



2026 Major Sports Events Status Report

Community and Economic Development Committee

October 28, 2024

Item (d)2

Rosalynn Hughey, Deputy City Manager

Nanci Klein, Director, OEDCA

Kerry Adams-Hapner, Assistant Director, OEDCA

Blage Zelalich, Deputy 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***

City Staff Team and Collaborating Partners

- Office of Economic Development & Cultural Affairs, Lead
- Office of Emergency Management
- Police Department
- Fire Department
- Airport Department
- Planning, Building, and Code Enforcement Department
- Public Works Department
- Department of 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, 2024

- Super Bowl LX Week is February 2 – 8, 2026
- Estimated impact to Santa Clara County: \$100M-\$160M
- February 2nd Media Day location being determined – SAP Center strong consideration
 - 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, 2024

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 to 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 & Event Calendar
4. Best Face Forward (Public Realm/Infrastructure Improvements and Wayfinding)
5. Marketing & Communications
6. Emergency Operations
7. Status Reports/Updates

1. Resources

- New, short-term position in City Manager's Office (Road to 2026 Executive Leadership) – Council approved as part of 2023-2024 Annual Report
- Coordinated State/Federal Advocacy for funding
 - Potential of earmarks for specific projects, such as public realm/infrastructure
- Fundraising and sponsorships – potential of Team San José as fiscal agent

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; Q4 2025

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 content to market inclusive of multicultural, intergenerational, family-friendly, and authentically San José content related to 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

- Cross-reference this status report to City Council on Nov. 19
- 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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