



Economic and Development Marketing Committee

**25-478 - Informational
Report on Potential 2026
Community Events and
Major Events Task Force**

April 28, 2025



Super Bowl LX and FIFA World Cup 2026 at Levi's Stadium

- These 2026 Major Events will put the City of Santa Clara on a global stage
- These events create an opportunity for us to harness the moment for our community and our businesses



Why It Matters to Santa Clara?

- Elevate Santa Clara's profile as a vibrant, diverse, welcoming city
- Showcase local culture, innovation, and community values
- Strengthen civic pride and community participation
- Build visibility and vitality of our local businesses



City of Santa Clara 2026 Implementation Priorities

1. Communications and City Branding
2. Community Engagement and Activities
3. Economic Development
4. Major Events Task Force



Communications & City Branding

- Launch a City Branding Strategy for 2026
- Unified communications campaign across web, social, and digital platforms
- Establish a banner program/wayfinding strategy for welcoming environment
- Lead a City Beautification campaign along key corridors



Community Engagement Opportunities

- Create a lineup of community-wide, themed programs:
 - Library series, youth programs, movie nights
 - Parade of Champions – Sports Festival
 - Night Markets, Concert, Outdoor Tech Showcases
- Ensure inclusive, low-cost programming that welcomes all residents



Economic Development Opportunities

- Partner with business community and our Chamber
- Launch small business activations (restaurant weeks, vendor fairs)
- Boost tourism by promoting Santa Clara as an event destination
- Develop sponsorship opportunities and branded partnerships
- Create a digital business directory to ensure lasting visibility



Major Events Task Force

- Support strategic implementation of community engagement and economic initiatives tied to 2026 events
- Focus Areas:
 - Program Development & Coordination
 - Fundraising & Sponsorship
 - Communication Outreach Strategy
- Task Force: Mayor and City officials, local business leaders, nonprofit representatives, Stadium Manager, Destination Marketing Organization, Convention Center leadership



Citywide Benefits

- Strengthened community ties
- Business growth and innovation exposure
- Civic pride and volunteerism
- Foster enduring partnerships with our community partners and local businesses.



Next Steps

- Refine activation plans, event goals and budget
- Convene regular meeting with the Major Events Task Force
- Return with staff recommendations for City Council consideration



Questions/Discussion