



# Memorandum

**TO:** COMMUNITY & ECONOMIC  
DEVELOPMENT COMMITTEE

**FROM:** Blage Zelalich  
Tammy Turnipseed

**SUBJECT:** SEE BELOW

**DATE:** August 15, 2018

Approved

Date

8/15/18

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

## RECOMMENDATION

Accept a verbal 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

Committee members will receive an update on preparations for festivities surrounding Championship Weekend with respect to items such as the location and schedule of downtown activities, the implementation of a special event zone, public safety operations, event communications and messaging, Airport preparations, and overall coordination with community stakeholders.

## 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. San Jose has a unique opportunity to showcase its positive attributes on the national stage. 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.

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. Eighteen San Jose hotels are contracted to serve CFP attendees, participants and media, equating to a minimum of 16,000 hotel room nights. 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.

On February 26, 2018, staff from the Office of Economic Development and San Jose Sports Authority presented an initial overview of CFP activation in downtown San Jose 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 revisiting the City's policies around temporary special event zones and supergraphics. Since February, City staff has been working closely with the San Jose Sports Authority and the CFP Bay Area Host Committee to address these and other issues that have surfaced.

City staff originally proposed returning to the CED Committee in April with a planning update; however, too many questions remained unanswered at that time.

/s/  
BLAGE ZELALICH  
Downtown Manager

/s/  
TAMMY TURNIPSEED  
Special Events Director

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