



City of Santa Clara

Meeting Agenda

Economic Development & Marketing Committee (Ad Hoc)

Monday, July 14, 2025

4:00 PM

Hybrid Meeting
Central Park Library
Redwood Room
2635 Homestead Road,
Santa Clara, 95051

The City of Santa Clara is conducting Economic Development & Marketing Committee (Ad Hoc) meetings in-person and continues to have methods for the public to participate remotely or in-person.

- Via Zoom: <https://santaclaraca.zoom.us/j/84548597547>
- Webinar ID: 845 4859 7547
- By phone: +1 669 444 9171

To submit written public comment before meeting:

Send email to mayorandcouncil@santaclaraca.gov by 11 AM the day of the meeting. Those emails will be forwarded to Committee members and will be uploaded as supplemental meeting material.

Note: Emails received as public comment will not be read aloud during the meeting.

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 25-813** [Approval of June 23, 2025 Economic Development & Marketing Committee \(Ad Hoc\) Minutes](#)

PUBLIC PRESENTATIONS

[This item is reserved for persons to address the body on any matter not on the agenda that is within the subject matter jurisdiction of the body. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The governing body, or staff, may briefly respond to statements made or questions posed, and appropriate body may request staff to report back at a subsequent meeting.]

GENERAL BUSINESS

- 2. 25-814** [Discussion and Direction on the Citywide 2026 Economic Development & Community Engagement Plan and on the Citywide Theme for 2026 Major Events Community Engagement Campaign.](#)

ADJOURNMENT

MEETING DISCLOSURES

The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision. Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. If a person wishes to challenge the nature of the above section in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of Santa Clara, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

If a member of the public submits a speaker card for any agenda items, their name will appear in the Minutes. If no speaker card is submitted, the Minutes will reflect "Public Speaker."

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the City of Santa Clara will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. The City of Santa Clara will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in the City's programs, services, and activities. The City of Santa Clara will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by the City in an appropriate alternative format. Contact the City Clerk's Office at 1 408-615-2220 with your request for an alternative format copy of the agenda or other written materials.

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the City of Santa Clara, should contact the City's ADA Coordinator at 408-615-3000 as soon as possible but no later than 48 hours before the scheduled event.



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
@SantaClaraCity

Agenda Report

25-813

Agenda Date: 7/14/2025

REPORT TO ECONOMIC DEVELOPMENT & MARKETING COMMITTEE (AD HOC)

SUBJECT

Approval of June 23, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

RECOMMENDATION

Approve June 23, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes



City of Santa Clara

Meeting Minutes

Economic Development & Marketing Committee (Ad Hoc)

06/23/2025

4:00 PM

Hybrid Meeting
 Central Park Library
 Margie Edinger Room
 2635 Homestead Ave. Santa Clara

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CALL TO ORDER AND ROLL CALL

Chair Gillmor called the Special Meeting to order at 3:08 P.M.

Present 3 - Lisa M. Gillmor, Albert Gonzalez, and Kelly Cox

CONSENT CALENDAR

1. [25-740](#) Approval of June 2, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

Recommendation: Approve June 2, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

A motion was made by Member Cox, seconded by Chair Gillmor, to approve the Consent Calendar under the condition that a revision would be made to correct the misspelling of former Councilmember Debi Davis' name.

Aye: 3 - Gillmor, Gonzalez, and Cox

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. [25-695](#) Discussion and Direction on the Citywide 2026 Economic Development & Community Engagement Plan and on the Citywide Theme for 2026 Major Events Community Engagement Campaign.

Recommendation: Discussion and direction on the Citywide 2026 Economic Development & Community Engagement Plan and on the Citywide Theme for 2026 Major Events Community Engagement Campaign.

ADJOURNMENT

The meeting was adjourned at 5:50 P.M.

Adjourned

MEETING DISCLOSURES

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Agenda Report

25-814

Agenda Date: 7/14/2025

REPORT TO ECONOMIC DEVELOPMENT & MARKETING COMMITTEE (AD HOC)

SUBJECT

Discussion and Direction on the Citywide 2026 Economic Development & Community Engagement Plan and on the Citywide Theme for 2026 Major Events Community Engagement Campaign.

BACKGROUND

At the June 23, 2025, Economic Development and Marketing Committee Ad Hoc (EDMC) meeting, Committee members and stakeholders had discussion on potential community engagement and economic development activities related to the 2026 events for SuperBowl and FIFA World Cup.

Committee members and stakeholders engaged in an Event Strategy Workshop that mapped city landmarks, assets and district boundaries to visualize potential event locations, layered with community demographics, cultures and interests. The exercise also included community survey results for a community ideas generator survey that launched on June 17, 2025. The survey was launched as a call to the community for input on possible events ideas.

Committee members had further discussion on the potential events and locations and were asked to share one word that captures the core value of Santa Clara. Staff shared that a community values survey would be launched to the broader community as mirroring the core value exercise. The goal is to capture the core value of what Santa Clara’s community events should embody to build a narrative and slogan for 2026 event campaign.

