



NATIONAL CHAMPIONSHIP

BAY AREA 2019

San Jose City Council
September 18, 2018



COLLEGE FOOTBALL PLAYOFF QUICK FACTS

FOUR TEAMS

The College Football Playoff Selection Committee will rank the teams for inclusion in the playoff based on factors such as strength of schedule, head-to-head results, comparison of results against conference opponents and conference championships won. The four highest ranked teams will go on to compete in the College Football Playoff.

TWO SEMIFINALS



ONE GOAL

Two teams will compete for the College Football Playoff National Championship at Levi's® Stadium on January 7, 2019.

NATIONAL CHAMPIONSHIP IMPACT

- For the first time in its history, the College Football Playoff National Championship will be played in the Bay Area
- An estimated 100-150K visitors are expected to attend the weekend's festivities
- ESPN's coverage of Championship Weekend will be 24/7, across all ESPN-owned cable & digital networks
- The Bay Area Host Committee is donating \$1 million to the Extra Yard for Teachers program, benefitting teachers in the Bay Area
- Substantial community economic impact

CHAMPIONSHIP CAMPUS



NATIONAL CHAMPIONSHIP

CHAMPIONSHIP WEEKEND EVENTS

Playoff Fan Central

- Friday, Saturday & Sunday, January 4-6
- Fan Fest at the San Jose McEnery Convention Center
- Friday will be free to Bay Area residents

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

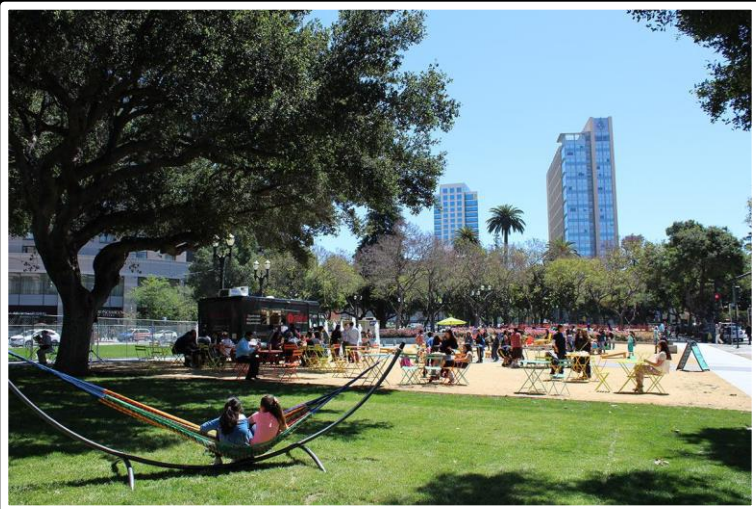
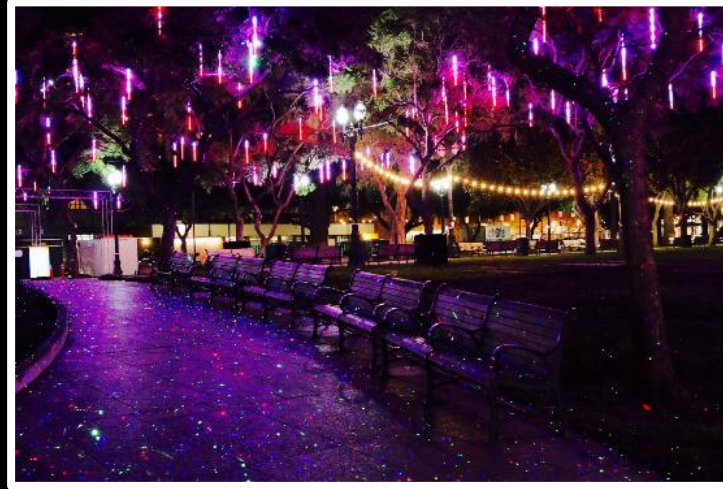
- Saturday & Sunday, January 5 & 6
- Gathering for teachers from across the country

