



City of Santa Clara

Meeting Agenda

Economic Development & Marketing Committee (Ad Hoc)

Monday, May 11, 2026

4:00 PM

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

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. **26-561** [Approval of April 13, 2026, Economic Development & Marketing Committee \(Ad Hoc\) Minutes](#)

Recommendation: Approve the April 13, 2026, 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. **26-552** [Discussion and Input on the Citywide 2026 Economic Development & Community Engagement](#)

Recommendation: Discussion and input 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."

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.

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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

26-561

Agenda Date: 5/11/2026

REPORT TO ECONOMIC DEVELOPMENT & MARKETING COMMITTEE (AD HOC)

SUBJECT

Approval of April 13, 2026, Economic Development & Marketing Committee (Ad Hoc) Minutes

RECOMMENDATION

Approve the April 13, 2026, Economic Development & Marketing Committee (Ad Hoc) Minutes.



City of Santa Clara

Meeting Minutes

Economic Development & Marketing Committee (Ad Hoc)

04/13/2026

4:00 PM

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 2635 Homestead Road
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CALL TO ORDER AND ROLL CALL

Chair Gillmor called the meeting to order at 4:10 PM.

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

CONSENT CALENDAR

A motion was made by Member Cox, seconded by Chair Gillmor, to approve the Consent Calendar.

Aye: 3 - Gillmor, Gonzalez, and Cox

1. [26-317](#) Approval of March 9, 2026, Economic Development & Marketing Committee (Ad Hoc) Minutes

Recommendation: Approve March 9, 2026, Economic Development & Marketing Committee (Ad Hoc) Minutes

A motion was made by Member Cox, seconded by Chair Gillmor, to approve the March 9, 2026, Economic Development & Marketing Committee (Ad Hoc) Minutes.

Aye: 3 - Gillmor, Gonzalez, and Cox

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [26-436](#) Discussion and Input on the Citywide 2026 Economic Development & Community Engagement

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

Staff provided a high-level review of the established campaign goals and guidelines with the Committee, presented updates from the subcommittee groups (Global Relations and Night Markets), and delivered a final update on the STEM Zone.

ADJOURNMENT

Chair Gillmor adjourned the meeting at 5:25 PM.

MEETING DISCLOSURES

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Agenda Report

26-552

Agenda Date: 5/11/2026

REPORT TO ECONOMIC DEVELOPMENT & MARKETING COMMITTEE (AD HOC)

SUBJECT

Discussion and Input 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**, 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
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 Super Bowl 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.

On **October 6, 2025**, staff presented to the Committee a comprehensive summary of the input received from residents, local organizations, committee members and staff through the collaborative process to develop the list of events and activations.

This list reflected the community feedback gathered through the Community Survey, Gallery Walk, presentations from community stakeholders, committee members, and staff which was evaluated using a scoring rubric. The rubric is aligned with the City's Guiding Principles for the Major Events and assessed each proposed event based on its ability to reach the intended audience, create meaningful community impact, align with available budgets and resources, and provide lasting benefits beyond 2026. This evaluation was applied to all proposed events, including those led by the City, community partners, and artists. Staff also summarized insights gathered from one-on-one meetings with event proposers, which provided additional details to strengthen each concept and confirm feasibility. Following this presentation, Committee members divided into task forces for each event to begin shaping and further developing the ideas in smaller working groups. The Event and Activation Priority List includes City led, Partner led and Art Activations for the community engagement campaign.

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.

On **December 8, 2025**, EDMC meeting, staff provided the Committee with updates on "Where the Mission Meets the Moment" campaign events and activations, and sponsorship package. Staff also outlined the next steps for gathering committee feedback throughout the "Where the Mission Meets the Moment" campaign.

At the **January 5, 2026**, EDMC meeting, staff provided the Committee with updates on the campaign budget, the final Sponsorship Package, Art Activation Subcommittee, and the STEM Zone. During this meeting, the committee selected for staff to pursue the March 7/8th dates for the Stadium event.

The Stadium Event Subcommittee met three times since the last EDMC meeting to provide key input on decision points for the Stadium event.

At the **February 19, 2026**, EDMC meeting, staff provided the Committee with updates on the launch of "Where the Mission Meets the Moment" campaign events, on the status of executing the events, the subcommittee groups (art activation, global relations, stadium event), registration process for the city's volunteer program, and information on Partner-led events.

At the **March 9, 2026**, EDMC staff provided the Committee with an update on the art activation, a recap of the Celebrate Santa Clara: A Day on the Field stadium event, and an update on the upcoming Where the Mission Meets the Moment Campaign events and engagement efforts.

The committee was presented with the drafts of two murals, part of the corridor art activation; the

draft murals for Brandi Chastain and Jalen Williams. In addition, locations for placement of the two murals Brandi Chastain at near Levi® Stadium and Jalen Williams near 900 Lafayette/ Franklin.

At the **April 13, 2026**, EDMC meeting, staff provided a high-level review of the established campaign goals and guidelines with the Committee, presented updates from the subcommittee groups (Global Relations and Night Markets), and delivered a final update on the STEM Zone.

DISCUSSION

At the May 11, 2026, EDMC meeting, staff will have a debrief from the first STEM Zone and Night Market events, report out from Global Relations Subcommittee Group, provide information on the partner-led events, and Staff will provide high-level general event concepts proposal on watch party considerations, such as potential timing, locations and impacts that will need to be submitted to FIFA for approval of a license.

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 or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Discussion and input on the Citywide 2026 Economic Development & Community Engagement Plan.

Reviewed by: Paulina Morales, Assistant City Manager

Approved by: Jovan Grogan, City Manager