



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Jen Baker

**SUBJECT:** See Below

**DATE:** February 2, 2026

Approved

Date:

2/3/26

## SUPPLEMENTAL

**SUBJECT:** Approval of “Free Use” of City Hall Rotunda and City Hall East, West, and South Plazas and Waiver of Gross Admission Receipts Percentage Fee for the Super Bowl Weekend Kehlani SJ City Hall Block Party Concert and Dom Dolla San Jose Street Party

## REASON FOR SUPPLEMENTAL

The City is required to disclose certain information about public subsidies that exceed certain value thresholds prior to City Council approval. This supplemental memorandum provides additional information regarding this public subsidy. The attached Public Subsidy Report has been posted to [AB 562 Information](#)<sup>1</sup> website as required by the California Government Code §53083.

Jen Baker  
Director of the City Manager’s Office of  
Economic Development and Cultural  
Affairs

For questions, please contact Leonela (Nelly) Torres, Senior Events Manager, City Manager’s Office of Economic Development and Cultural Affairs, at [leonela.torres@sanjoseca.gov](mailto:leonela.torres@sanjoseca.gov) or (408) 975-7134.

## **ATTACHMENT**

Public Subsidy Report for 15Utah LLC

<sup>1</sup> <https://www.sjeconomy.com/how-we-help/programs-and-services/ab-562-information>

**Attachment – Public Subsidy Report for 15Utah LLC**

Name/address of benefitting business entity	15Utah LLC 93 Templar Pl Oakland, CA 94618
State and end dates for subsidy	The economic development subsidy will commence on February 4, 2026, coinciding with the start of event setup, and will conclude on February 9, 2026, following event takedown.
Description of the subsidy, estimated total amount of expenditure of public funds or revenue lost	<p>The proposed economic development subsidy consists of the following components:</p> <ol style="list-style-type: none"> <li>1. Waiver of City Hall facility rental fees;</li> <li>2. Waiver of the City’s 7% gross admission receipts percentage fee for ticketed special events; and</li> <li>3. Foregone parking revenue;</li> </ol> <p>Total Economic Development Subsidy: \$123,652.66 Any costs incurred beyond the estimates above will be borne by 15Utah LLC.</p>
Statement of public purpose	<p>The proposed economic development subsidy serves multiple public purposes aligned with the City’s economic development, placemaking, and cultural objectives. Specifically, the subsidy supports implementation of the SJ26 Strategic Plan by activating downtown San José as a regional hub for sports, arts, and entertainment during Super Bowl LX weekend.</p> <p>The events provide community-facing programming that allows residents and visitors to participate in the excitement surrounding Super Bowl LX regardless of game attendance. The concerts are expected to increase downtown foot traffic, support nearby businesses, and reinforce San José’s reputation as a capable host city for major national and international events.</p>
Projected tax revenue	<p>While the City will forgo certain direct revenues associated with facility rental, ticket admission fees, and parking, the events are expected to generate broader economic benefits, including increased spending at downtown restaurants, bars, hotels, and retail establishments.</p> <p>Across the two concert dates, total attendance is estimated at approximately 25,000 attendees, contributing to heightened visitation and economic</p>

	<p>activity in the downtown core and surrounding business districts. These indirect and induced impacts are anticipated to partially offset the foregone direct revenues and support the City's longer-term economic development objectives.</p>
<p>Estimated number of jobs created, broken down by full time, part time and temporary positions</p>	<p>The events will generate short-term employment opportunities related to event production, security, logistics, staging, and operations. While precise job counts are not available, the concerts are expected to support temporary jobs through event setup, execution, and takedown, as well as indirect employment at nearby businesses experiencing increased demand during Super Bowl weekend.</p>