Taste of the Championship

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

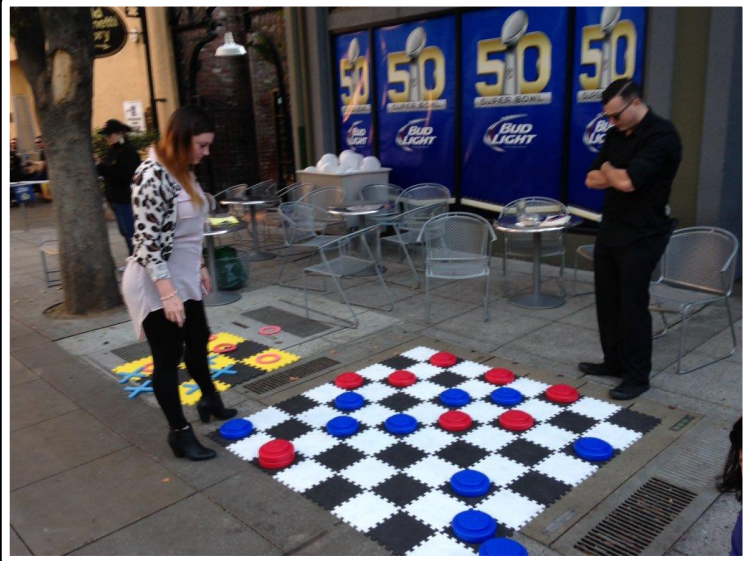


PLAZA de CESAR CHAVEZ - THE QUAD



- Site of ESPN live broadcasts
- Sponsor activations and interactive experiences
- Entertainment will include lawn games, band performances, and food and beverage concessions
- College Football Playoff Historical Pathway Experience

SAN PEDRO SQUARE



- Creation of College Football Playoff themed field on San Pedro St. from Santa Clara St to St. John St
- Live entertainment, interactive tailgate games and photo opportunities with life-size 2019 sculpture installation
- Staffed championship campus information booth with free clear bags and fan guides

