Cost	Notes
Public Works	City Hall Use Permit for CFP lunch Staffing Event Electrical	TBD TBD TBD	Regular Rotunda cost Regular Rotunda cost Regular event cost
Transportation	Tow Permit Lost Meter Revenue Equipment Almaden Blvd/Woz Way lot Almaden Blvd/Woz Way lot	TBD TBD TBD 18,900 9,900	Regular event cost Regular event cost Regular event cost Reduced non-parking use rate pending Council approval Parking space rental for staff/volunteers
Police	Event Street Closure Permit Event load-in/load-out Staffing	TBD TBD	Regular event cost Regular event cost
Planning/Building	Discovery Meadow Building Permits Inspections Supergraphic Development Permit	TBD TBD 45,800	Event stage structure Event stage structure Assumes 4 locations
Parks	Discovery Meadow and Plaza de Cesar Chavez Use Permits Staffing	14,000 TBD	Regular park use permits and staffing
Cultural Affairs	Paseo Use Permits Vendor Outreach	1,450 2,500	Regular event cost Event Zone-specific
Enviro Services	Event Trash Management	TBD	Regular event cost
Information Technology	Broadcast Connections	60,000	Fiber connections in Plaza de Cesar Chavez

The table below details CFP-related expenses that will be covered through allocations in the 2018-2019 Adopted Operating Budget.

City and Partner CFP-related Expenses from City Funding

Department	Permit/Service Description	Estimated Cost	Funding Source
Airport	Team Arrivals Media Event Operations Staffing	TBD TBD	Airport Operating Funds
Police	Special Ops/Patrol Staffing Special Event Staffing	800,000 Included	General Fund – Police Overtime allocation includes \$1M to support both the CFP activities and the National Hockey League All-Star Game. Most recent analysis estimates CFP costs at approximately \$800,000. This figure will continue to be refined and monitored; any potential funding shifts to accommodate the final costs may be brought forward later in the fiscal year.

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Code Enforcement	Event Zone Enforcement	10,000	General Fund – Included in \$100,000 City-Wide appropriation to the Office of Economic Development
Economic Development	Christmas in the Park Move-out	25,000	General Fund – Included in \$100,000 City-Wide appropriation to the Office of Economic Development
	Communication/Public Info	10,000	
	Christmas in the Park Move-out CFP Contribution (Sports Authority)	125,000 100,000	General Fund - Portion of the \$500,000 allocated one-time to Sports Authority in 2018-2019
	Facility Rental Contributions	300,000	Convention and Cultural Affairs Fund (Fund 536) and Hotel Business Improvement District
	Event branding (Team San Jose)	60,000	Transient Occupancy Tax Fund – Includes installation of 270 street banners at SJC and throughout the City

EVALUATION AND FOLLOW-UP

Team San Jose and the City will develop an estimate of the actual fiscal impact of the event on the City budget and the economic impact of the event on the local economy.

PUBLIC OUTREACH

This memorandum will be posted on the City's Council Agenda website for the September 18, 2018 Council Meeting.

COORDINATION

This memorandum has been coordinated with the San Jose Sports Authority, the Bay Area Host Committee, the Office of Cultural Affairs, the Airport, Planning, Building and Code Enforcement, the Police Department, the City Manager's Budget Office, and the City Attorney's Office.

COMMISSION RECOMMENDATION/INPUT

No commission recommendation is associated with this action.

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FISCAL/POLICY ALIGNMENT

These efforts align with the Office Economic Development mission to promote the City of San José, help attract significant events, and manage special events in the City.

COST SUMMARY/IMPLICATIONS

While many of the costs the City will incur related to Championship Weekend activities are offset by permitting fees paid by the Host Committee or other third parties, the 2018-2019 Adopted Operating Budget includes several allocations of direct expense to the City related to community safety and to help ensure a successful event. Both types of costs are listed in the tables above. It is also important to note that the 2018-2019 Adopted Operating Budget assumed an additional \$100,000 from Transient Occupancy Tax proceeds into the General Fund related to Championship Weekend hotel bookings, a relatively conservative amount given the expected level of out-of-town attendees. An estimate of actual revenue to the City, as well as the local economic impact, will be provided after the event.

CEQA

Not A Project, File No. PP17-008, General Procedure & Policy Making resulting in no changes to the physical environment.

/s/

KIM WALESH

Director of Economic Development

Deputy City Manager

For general questions, please contact Blage Zelalich, Downtown Manager, at (408) 535-8172 or Tammy Turnipseed, Events Director, at (408) 793-4343.