Community Response Survey Results

Below are the community survey results which were presented to the Committee as a part of the Event Strategy Workshop.

| Community Responses Frequency Notes | Community Responses Frequency Notes | Community Responses Frequency Notes |
|----------------------------------------|----------------------------------------|--------------------------------------------------------------------------------------|
| Watch Parties | 31 | With games and prizes, at the library and senior center |
| Concerts | 29 | Free |
| Night Markets | 27 | Also, day markets, night auction center |
| Food Vendors | 17 | Include local popular restaurants: Stan's Donuts, Saint John's Burgers, Su's Kitchen |
| Food Crawl | 16 | |

| | | |
|---------------------------------------------------------------------------------------------|----|-------------------------------------------------------------------------|
| Kids Sports Events | 10 | Comment from child: Sports cards games |
| NFL Player Events and Autographs, Meet-and-Greet 9 Local players, exclusive for citizens | 9 | Local players, exclusive for citizens |
| Family Time | 8 | |
| Art contest | 7 | |
| Super Bowl Theme Parade | 4 | With students carrying flags |
| BBQ cook-off / picnic | 4 | |
| Culture specific events | 3 | Music/Dance |
| Decoration of main streets | 3 | El Camino Real, Stevens Creek Blvd, Lawrence and Kiely - banners, flags |
| Retail Merchandise Availability | 2 | |
| Festivals | 2 | |
| Kickoff Carnival | 2 | |
| Photo booth with logos | 2 | |
| Local Library events | 2 | |
| Flea Markets | 1 | |
| Street Fair | | |
| Great America Day | | |
| FIFA/Super Bowl Theme | 1 | |
| Opportunities to win tickets to big events | 1 | Especially for volunteers |
| 5k Run 1 Finish at the goal line | | |
| Jersey Day Parade | 1 | |
| Block parties | | |
| Tail-Gate party community event | 1 | |
| Face painting / temporary tattoos | 1 | |
| Relaxing sports chair massages | 1 | |
| Transportation services to and from VTA and railroad stations | 1 | |
| Movie night / Theater show | 1 | |
| Free buses | 1 | |

| | | |
|------------------------------------------------------|---|-----------|
| Guides for residents | 1 | |
| Language translators | 1 | |
| Beer gardens | 1 | |
| Farmers Market | 1 | |
| Events at SCU | 1 | |
| Celebrity pickle ball tournaments | 1 | |
| Car shows | 1 | |
| Showcase green cutting-edge technology, reduce waste | 1 | |
| Cultural pavilion | | |
| Posters of players | 1 | |
| Downtown activation | 1 | |
| No riots no crime | 1 | |
| Feeding the homeless | 1 | |
| Meet and greet cocktail party | 1 | Black-tie |
| Bingo Night | 1 | |
| Scavenger Hunt | 1 | |
| None! | 1 | |

Community Engagement Opportunities

Below was presented to the Committee as potential opportunities and partnerships the City identified for the consideration by the Committee. Once the Ccommittee has identified and located all the currently proposed events, the potential events would be categorized into three buckets, City-Led, Community-Led and Sponsor Partner. Events included in the City-Led category will exclusively provide inclusive, low-cost programming which is open to the public.

| Event | Suggested Location | Suggested Date | Organizer/Key Stakeholder |
|-----------------------------------|--------------------|----------------|--------------------------------|
| Clock Gate (FIFA Countdown Clock) | | | |
| Holiday Tree Lighting | Central Park | Dec-25 | City Departments |
| 4th July Celebration | Mission College | Jul-25 | |
| Street Dance | Franklin Square | Aug-25 | |
| Art and Win | Central Park | Sep-25 | |
| Parade of Champions | Franklin Square | Oct-25 | Ana Vargas Smith, BAHC, Sports |

| | | | |
|--------------------------------------------------------|--------------------------------------------------------------------------|--------|------------------------------------------------------------------------------|
| Santa Clara University Concert | Santa Clara University Concert | | |
| STEM Bowl (Library) | Library | | |
| Community Chalk Art Contest | | Jan-26 | Local schools, Art groups cultural |
| Sports Themed Exhibit | Triton Museum | Feb-26 | Triton Museum |
| Firehouse Run | | Apr-26 | Santa Clara Firefighters Foundation |
| Night Market Multicultural Food and Art Festival | Central Park Community Center Commerce Plaza parking lot Mission College | May-26 | Diana Ding Chamber of Commerce (in partnership with Diana Ding) Moveable Inc |
| Watch Parties for FIFA games not hosted in Santa Clara | | | |
| Santa Clara City Library Events Library | Library | | Library Foundation |
| Free Youth Sports and Stem Camp/Clinic Programs | | | |
| Banners & Community Wayfinding City Manager's Office | | | |
| Discover Santa Clara Scavenger Hunt Whole city | | | |
| Outdoor Tech Showcase Whole city | | | |
| Story Windows | | | |
| Fun Run 5k | | | |
| Athlete Meet and Greets | | | |
| Concerts for Community | | | |

DISCUSSION

At the July 14, 2025, EDMC meeting, the Committee will review the results of the Event Strategy Workshop, community values survey and seek input from the stakeholders on finalizing the events slogan and campaign for the community engagement related to the 2026 events of SuperBowl and FIFA World Cup at Levi's Stadium.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact associated with this report. The potential activities from the Citywide 2026 Major Events Economic Development & Community Engagement Plan may include future costs.

COORDINATION

This report was coordinated by the City Manager's Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Discussion and direction on the Citywide 2026 Economic Development & Community Engagement Plan and on the Citywide Theme for 2026 Major Events Community Engagement Campaign.

Reviewed by: Elizabeth Klotz, Assistant City Manager

Approved by: Jovan Grogan, City Manager