SAN JOSE HOTELS



HOTEL VALENCIA
SANTANA ROW
SAN JOSE



SJC PREPARATIONS

Airport signage

Team arrivals media opportunity

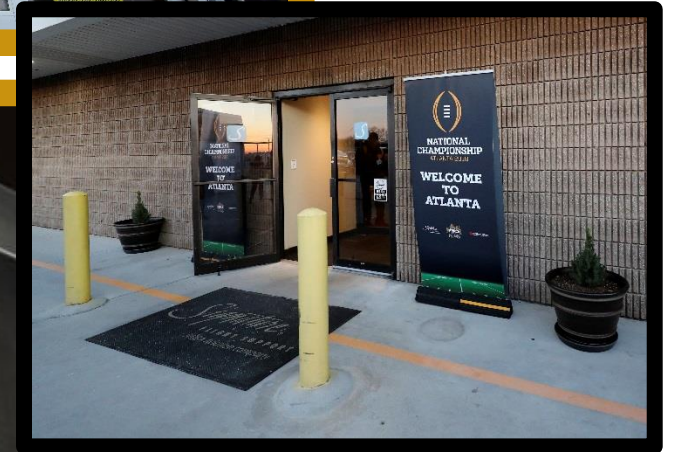
Welcome tables/info booths

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



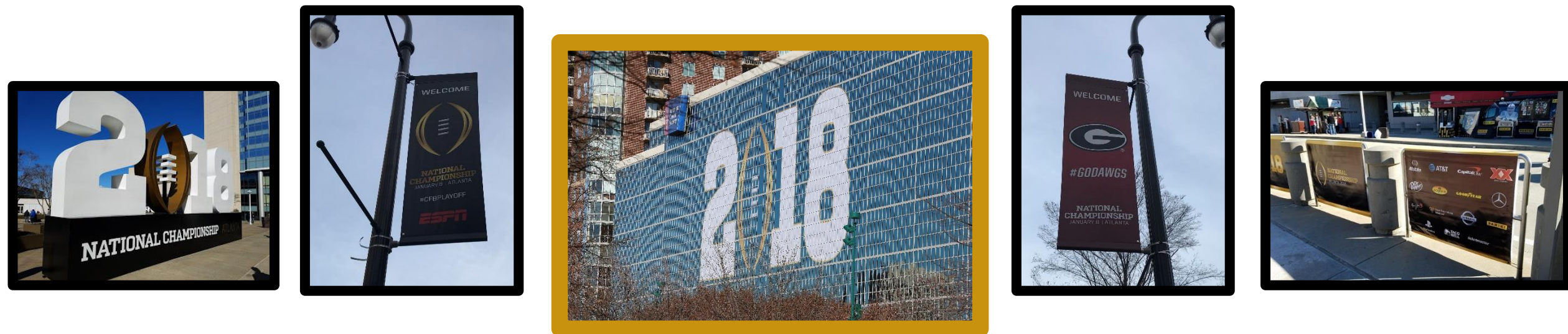
SPECIAL EVENT ZONE

6 a.m. Friday, December 28, 2018 until 6 p.m. Tuesday, January 8, 2019

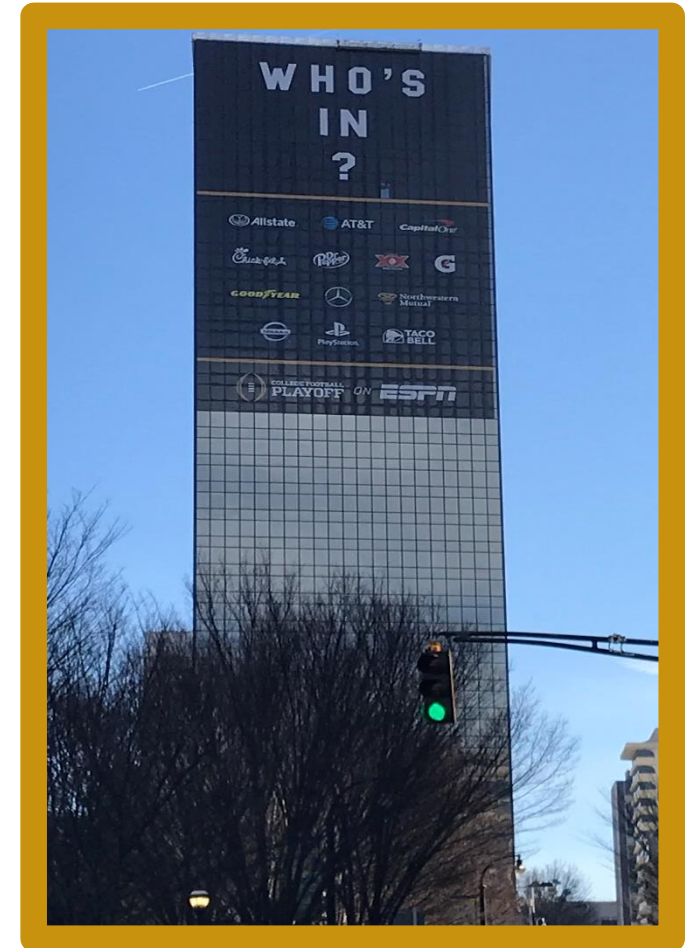
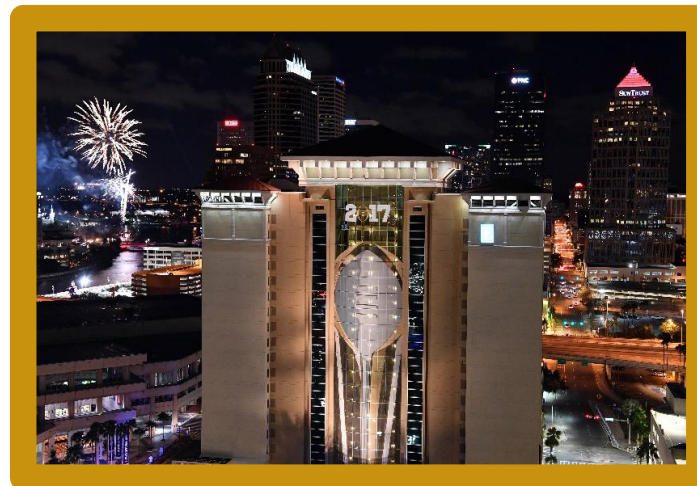
Temporarily regulate activities within the zone to enhance the vitality and attractiveness of downtown San Jose, and protect and promote the safety, public health, and general welfare of participants

Peddlers prohibited from peddling in the zone unless they are a vendor participating in the events being held in the zone

Suspends the authority for the Office of Cultural Affairs to issue permits for temporary outdoor uses of private property



