



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Mayor Mahan

**SUBJECT:** SEE BELOW

**DATE:** January 15, 2026

**Approved:**

**SUBJECT: APPROVAL OF THE SUPER BOWL 60, NVIDIA GTC, NCAA DIVISION I TOURNAMENT, AND FIFA WORLD CUP CELEBRATION FLAG RAISING, PROCLAMATIONS AND TOWER AND ROTUNDA LIGHTING CEREMONIES SPONSORED BY THE OFFICE OF MAYOR MATT MAHAN AS CITY COUNCIL SPONSORED SPECIAL EVENTS TO EXPEND CITY FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENTS.**

**RECOMMENDATION:**

1. Approve the NFL Super Bowl 60, NVIDIA GTC, NCAA Division I Tournament, and 2026 FIFA World Cup Flag Raisings, Proclamations and Tower and Rotunda Lightings as City Council sponsored Special Events to be held on:
  - Superbowl 60 from Sunday, February 1, 2026 to Sunday, February 8, 2026
  - NVIDIA GTC from Saturday, March 14, 2026 to Saturday, March 21, 2026
  - NCAA Division I Tournament from Tuesday, March 24, 2026 to Monday, March 30, 2026
  - FIFA World Cup from Wednesday, June 10, 2026 to Saturday, June 27, 2026 and on Monday, July 6, 2026 to Monday, July 20, 2026
2. Approve the expenditure of funds and accept donations from various individuals, businesses, or community groups to support the events.
3. Place the item on the January 27, 2026 Council Agenda for action.

**BACKGROUND**

On February 1, 2005, the City Council adopted Resolution No. 72517 which requires Councilmembers to submit a memorandum to the Rules Committee regarding proposed City Council sponsored Special Events and the proposed use of any funds.

San José's selection as a key regional hub for major upcoming international and national sporting events and conferences including Super Bowl 60, NCAA Division I Tournament, and the 2026 FIFA World Cup marks a defining moment for the City's civic identity and economic vitality. These first-class events showcase San José's growing reputation as a global destination for athletic excellence, cultural celebration, and community pride.

The continued growth of NVIDIA GTC and its growing positive economic impact on San Jose's small business community further reinforces the City's role as the epicenter of technological innovation that powers Silicon Valley and shapes industries worldwide. Together, these milestones highlight San José's unique position at the intersection of sports, technology, and community leadership, reflecting both our local spirit and global reach.

Hosting these high-quality events celebrate our community's enthusiasm for world-class sports and underscores the City's ongoing commitment to inclusion, teamwork, and excellence. The presence of these events will energize residents, draw international attention, and expand San José's visibility as a vibrant, forward-looking city.

More than half a million visitors are expected to travel to the Bay Area for Super Bowl 60, March Madness, and the FIFA World Cup. These guests will fill our hotels, restaurants, bars, and small businesses, helping San José capture a significant portion of the estimated \$1.4 billion in regional economic impact generated by these events.

This extraordinary lineup of activities gives San Joséans something to be proud of, whether or not they have a seat in the stands, and solidifies our City's place as the premier entertainment destination in the South Bay for 2026 and for many years to come.

## **ANALYSIS**

City Council Policy 7-14, City Hall Event Lighting Policy, Sections B.1, B.3 and C.1 allow Tower and Rotunda lighting in conjunction with proclamations for official actions or ceremonial items, as approved by City Council and to commemorate a sporting event involving the City of San José. It also allows for extended lighting beyond one cycle between sundown and sunrise.

The raising of the NFL, NCAA, and FIFA World Cup Flags are permitted under Council Policy 2- 1, Section C.3, Flags Displayed in Conjunction with Official Ceremonial Items: "Other flags may be displayed in conjunction with official actions, ceremonial items, or proclamations of the City Council.

Approval by the City Council of the events will ensure compliance with the Council's prior direction regarding Council Special Events. In observance of existing fundraising disclosure requirements, Mayor Mahan will report any cash or in-kind donations received for the event on their Disclosure of Fundraising Report (DFR-1). Approval of this memorandum will enable the Mayor's Office, City departments and the Office of the City Clerk to proceed with the events.