



# Memorandum

**TO: COMMUNITY & ECONOMIC  
DEVELOPMENT COMMITTEE**

**FROM:** Blage Zelalich

**SUBJECT: 2019 COLLEGE FOOTBALL  
PLAYOFF NATIONAL  
CHAMPIONSHIP**

**DATE:** February 16, 2018

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Approved /s/  
Kim Walesh

Date 2/15/18

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## **RECOMMENDATION**

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

## **OUTCOME**

The Committee will receive an introduction to the activities and events associated with the 2019 College Football Playoff National Championship coming to the Bay Area in January and staff's preparation for the event.

## **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 150,000 visitors from January 3-7. As a result, San Jose has a unique opportunity to showcase its positive attributes on the national stage – fantastic weather, beautiful landscape, premiere amenities, a welcoming population, and a vibrant, walkable, and authentic urban city center. Downtown, more specifically, has the tremendous opportunity to host CFP's "Championship Campus" which will be the epicenter of all fan activities during Championship Weekend.

Events and activities around the 2019 CFP will have a direct and measurable impact for the City that include, but are not limited to:

- Community Engagement – The positive enthusiasm and fanfare that go hand in hand with college football will emanate throughout downtown San Jose during Championship Weekend. Numerous public fan activities are family-friendly no-to-low cost events. The Host Committee will engage an estimated 1,500 local volunteers to support CFP-related events. In addition to the events taking place during Championship Weekend, the Host

Committee will host launch events, luncheons, educational sessions, etc. leading up to the 2019 National Championship. Working with ESPN, CFP envisions creating a tech summit during Championship Weekend to highlight San Jose and Silicon Valley innovations.

- **Brand Awareness** – San Jose is expected to earn significant media exposure from national television, television news, internet news, print and social media. 2017 Host Market Tampa Bay received nearly three billion impressions at an estimated media value of \$96.5M.
- **Increased Visitors** – Championship Campus is expected to bring over 150,000 visitors over the five-day period during a time of the year that normally does not attract visitors to the city. Delta Airlines added 10 additional flights to Tampa during the 2017 CFP to accommodate an additional 8,000+ passengers. Additionally, 380 corporate jets flew into Tampa during Championship Weekend, representing a 100 jet increase from when the Super Bowl was held in the city.
- **Tax Revenue** – 18 San Jose hotels are under contract to serve CFP attendees, participants and media. A minimum of 15,988 hotel room nights have been secured, equating to approximately \$3.85M in direct revenue to the hotels and \$539K in hotel-related tax revenue to the City. ESPN, the official broadcast partner of the CFP, alone brings in approximately 750 full-time staff to the host city – some arriving up to two weeks in advance of Championship Weekend – not to mention other event sponsors and affiliated organizations.
- **Charitable Giving** – The CFP Host Committee will donate a minimum \$1M to benefit teachers in our region through CFP's Extra Yard for Teachers initiative.

The CED Committee Meeting will feature a presentation about how San Jose will participate in and benefit from the 2019 CFP and will outline future planning efforts.

## **ANALYSIS**

The 2019 CFP has the potential to provide a significant positive economic boost for San Jose. Per a study by the L. William Seidman Research Institute at Arizona State University's W.P. Carey School of Business, the 2016 College Football Playoff National Championship generated \$273.6M in economic impact. The 65,401 visitors that came to Arizona for the 2016 CFP stayed for an average of 3.88 nights. Those with game tickets spent an average of \$468/day and those without tickets spent an average of \$524/day. The survey estimated that \$12.2M in direct state, local and county sales tax revenue was generated from the 2016 College Football Playoff National Championship Game.

The 2015 CFP was the most-watched cable television program in history with 33 million viewers and reported \$308M in economic impact to the city of Dallas. In 2017, Tampa Bay hotels experienced an increase of \$8.5M in revenue compared to the same time the previous year.

### ***Key Elements of CFP's Championship Campus***

Several key elements will comprise the CFP Championship Campus in downtown San Jose, attracting thousands of visitors and residents during Championship Weekend. 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.

**Playoff Playlist Live – Free Outdoor Concerts**

January 4 - 6

Each year, the event's free outdoor concert series features a variety of national recording artists. Past headliners have included: Usher, Flo Rida, John Mellencamp, Ciara, Sting, Lenny Kravitz, the Chainsmokers and Jason Derulo. In addition to world-class music, AT&T Playoff Playlist Live! features live daily ESPN Broadcasts and fireworks.

**Media Day – SAP Center**

January 5

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

**Extra Yard for Teachers Summit**

January 5

A fast-paced, engaging gathering of teachers coming together to hear inspiring speakers and see incredible performances by people who are there for one reason: to recognize the hard work of those on the front lines of education.

**Extra Yard for Teachers 5K/10K**

January 5 or 6

The Extra Yard 5K/10K is the official road race of the CFP. The event includes live entertainment, sponsor activities and a post-race awards ceremony. All event proceeds benefit Extra Yard for Teachers, the College Football Playoff Foundation's primary platform that elevates the teaching profession by inspiring and empowering quality teachers.

**Taste of the Championship – Culinary benefit for Extra Yard for Teachers**

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 showcase the Northern California experience. Ticket holders will have the opportunity to sample gourmet food and beverages while celebrating teachers from across the United States.

## **Host Committee Activations**

January 4-7

The Bay Area Host Committee will also produce a variety of activations around downtown ranging from the installation of large format welcome signage and photo opportunities in Plaza de Cesar Chavez Park, Arena Green, the Paseo de San Antonio and/or Hammer Theatre Plaza to buskers and more substantial daily football-themed activities on San Pedro Street, similar to activation for Super Bowl 50.