SUPERGRAPHICS



COMMUNICATIONS

COMMUNICATIONS STRATEGY DEVELOPMENT

- Convened committee of external & internal partners

COMMUNICATIONS TACTICS

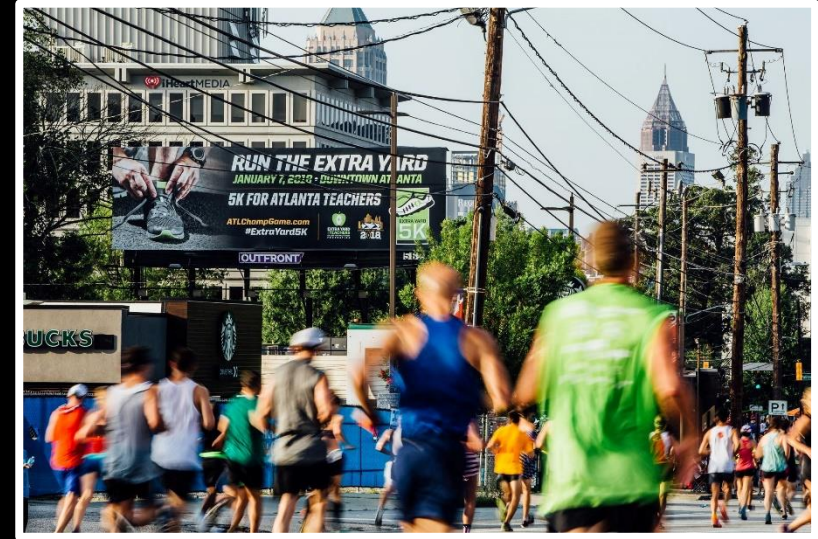
- Central landing page on City website
- Community briefings
- Blog posts on sjeconomy.com
- Social media posts
- Communications around Downtown for the Holidays
- EOC-related communications
- Special Event Zone Vendor communication strategies
- General City messaging



CHAMP CAMPUS AWARENESS

BAY AREA HOST COMMITTEE MEDIA PLAN

- Outdoor billboards and bus shelters
- TV, Radio, Print, Posters
- Digital / Social Media Campaigns - Facebook, Twitter and Instagram
- Messaging will promote Downtown San Jose Championship Campus



AT&T PLAYOFF PLAYLIST LIVE!

**CENTENNIAL OLYMPIC PARK
JANUARY 6 - 8, 2018**

FREE EVENT

**JASON DERULO
CHARLIE PUTH**
SATURDAY • JANUARY 6

THE CHAINSMOKERS
SUNDAY • JANUARY 7

DARIUS RUCKER
MONDAY • JANUARY 8

ADDITIONAL PERFORMANCES BY
**Bebe Rexha, Lizzo,
Spencer Ludwig and Brett Yong**

AT&T PLAYOFF PLAYLIST LIVE! SPONSORS

Allstate AT&T Capital One Chick-fil-A NISSAN
Dr Pepper Mercedes-Benz Northwestern Mutual TACO BELL

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



**NATIONAL
CHAMPIONSHIP**
BAY AREA 2019

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



CITY AND CITY PARTNER FINANCIAL SUPPORT

Approximately \$2M

\$1M in overtime funding for police services during Championship Weekend and the National Hockey League All-Star Game.

\$100,000 to the Office of Economic Development to support Championship Weekend activities.

\$225,000 to the Sports Authority to assist with CFP-related activities.

City of San Jose, Team San Jose and the San Jose Sports Authority committed to:

- Complimentary rental space at the Convention Center (\$557,000 value).

- \$300,000, toward the final invoice for activities held at the Convention Center and other related Team San Jose-managed facilities.

- Team San Jose services billed at cost, without any mark-up.

- \$60,000 from Team San Jose to assist with event branding.

- \$100,000 contribution from the San Jose Sports Authority.



