

Here for the game.

**SJ  
2026**



**[SJ26.SANJOSE.ORG](http://SJ26.SANJOSE.ORG)**

**SAN  
JOSE 26**

Major Events  
Status Report

**City Council  
May 12, 2026  
Item 8.1**

Jen Baker, Director, City Manager's Office of Economic Development and Cultural Affairs  
Tommy O'Hare, 2026 Sports and Special Events Director, City Manager's Office  
John Poch, Executive Director, San José Sports Authority

# SAN JOSE 26 Super Bowl LX Recap

## Event Attendance:

- Nearly 460,000 unique Downtown visitors, Jan 31-Feb 8, +25% YOY
- 48,000 over 3 days at San Pedro Superfest; 25,000 at City Hall Plaza concerts and 2,000 at *Invisible Skies*
- 130,000 passengers at Airport; 234 additional commercial flights; 900+ private jets

## Restaurant/Retail Performance:

- Nuvo Hospitality Group: 300% sales increase compared to a typical weekend
- San Pedro Square Market Vendors – single sales day record exceeded 30%



## Event Attendance:

- 46,500 attendance at 3 games
- 3,700 attendance at DJ Diesel concert at San Pedro Square
- SJSU Art+Tech Collab: *Free Throw* and *Trophy*

## Hotel Performance:

- ~80% occupancy, +12.3% vs. 2025
- \$200 average daily rate, +21.6% vs. 2025
- \$160 revenue per available room, +36.6% vs. 2025



**FREE THROW PROJECTION MAPPING INSTALLATION**

**WHERE**  
SAP CENTER  
525 W SANTA CLARA ST  
SAN JOSE, CA 95113

**WHEN**  
THURS, MARCH 26  
03/26/2026  
SAT, MARCH 28  
03/28/2026  
7:30 PM - 10 PM

Thursday, March 26 & Saturday, March 28 @ SAP Center

# What Worked Well

- **Strong Downtown Activation:** Large-scale events at City Hall Plaza, San Pedro Square, and Santana Row created a continuous festival atmosphere
- **Successful Cultural Integration:** Arts programming such as Hometown Heros, Invisible Skies, and Free Throw Projection Mapping complemented and expanded the events beyond sports-focused programming
- **Entertainment Zone Activations:** Significant interest and excitement about first uses
- **Collaboration:** Excellent partnership among local, state, federal, and private entities
- **Community:** Early data show strong results



## What We Learned



- **Communication Can Ensure a Fun and Safe Event:** Improved communication to the public was key to the Shaq concert having zero major safety issues
- **Entertainment Zones:** Requires good communication with local bars and restaurants regarding desire to use, how they are used (e.g., pop-up bar sales), and requirements for branded cups, wrist bands, and Police Department and private security requirements
- **Private Support:** Strong private sponsorship interest, but requires significant sales, legal, and management support from SJ26
- **Flexibility is Key:** Ability to change activations based on vendors, budget, and other needs has allowed SJ26 to maintain a high level of quality events

Day	Date	Time	Teams	Group
Saturday	June 13	12:00 pm	Qatar vs. Switzerland	B
Tuesday	June 16	9:00 pm	Austria vs. Jordan	J
Friday	June 19	9:00 pm	Turkey vs. Paraguay	D
Monday	June 22	8:00 pm	Jordan vs. Algeria	J
Thursday	June 25	7:00 pm	Paraguay vs. Australia	D
Wednesday	July 1	5:00 pm	Round of 32 match: Group D winner and 3 <sup>rd</sup> place team from Group B, E, F, I, or J	

## Fan Zones, Watch Parties, Activations:

- Earthquakes Soccer Celebration at San Pedro Square Market – largest viewing party in the region; hosting all 104 matches over 39 days; free to public
- The Row Cup at Santana Row
- World Cup activations in Council Districts
- Concerts in Discovery Meadow



## Additional Programming:

- CityDance
- Viva Parks
- Make Music Day – June 21
- *Gaiascope* and *Bucky Ball* Public Art
- Symphony San José's *Symphonic World Cup*
- *Hometown Heroes* exhibits at City Hall
- The Locker Room



## Diplomatic & Business Events:

- Community/ diaspora events
- International business symposium
  - Business/tech/diplomatic leaders
  - International industry showcase
  - Panel discussions – AI, energy resource management, advanced manufacturing
  - Bus tours



## Supporting Small Businesses:

- Small Business Toolkit Webinar – May 18
- Team San José BASH – June 4
- Directors Alliance, Business Improvement Districts, and business association outreach

You're Invited to a Special Webinar:  
**Preparing for FIFA World Cup in San Jose**  
Monday May 18, 2026  
2:00 pm - 3:00 pm



Scan the QR Code to Register



## Coordinated Public Safety and Emergency Readiness:

- City planning, training, and exercises for hazards and threats
- County Large Events Plan
- De-Escalation and Community Support Plan
- Human trafficking prevention operations

## Community Outreach and Resources for Business Owners/Employers

- Coordination with Immigrant Protection and Empowerment Network (IPEN) and Rapid Response Network (RRN)
- Trained volunteers deployed in vendor areas; safety packets; Know Your Rights presentations
- Family Preparedness Planning
- Signage on City property per Council Policy 7-15



