



# NATIONAL CHAMPIONSHIP

## BAY AREA 2019

Community and Economic Development Committee Update  
August 27, 2018



# CHAMPIONSHIP CAMPUS

**SAP Center  
Media Day**



**San Pedro Square**

**Downtown Ice**

**Extra Yard 5K**



**Tech Museum of Innovation  
Taste of the Championship**



**Plaza de César Chávez  
The Quad**

**San Jose McEnery  
Convention Center  
Playoff Fan Central  
EYFT Summit**

**Discovery Meadow  
AT&T Playoff Playlist Live!**



**NATIONAL  
CHAMPIONSHIP**



# 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

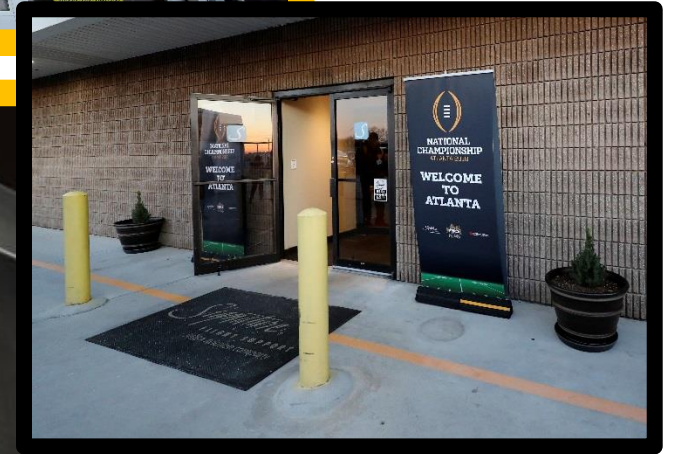
Welcome tables/info booths

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*

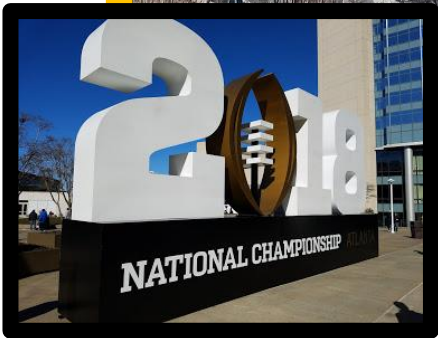
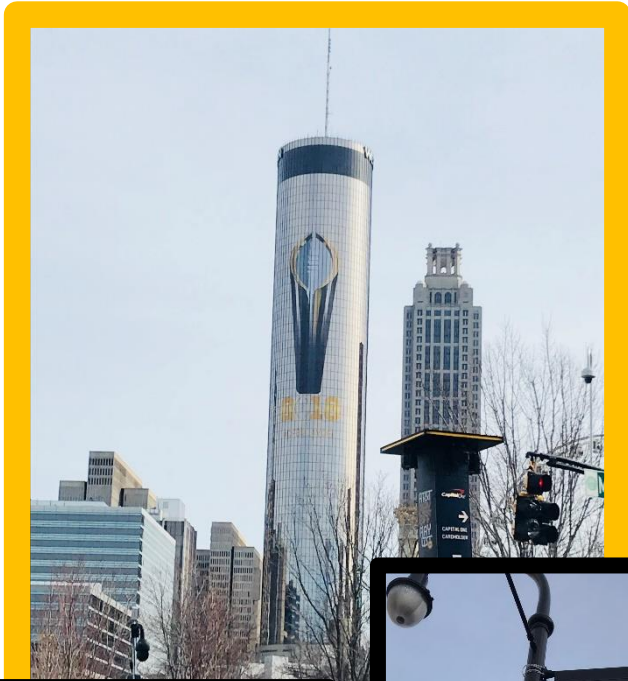
*Emergency Operations*



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# 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](http://sjeconomy.com)
- Social media posts
- Communications around Downtown for the Holidays
- EOC-related communications
- Special Event Zone Vendor communication strategies
- General City messaging





# **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



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# 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!**