**NATIONAL
CHAMPIONSHIP**
BAY AREA 2019

NEXT STEPS

FINE-TUNE INTERDEPARTMENTAL COORDINATION

All-hands meetings in September, October, November and December

CONTINUED COLLABORATION WITH BAHC AND SJSA

COMMUNITY OUTREACH AND MESSAGING

APPROVAL OF SPECIAL EVENT ZONE and ALMADEN BLVD/WOZ WAY PARKING LOT USE AGREEMENT



NATIONAL CHAMPIONSHIP

BAY AREA 2019

107 DAYS AND COUNTING!



SPECIAL EVENT ZONE

The map displays the city of San Jose with a grey-shaded area indicating the Special Event Zone. This zone encompasses several key areas: Downtown San Jose, Central San Jose, Sunol-Midtown, and Market-Almaden. Major landmarks and locations within the zone include the SAP Center at San Jose, San Jose State University, The Tech Museum of Innovation, San Jose Convention Center, and Happy Hollow Park & Zoo. Major roads such as Highway 87, Highway 280, and Highway 6 are also visible. The map includes labels for various streets, including E Julian St, E St James St, E Santa Clara St, E San Antonio St, S 15th St, S 14th St, S 13th St, S 12th St, S 11th St, S 10th St, S 9th St, S 8th St, S 7th St, S 6th St, S 5th St, S 4th St, S 3rd St, S 2nd St, S 1st St, S Almaden Ave, S Vine St, S 1st St, S 2nd St, S 3rd St, S 4th St, S 5th St, S 6th St, S 7th St, S 8th St, S 9th St, S 10th St, S 11th St, S 12th St, S 13th St, S 14th St, S 15th St, S 16th St, S 17th St, S 18th St, S 19th St, S 20th St, S 21st St, S 22nd St, S 23rd St, S 24th St, S 25th St, S 26th St, S 27th St, S 28th St, S 29th St, S 30th St, S 31st St, S 32nd St, S 33rd St, S 34th St, S 35th St, S 36th St, S 37th St, S 38th St, S 39th St, S 40th St, S 41st St, S 42nd St, S 43rd St, S 44th St, S 45th St, S 46th St, S 47th St, S 48th St, S 49th St, S 50th St, S 51st St, S 52nd St, S 53rd St, S 54th St, S 55th St, S 56th St, S 57th St, S 58th St, S 59th St, S 60th St, S 61st St, S 62nd St, S 63rd St, S 64th St, S 65th St, S 66th St, S 67th St, S 68th St, S 69th St, S 70th St, S 71st St, S 72nd St, S 73rd St, S 74th St, S 75th St, S 76th St, S 77th St, S 78th St, S 79th St, S 80th St, S 81st St, S 82nd St, S 83rd St, S 84th St, S 85th St, S 86th St, S 87th St, S 88th St, S 89th St, S 90th St, S 91st St, S 92nd St, S 93rd St, S 94th St, S 95th St, S 96th St, S 97th St, S 98th St, S 99th St, S 100th St, S 101st St, S 102nd St, S 103rd St, S 104th St, S 105th St, S 106th St, S 107th St, S 108th St, S 109th St, S 110th St, S 111th St, S 112th St, S 113th St, S 114th St, S 115th St, S 116th St, S 117th St, S 118th St, S 119th St, S 120th St, S 121st St, S 122nd St, S 123rd St, S 124th St, S 125th St, S 126th St, S 127th St, S 128th St, S 129th St, S 130th St, S 131st St, S 132nd St, S 133rd St, S 134th St, S 135th St, S 136th St, S 137th St, S 138th St, S 139th St, S 140th St, S 141st St, S 142nd St, S 143rd St, S 144th St, S 145th St, S 146th St, S 147th St, S 148th St, S 149th St, S 150th St, S 151st St, S 152nd St, S 153rd St, S 154th St, S 155th St, S 156th St, S 157th St, S 158th St, S 159th St, S 160th St, S 161st St, S 162nd St, S 163rd St, S 164th St, S 165th St, S 166th St, S 167th St, S 168th St, S 169th St, S 170th St, S 171st St, S 172nd St, S 173rd St, S 174th St, S 175th St, S 176th St, S 177th St, S 178th St, S 179th St, S 180th St, S 181st St, S 182nd St, S 183rd St, S 184th St, S 185th St, S 186th St, S 187th St, S 188th St, S 189th St, S 190th St, S 191st St, S 192nd St, S 193rd St, S 194th St, S 195th St, S 196th St, S 197th St, S 198th St, S 199th St, S 200th St, S 201st St, S 202nd St, S 203rd St, S 204th St, S 205th St, S 206th St, S 207th St, S 208th St, S 209th St, S 210th St, S 211st St, S 212nd St, S 213rd St, S 214th St, S 215th St, S 216th St, S 217th St, S 218th St, S 219th St, S 220th St, S 221st St, S 222nd St, S 223rd St, S 224th St, S 225th St, S 226th St, S 227th St, S 228th St, S 