

Here for the game.

**SJ
2026**



SJ26.SANJOSE.ORG

**SAN
JOSE 26**

Major Events
Status Report

Community and Economic Development Committee

April 27, 2026

Item (d)3

Tommy O'Hare, 2026 Sports & Special Events Director, City Manager's Office
Jen Baker, Director, City Manager's Office of Economic Development & Cultural Affairs
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. STLY
- \$200 average daily rate, +21.6% vs STLY+36.6% vs. STLY



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 & restaurants regarding desire to use, how they are used (e.g., pop-up bar sales), and requirements for branded cups, wrist bands, and PD & 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 rd 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



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
- Team San José BASH – June 4
- Directors Alliance, BIDs, business association outreach





NEIGHBORHOOD PROGRAMMING

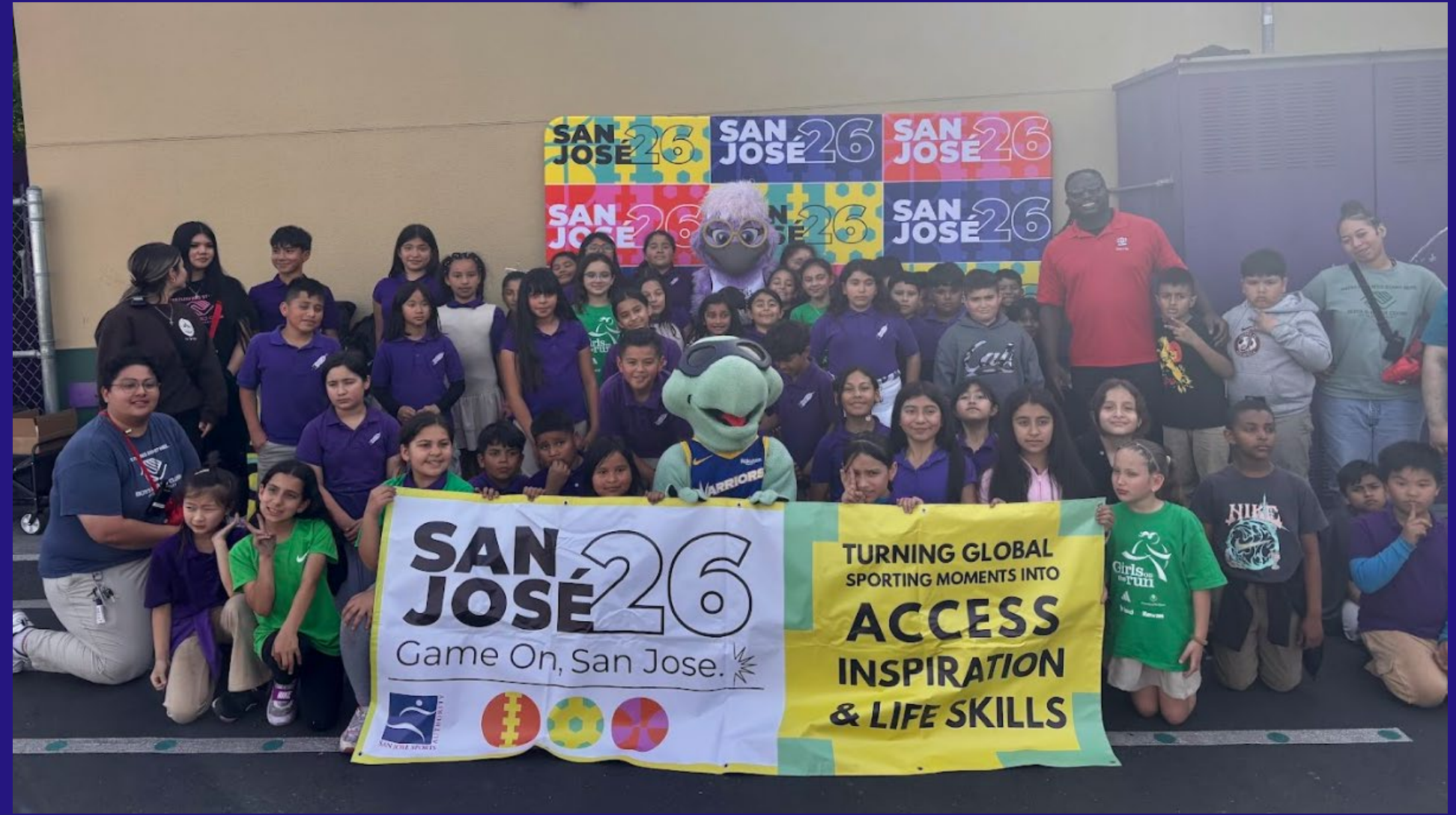
Game On Program

- **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 while 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), currently have 28 additional events scheduled, for a total of 50 events from January–June 2026, with an estimated 2,000 more students to impact

SAN JOSE 26

NEIGHBORHOOD PROGRAMMING

Game On Program



2026 EVENTS

Feb

Mar

May

Jun-Jul

Jul

Aug

Oct

Nov



REACH
YOUTH SCHOLARSHIP



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