



NATIONAL CHAMPIONSHIP

BAY AREA 2019

Community and Economic Development Committee Update
August 27, 2018



CHAMPIONSHIP WEEKEND EVENTS

Playoff Fan Central

- Friday, Saturday & Sunday, January 4-6
- Fan Fest at the San Jose McEnery Convention Center



Playoff Playlist Live

- Friday, Saturday & Sunday, January 4-6
- Free evening concerts



Media Day

- Saturday, January 5
- Free and open to the public at the SAP Center



Extra Yard for Teachers Summit and 5K Run

- Saturday & Sunday, January 5 & 6
- Gathering for teachers from across the country



EXTRA YARD
FOR TEACHERS
COLLEGE FOOTBALL PLAYOFF FOUNDATION

Taste of the Championship

- Sunday, January 6
- Ticketed culinary event benefitting Extra Yard for Teachers

SAN JOSE HOTELS



SJC PREPARATIONS

Airport signage

Team arrivals media opportunity

Welcome tables/info booths

Online promotions

Targeted inbound advertising

General Aviation

Concessions



OUTDOOR EVENT COORDINATION

Planning meetings with Bay Area Host Committee, CFP and San Jose Sport Authority

Coordination with Downtown for the Holidays events

Expanded efforts around planned outdoor activities

Resetting of Plaza de Cesar Chavez Park

Enhanced community and business engagement

Traffic and pedestrian management

IT connectivity

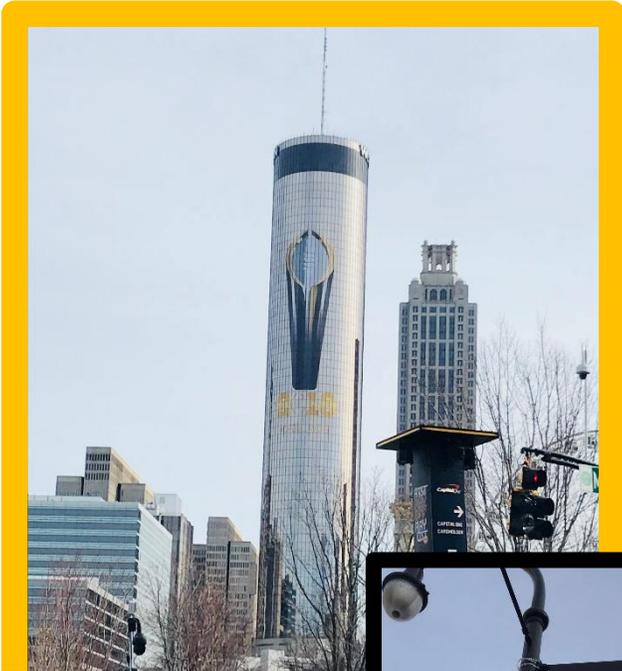
Building Department review

Emergency Operations



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BAY AREA 2019

SPECIAL EVENT ZONE & SUPERGRAPHICS



COMMUNICATIONS

COMMUNICATIONS STRATEGY DEVELOPMENT

- Convene committee of external & internal partners

COMMUNICATIONS TACTICS

- Central landing page on City website
- Community briefings
- Blog posts on sjeconomy.com
- Social media posts
- Communications around Downtown for the Holidays
- EOC-related communications
- Special Event Zone Vendor communication strategies
- General City messaging



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PUBLIC SAFETY

SAN JOSE FIRE

- Working through the Operations Chiefs Section of the Santa Clara County Fire Chiefs Association on regional preparation for the event
- Part of the unified frontline command for a major incident response in Police Command Center (PCC)

SAN JOSE POLICE

- Layered approach of uniformed personnel, tactical teams and mobile active shooter response teams
- Some fixed street closures

EMERGENCY OPERATIONS CENTER

- SJPD and EO staff meeting to formulate a plan
- Intel run out of the PCC – Operations out of the EOC



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PARTNER COORDINATION

BAY AREA HOST COMMITTEE

SAN JOSE SPORTS AUTHORITY

TEAM SAN JOSE

DOWNTOWN FOR THE HOLIDAYS PRODUCERS

SAN JOSE DOWNTOWN ASSOCIATION

VALLEY TRANSPORTATION AUTHORITY

WELCOME



NATIONAL
CHAMPIONSHIP
SAN JOSE | ATLANTA

#CFBPLAYOFF



EXTRA YARD FOR TEACHERS

NATIONAL CHAMPIONSHIP

2018



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BAY AREA 2019

NEXT STEPS

SPECIAL EVENT ZONE ORDINANCE TO COUNCIL

FINE-TUNE INTERDEPARTMENTAL COORDINATION

All-hands meeting in mid-September

CONTINUED COLLABORATION WITH BAHC AND SJSA

COMMUNITY OUTREACH AND MESSAGING



TAMMY TURNIPSEED
Outdoor Special Events

BLAGE ZELALICH
Economic Development/Policy

JASON DWYER
SJ Police

REGGIE WILLIAMS
SJ Fire

RAY RIORDAN
Emergency Operations

ELISABETH HANDLER
Communications

JONATHAN VADEN
Airport

JOHN POCH
San Jose Sports Authority

PATRICIA ERNSTROM
Bay Area Host Committee



ONE REGION. ONE GOAL. ONE CHAMPION.



NATIONAL CHAMPIONSHIP

BAY AREA 2019

130 DAYS AND COUNTING!