229th St, S 230th St, S 231st St, S 232nd St, S 233rd St, S 234th St, S 235th St, S 236th St, S 237th St, S 238th St, S 239th St, S 240th St, S 241st St, S 242nd St, S 243rd St, S 244th St, S 245th St, S 246th St, S 247th St, S 248th St, S 249th St, S 250th St, S 251st St, S 252nd St, S 253rd St, S 254th St, S 255th St, S 256th St, S 257th St, S 258th St, S 259th St, S 260th St, S 261st St, S 262nd St, S 263rd St, S 264th St, S 265th St, S 266th St, S 267th St, S 268th St, S 269th St, S 270th St, S 271st St, S 272nd St, S 273rd St, S 274th St, S 275th St, S 276th St, S 277th St, S 278th St, S 279th St, S 280th St, S 281st St, S 282nd St, S 283rd St, S 284th St, S 285th St, S 286th St, S 287th St, S 288th St, S 289th St, S 290th St, S 291st St, S 292nd St, S 293rd St, S 294th St, S 295th St, S 296th St, S 297th St, S 298th St, S 299th St, S 300th St, S 301st St, S 302nd St, S 303rd St, S 304th St, S 305th St, S 306th St, S 307th St, S 308th St, S 309th St, S 310th St, S 311st St, S 312nd St, S 313rd St, S 314th St, S 315th St, S 316th St, S 317th St, S 318th St, S 319th St, S 320th St, S 321st St, S 322nd St, S 323rd St, S 324th St, S 325th St, S 326th St, S 327th St, S 328th St, S 329th St, S 330th St, S 331st St, S 332nd St, S 333rd St, S 334th St, S 335th St, S 336th St, S 337th St, S 338th St, S 339th St, S 340th St, S 341st St, S 342nd St, S 343rd St, S 344th St, S 345th St, S 346th St, S 347th St, S 348th St, S 349th St, S 350th St, S 351st St, S 352nd St, S 353rd St, S 354th St, S 355th St, S 356th St, S 357th St, S 358th St, S 359th St, S 360th St, S 361st St, S 362nd St, S 363rd St, S 364th St, S 365th St, S 366th St, S 367th St, S 368th St, S 369th St, S 370th St, S 371st St, S 372nd St, S 373rd St, S 374th St, S 375th St, S 376th St, S 377th St, S 378th St, S 379th St, S 380th St, S 381st St, S 382nd St, S 383rd St, S 384th St, S 385th St, S 386th St, S 387th St, S 388th St, S 389th St, S 390th St, S 391st St, S 392nd St, S 393rd St, S 394th St, S 395th St, S 396th St, S 397th St, S 398th St, S 399th St, S 400th St, S 401st St, S 402nd St, S 403rd St, S 404th St, S 405th St, S 406th St, S 407th St, S 408th St, S 409th St, S 410th St, S 411st St, S 412nd St, S 413rd St, S 414th St, S 415th St, S 416th St, S 417th St, S 418th St, S 419th St, S 420th St, S 421st St, S 422nd St, S 423rd St, S 424th St, S 425th St, S 426th St, S 427th St, S 428th St, S 429th St, S 430th St, S 431st St, S 432nd St, S 433rd St, S 434th St, S 435th St, S 436th St, S 437th St, S 438th St, S 439th St, S 440th St, S 441st St, S 442nd St, S 443rd St, S 444th St, S 445th St, S 446th St, S 447th St, S 448th St, S 449th St, S 450th St, S 451st St, S 452nd St, S 453rd St, S 454th St, S 455th St, S 456th St, S 457th St, S 458th St, S 459th St, S 460th St, S 461st St, S 462nd St, S 463rd St, S 464th St, S 465th St, S 466th St, S 467th St, S 468th St, S 469th St, S 470th St, S 471st St, S 472nd St, S 473rd St, S 474th St, S 475th St, S 476th St, S 477th St, S 478th St, S 479th St, S 480th St, S 481st St, S 482nd St, S 483rd St

ALMADEN BLVD/WOZ WAY PARKING LOT

Activities occurring at Discovery Meadow need secure back-of-house and talent facilities proximate to the event area.

Almaden Blvd/ Woz Way parking lot can provide the necessary square footage, be secure, and allows easy access to the performance venue and stage within the park.

DOT staff determined that utilization of 135 of the lot's 390 spaces for CFP production support is possible while still maintaining an adequate supply of public parking.

Master Parking Rate Schedule mandates a rate of \$20 per space per day for non-parking use of the lot however a daily rental rate of \$10 per space will offset any potential lost revenue for the parking lot during the event period.

Staff recommends a property use fee of \$18,900.