

# 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

2

# 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

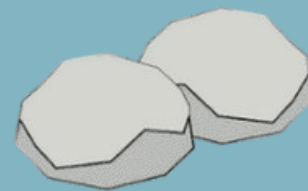


ESTABLISHING  
THE DOWNTOWN  
SILICON VALLEY





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

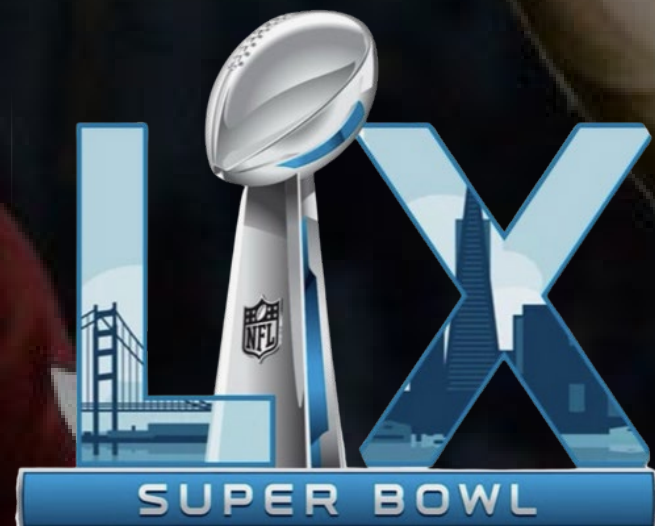
# Big Rocks: Drives Awareness Users, Revenue

- 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

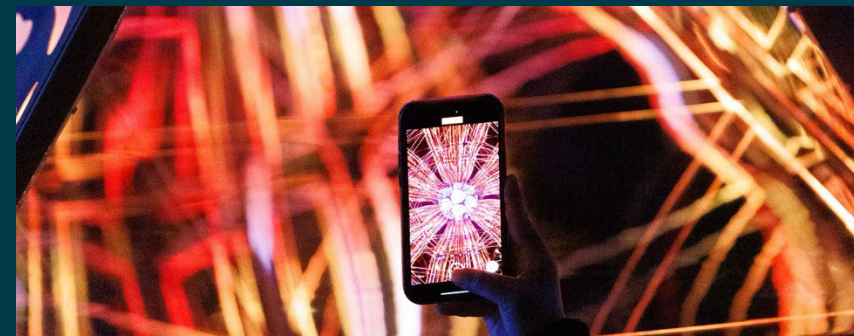
## Intersection of Innovation and Culture

- 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



11



# Arts and Culture Marketing Opportunities

## Calendar for events and programming

- [www.sanjose.org/industry](http://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



14





# 2026 LINEUP

Feb

Mar

May

JunJul

Jul

Oct

Nov



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