



# City of Santa Clara

## Meeting Agenda

### Economic Development & Marketing Committee (Ad Hoc)

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Monday, December 8, 2025

4:00 PM

Hybrid Meeting  
Central Park Library  
Redwood Room  
2635 Homestead Road  
Santa Clara, CA 95050

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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](mailto: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. 25-1712 [Approval of November 3, 2025 Economic Development & Marketing Committee \(Ad Hoc\) Minutes](#)

**Recommendation:** Approve November 3, 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.      25-1702   [Discussion and Direction on the Citywide 2026 Economic Development & Community Engagement](#)

**Recommendation:** Discussion and direction on the Citywide 2026 Economic Development & Community Engagement Plan.

**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."

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# City of Santa Clara

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## Agenda Report

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25-1712

Agenda Date: 12/8/2025

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### **REPORT TO ECONOMIC DEVELOPMENT & MARKETING COMMITTEE (AD HOC)**

#### **SUBJECT**

Approval of November 3, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

#### **RECOMMENDATION**

Approve November 3, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes



# City of Santa Clara

## Meeting Minutes

### Economic Development & Marketing Committee (Ad Hoc)

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11/03/2025

4:00 PM

Hybrid Meeting  
Central Park Library  
Edinger Room  
2635 Homestead Road  
Santa Clara, CA 95050

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#### **CALL TO ORDER AND ROLL CALL**

**Chair Gillmor** called the Special Meeting to order at 4:06 PM.

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

#### **CONSENT CALENDAR**

**A motion was made by Member Gonzalez, seconded by Member Cox, to approve the Consent Calendar.**

**Aye:** 3 - Gillmor, Gonzalez, and Cox

1. [25-1608](#) Approval of October 6, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

**Recommendation:** Approve October 6, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

**A motion was made by Member Gonzalez, seconded by Member Cox, to approve the October 6, 2025 Economic Development & Marketing Committee (Ad Hoc) minutes.**

**Aye:** 3 - Gillmor, Gonzalez, and Cox

## **PUBLIC PRESENTATIONS**

None.

## **GENERAL BUSINESS**

2. [25-1600](#) Discussion and Direction on the Citywide 2026 Economic Development & Community Engagement

**Recommendation:** Discussion and direction on the Citywide 2026 Economic Development & Community Engagement Plan.

The Committee was presented draft Sponsorship Package for the “Where the Mission Meets the Moment” campaign. The Committee provided feedback on the sponsorship package and provided feedback on options for a community event at the Stadium Event.

## **ADJOURNMENT**

**Chair Gillmor** adjourned the meeting at 5:33 PM.

## MEETING DISCLOSURES

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Agenda Report

25-1702

Agenda Date: 12/8/2025

**REPORT TO ECONOMIC DEVELOPMENT & MARKETING COMMITTEE (AD HOC)**

**SUBJECT**

Discussion and Direction on the Citywide 2026 Economic Development & Community Engagement

**BACKGROUND**

At the April 28, 2025, Economic Development and Marketing Committee Ad Hoc (EDMC) meeting, staff presented a strategic framework to the Committee for community activation and event support for 2026 events for Super Bowl and FIFA World Cup. Information was presented outlining the formation of a Major Events Task Force to support planning efforts by focusing on fundraising, strategic outreach, and community engagement initiatives related to Santa Clara's participation in the 2026 major events.

On June 2, 2025, the Committee and stakeholders held a discussion on the Citywide 2026 Economic Development & Community Engagement Plan, including proposed priorities, community programming, and campaign theme options.

The following campaign theme options were presented for consideration:

- Santa Clara: Where the World Kicks off
- Santa Clara: Get Your Kicks in 2026
- Santa Clara 2026 The World Plays Here

On June 23, 2025, 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 Ideas Generator 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
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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	
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 Committee 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
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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			



On July 14, 2025, Committee members reviewed the results of the Event Strategy Workshop, Community Values Survey that launched on June 30, 2025. Committee members and stakeholders provided feedback and input on a potential events slogan and campaign for the community engagement related to the 2026 events of SuperBowl and FIFA World Cup.

### **Top five Community Value Survey Results**

- Home (46)
- Diversity (34)
- Community (29)
- Inclusive (16)
- Family (12)

On July 28, 2025, Committee members heard presentations from several community stakeholders on proposed Sponsor/Partner-Led events tied to community engagement efforts leading up to the 2026 Super Bowl and FIFA World Cup.

### **Event Proposal Presenters**

- Diana Ding
- Patty Wong
- Ana Vargas-Smith
- Harbir Bhatia
- David Kertes on behalf of Robert Haugh
- Ester Rubin
- Debra von Huene

On August 11, 2025, Committee members heard a presentation from community stakeholders Dan Holder on proposed Sponsor/Partner-Led event tied to community engagement efforts leading up to the 2026 Super Bowl and FIFA World Cup.

Additionally, the Committee reviewed the outcomes of the Event Strategy Workshop and conducted a gallery walk of the identified event concepts to refine and narrow them into a prioritized list.

The August 25, 2025, meeting was canceled to provide staff additional time to review and refine the event concept list for budget and logistical feasibility.

On September 22, 2025, The Committee reviewed the staff recommendation of the slogan and logo and provided input to marketing consultant on the overall branding campaign for the community engagement related to the 2026 events (Super Bowl and FIFA World Cup) at Levi's Stadium.

There was overwhelming support for the slogan. Feedback on the logo reflected appreciation for the modern and sophisticated design and recognition that it conveyed both history and innovation.

However, concerns were raised that the color palette, key local images (such as the Mission, orchards, and historic businesses) were not used, and the imagery might not resonate with a global audience. The font was seen by some as overly modern, and stakeholders noted that sports elements were underrepresented (e.g., no football or soccer imagery). Additionally, there was interest in having more versatile imagery that could be adapted based on specific sporting events and teams playing in Santa Clara.

The committee input was shared at the City Council meeting on September 23, 2025, where the Council approved the new slogan and logo.

At the October 21, 2025, City Council meeting, staff provided Council a presentation on the list of events and activations developed through the Committee.

At the November 3, 2025, EDMC meeting, staff provided the Committee with an update on the direction given by City Council in proceeding with the “Where the Mission Meets the Moment” campaign, including events and activations. EDMC Committee members reviewed the preliminary sponsorship package and discussed a possible Community Stadium event end of February or early March.

### **DISCUSSION**

At the December 8, 2025, EDMC meeting, staff will provide the Committee with updates on “Where the Mission Meets the Moment” campaign events and activations, and sponsorship package. Staff will also outline the next steps for gathering committee feedback throughout the “Where the Mission Meets the Moment” campaign.

### **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.

### **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](mailto: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.

Reviewed by: Elycia Knight, Assistant to the City Manager

Approved by: Paulina Morales, Assistant City Manager