### Know Your Rights

when interacting with ICE

- If ICE arrives at your home**
  - DO NOT OPEN THE DOOR, unless ICE presents a court-issued warrant with your correct name and address.
  - Ask ICE to show their credentials and request to see the warrant through a window or under the door.
  - You have the right to remain silent – you do not have to answer any questions.
  - ICE agents sometimes lie to gain entry.
  - Do NOT sign anything without speaking to a lawyer.
  - If ICE enters without a valid warrant, say loudly: "I do not consent to this search."
- If you encounter ICE on the street / at work**
  - You have the right to leave if you are not under arrest.
  - You have the right to remain silent - do not share information about where you were born.
  - Do NOT sign anything without consulting a lawyer.
  - You do NOT have to consent to a search of yourself or your belongings.
- If ICE pulls your car over**
  - Stop the car safely, remain calm, do not flee.
  - If the officer asks you to roll down your window, do so partially.
  - Ask for identification from the officer if it is not obvious who pulled you over.
  - ICE pulls cars over to target people for deportation.
  - If you think you were stopped because of racial profiling, document how you were treated.

**WHAT TO DO IF DETAINED BY ICE**

- Stay calm and assert your rights.
- Ask for a lawyer immediately.
- Do NOT sign anything without legal advice.
- If you fear returning to your home country you should state that clearly to ICE.

**HOW TO LOCATE A DETAINED PERSON**

Information needed:

- "A number" and country of birth, OR
- Name, country of birth, and date of birth

**KEY REMINDERS**

- Do NOT open the door for ICE without a valid warrant.
- Do NOT sign anything without speaking to a lawyer.
- Do NOT give false statements to ICE agents.
- Do NOT run or resist arrest.
- Do NOT present false documents.
- Know your rights and assert them firmly but calmly.

**AVOID IMMIGRATION FRAUD!**

- ONLY consult a licensed immigration attorney.
- Do NOT trust "notarios" or others falsely claiming they can help with legal status.
- Be cautious if someone guarantees quick work permits or green cards.
- Request copies of all immigration forms and paperwork filed on your behalf.

### Conozca Sus Derechos

al interactuar con ICE

- Si ICE llega a su casa**
  - NO ABRA LA PUERTA a menos que ICE presente una orden judicial con su nombre y dirección correctos.
  - Solicite a ICE que le muestre sus credenciales y solicite ver la orden a través de una ventana o por debajo de la puerta.
  - Si ICE entra sin una orden judicial válida, diga en voz alta: "No doy mi consentimiento para este registro"
  - Tiene derecho a guardar silencio, no está obligado a responder preguntas.
  - Los agentes de ICE a veces mientan para entrar.
  - NO firme nada sin consultar con un abogado.
- Si se encuentra con ICE en la calle / en el trabajo**
  - Tiene el derecho de irse si no está bajo arresto.
  - Tiene el derecho a guardar silencio; no comparta información sobre su lugar de nacimiento.
  - NO firme nada sin consultar a un abogado.
  - NO tiene que dar su consentimiento para que lo registren a usted ni a sus pertenencias.
- Si ICE detiene su auto**
  - Detenga el auto de forma segura, mantenga la calma y no huya.
  - Si el oficial le pide que baje la ventanilla, hágalo parcialmente.
  - Pida identificación al oficial si no es evidente quién lo detuvo.
  - ICE detiene autos para identificar a personas y deportarlas.
  - Si cree que lo detuvieron por discriminación racial, documente cómo lo trataron.

**QUÉ HACER SI ICE LO DETIENE**

- Mantenga la calma y haga valer sus derechos.
- Solicite un abogado de inmediato.
- NO firme nada sin asesoramiento legal.
- Si teme regresar a su país de origen, debe decirlo claramente al ICE.

**CÓMO LOCALIZAR A ALGUIEN DETENIDO**

Información necesaria:

- "Número A" y país de nacimiento, O
- Nombre, país de nacimiento y fecha de nacimiento

**RECORDATORIOS CLAVE**

- NO le abra la puerta a ICE sin una orden judicial válida.
- NO firme nada sin consultar con un abogado.
- NO dé declaraciones falsas a los agentes de ICE.
- NO haga ni se revista al arresto.
- NO presente documentos falsos.
- Conozca sus derechos y hágalos valer con firmeza pero con calma.

**EVITE FRAUDE DE INMIGRACIÓN!**

- Consulte únicamente con un abogado de inmigración con licencia.
- NO consulte en notarios ni en otras personas que afirman falsamente que pueden ayudarle con su estatus legal.
- Tenga cuidado si alguien le garantiza permisos de trabajo o tarjetas de residencia rápidas.
- Solicite copias de todos los formularios y documentos de inmigración presentados en su nombre.



## Game On Program

- **Youth Engagement Initiative:** Turning global sporting moments into access, inspiration, and life skills
- **Sport as a Vehicle:** Promoting physical activity, teamwork, and social-emotional development
- **Programming:** Introduces youth to a variety of sports in a fun, inclusive environment; reinforcing core values like confidence, leadership, and collaboration, and providing pathways for continued participation
- **Local Sports Teams:** Bringing in current and alumni players, as well as team mascots to enhance the experience and create memorable, inspirational moments for participants
- **Progress to Date:** Completed 22 events, reaching over 2,000 students; 28 additional events scheduled, for a total of 50 events from January–June 2026, with an estimated 2,000 more students to impact



# 2026 EVENTS

Feb

Mar

May

Jun-Jul

Jul

Aug

Oct

Nov



REACH  
YOUTH SCHOLARSHIP



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