## **Practice Facilities and Hotel Accommodations**

San Jose State University and Stanford University will serve as practice facilities for participating teams. The San Jose Fairmont will serve as CFP's/ESPN's headquarter hotel and the San Jose Marriott will serve as the primary hotel for CFP media.

Additional facilities and venues throughout San Jose will be utilized over the course of Championship Weekend for activities such as sponsor and media partner events and those hosted by other collegiate organizations affiliated with the championship.

## ***Coordination with Downtown for the Holidays activities***

Office of Economic Development (OED) and Cultural Affairs (OCA) staff have been meeting with Christmas in the Park (CITP), Giant Creative Services (Winter Wonderland) and the San Jose Downtown Association (Downtown Ice) since early December to coordinate any necessary adjustments to 2018 Downtown for the Holidays activations.

The last week of the 2018 Christmas in the Park season will need to be shortened if Plaza de Cesar Chavez is activated in any way during Championship Weekend. A shared goal is to achieve this in the most minimally disruptive, cost effective and time efficient way possible. City and Sports Authority staff are in conversation with Christmas in the Park to discern the best path forward, including leveraging both CFP activations in early January and the National Hockey League's (NHL) All-Star Game in late January during CITP. CFP staff begins regular visits to San Jose this month to finalize desired locations for activation. More will be revealed in subsequent CFP staff visits to San Jose. Overall messaging and communication to the community about any changes in the length of Christmas in the Park and new CFP family-friendly activities will be important. An increased media and promotional push will be necessary.

Winter Wonderland activities consist of amusement rides, carnival games and concessions along Paseo de San Antonio and Park Ave, from First Street to Almaden Blvd. Winter Wonderland traditionally operates from mid-November to early January. The effect of Championship Weekend on this holiday activation is currently unclear. Staff will continue to work with Winter Wonderland and the Sports Authority to discern what adjustments may need to occur.

Downtown Ice, San Jose's seasonal outdoor ice skating rink, can proceed with normal operations from mid-November to mid-January. Sports Authority and San Jose Downtown Association (SJDA) staff are in conversation about how to leverage CFP and NHL All-Star Game activities

to maximize use and exposure of Downtown Ice. Some lost revenue from an adjusted Christmas in the Park event could be recuperated from additional sponsor, on-site or skater revenue for Downtown Ice.

### ***Department Planning Efforts***

Many city departments will be involved in the effort to ensure a positive experience during Championship Weekend. Our shared goal is to maximize the positive impact of CFP visitors and events on the San Jose local economy, community, and reputation.

- *Economic Development/Cultural Affairs.* OED and OCA staff will lead the inter-departmental City CFP coordination effort, which will be expanded to include key external partners such as VTA, Team San Jose and the San Jose Downtown Association.

The city's outdoor special events team stands ready to process the applicable permits and necessary services to support outdoor activations around CFP. This team includes members from DOT, PRNS, DPW, ESD, SJPd and SJFD.

Based on experience from previous championships, we anticipate having to revisit the City's policies around temporary special event zones and Large-Format Event Supergraphics. With respect to the Temporary Special Event Zone (clean zone), the City Council may need to revisit the regulatory framework established for Super Bowl 50, restricting certain advertising and commercial activities within a designated area. Regarding Large-format Event Supergraphics, the City Council may be asked to revisit the regulatory framework established in February 2017 allowing temporary large-format event-related signage on Downtown buildings. Signage in all previous CFP host cities has included CFP corporate partner logos which is not allowed in San Jose's current sign ordinance.

- *Police Department.* The Police Department is developing plans to ensure safety of residents and visitors during Championship Weekend. Based on the 2017 CFP in Atlanta, these plans will likely include an increased police presence downtown and at the airport, as well as other locations and venues hosting CFP-related events. Planning issues include provisions to address human trafficking, counterfeit merchandising and coordinating with other law enforcement agencies to maximize the overall security of Championship Campus.

- *PRNS.* PRNS staff will play an integral role in the transition of Plaza de Cesar Chavez from Christmas in the Park to CFP activities. Based on activations witnessed at the 2018 CFP, PRNS staff anticipates additional tree-trimming/tree-raising work and the need to do a deep clean, polish, repair and/or painting of the benches and light standards in the park. Once the components and timeline of Championship Weekend activation are finalized for the park, PRNS staff will identify the staff and financial resources necessary to accomplish the desired transition. These resources may be needed in addition to what is currently allocated in the PRNS operating budget.

Interdepartmental teams will meet periodically to address challenges (e.g. illegal dumping, graffiti abatement, median, sidewalk and gateway clean up) and opportunities (e.g. lighting up City Hall Tower and Rotunda) that arise throughout the CFP preparation process. It is staff's intention to ensure San Jose puts its best face forward for the residents and visitors that will participate in CFP activities.

### **EVALUATION AND FOLLOW-UP**

Staff will return to CED in April with a verbal update on progress regarding activities and initiatives outlined in this memo, as well as an update on any cost implications. Any funding needs would be considered during the development of the 2018-2019 Proposed Budget.

### **PUBLIC OUTREACH**

This memorandum will be posted on the City's website for the February 26, 2018 Community and Economic Development Committee meeting.

### **COORDINATION**

This memo has been coordinated with the San Jose Sports Authority, the CFP Bay Area Host Committee, Downtown for the Holidays event producers, the Office of Cultural Affairs, the City Attorney's Office and the City Manager's Budget Office.

/s/

Kim Walesh

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Director of Economic Development

For questions, please contact Blage Zelalich, Downtown Manager, at (408) 535-8172.