



City Council

Action on the City's Community Event and Activation Priority List in Connection with Super Bowl LX and FIFA World Cup 2026 and Approve Related Budget Amendment

Paulina Morales, Assistant City Manager
Elycia Knight, Assistant to the City Manager
Agenda Item # 10, (25-1527)
October 21, 2025

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Purpose

- Update the City Council on community engagement events to bring the community together, foster city pride and create memorable experience for residents surrounding major events in 2026. Discuss next steps and get Council feedback and direction, with initial budgetary seed funding.

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Santa Clara to Host Major Events

- Super Bowl LX February 8, 2026
- FIFA World Cup (6 games)
- Community Engagement surrounding the Major events 2026
- Not all residents will attend events
- Opportunity to come together as a community

Event	Ticket Range
Super Bowl LX	\$6,905 - \$30,000+
FIFA World Cup	\$969 - \$16,000+



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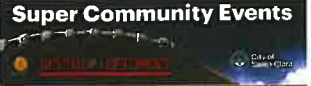
Agenda

- Background
- Development of Community Engagement Event list
- Art Activations
- Event & Activation Potential Costs
- Milestones
- Next Steps
- Staff Recommendations

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Background: Super Bowl 2016



Super Community Events

Santa Clara celebrates Super Bowl 50 with fun community events

When Super Bowl 50 arrives in the Bay Area on February 7, 2016, Santa Clara County will have the opportunity to participate in the festivities of the game, a historic event that will bring thousands of fans to the area. The county will have the opportunity to participate in the festivities of the game, a historic event that will bring thousands of fans to the area.

Commemorative public art unveiling in Jan. 6

The county will participate in the unveiling of a commemorative public art piece in January 6, 2016. The piece will be a sculpture that will be placed in the heart of the county, a historic event that will bring thousands of fans to the area.

- Santa Clara's slogan for Super Bowl 2016 - "The Center of What's Possible"
- Events:
 - Super Community Tree Lighting
 - Super Community Art Unveiling "Anything's Possible"
 - Gridiron Glory Exhibit interactive exhibit at Triton Museum of Art
 - Super Community Black & Gold Gala
 - Super Community Run
 - STEM Innovation Bowl
 - Super Community Concert & Fireworks
 - Super Community Celebration

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Background – Economic Development and Marketing Committee (EDMC)

Council established EDMC Ad Hoc in January 2025

EDMC established focus and timeframe

Provide input on Community Engagement for Major Community Events for 2026

- Input on campaign slogan and logo
- Input on community engagement efforts

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Background - Slogan & Logo





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Community Engagement Efforts

Elycia Knight, Assistant to the City Manager

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From Local Pride to Global Recognition

Why now?
 The countdown to Super Bowl LX and FIFA 2026 presents a once-in-a-generation opportunity.

Why engage?
 To ensure community voice drives how Santa Clara shows up on the global stage.

Community Collaboration → Global Opportunity

The community engagement process was designed to ensure that Santa Clara's residents, businesses, and partners help shape how the City celebrates two global moments; **Super Bowl LX and the 2026 FIFA World Cup.**

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Development of Event & Action List





Community-Driven Process

Community stakeholders collaborating during the Major Events Workshop

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Input for Development of the Events & Activations



Event Idea's Survey



Call for Proposals



Gallery Walk & Committee Input

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Community Survey Results

What type of events do you want to see in Santa Clara?

Dates Open: June 16, 2025 – July 4, 2025
Survey Respondents: 209

“My 10-year-old son said, ‘Sports card events!’ He loves collecting NFL football cards. All kinds of fun kid-friendly activities would be great.

“I’d love to see food festival events that celebrate cultural diversity and bring together cuisines from different diasporas in one place. Imagine Nepali momo, Chinese dumplings, Indian chicken tikka, and Japanese sushi—all side by side.

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Community Survey

What type of events do you want to see in Santa Clara?

Top 5 Event Concepts

Watch Parties
 Concerts
 Night Markets
 Food Vendors
 Food Crawl

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Call for Proposals

- +10 event proposals
- Sparked meaningful discussions on inclusivity
- Identified expectations of diverse community groups and demographics




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Gallery Walk

- Reviewed 12 event concept sheets displayed around the room
- Used dot voting to identify top event ideas
- Broke into small groups to discuss high-interest concepts, community need and feasibility
- Selected top three event concepts




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Community Events Framework

- City-Led Events**
Historical or Proposed City events clustered around Up/Downtown
- Sponsor/Partner-Led Events**
Community + City / Sponsor-led events, clustered around Up/Downtown
- Community-Led Events**
City-acknowledged with City Council support, sprinkled across the city



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Engagement Results

Event Category	Type
1 Watch Parties & Sports Experiences	City-led
2 Live Music & Performance	City-led
3 Night Markets & Festivals	Partner-led
4 Stem Bowl	City-led
5 Event at the Stadium	City-led
6 Activations	City-led/Partner support

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1. Watch Parties (City Led)

City-Led Event Support:

- Co Fund/Partnership with Businesses/Facilities
- 3x Maximum Parties
- Application for License
- Athlete meet-and-greets with players
- Public safety, permits, infrastructure, staff time
- Sponsorship Coordination
- Marketing and Promotional Support



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2. Live Music & Performance (City Led)

City-Led Event Support:

- Funding Support
- Securing Talent
- Partnership with a facility
- In-kind Support (public safety, permits, infrastructure, staff time)
- Sponsorship Coordination
- Marketing and Promotional Support



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3. Night Markets and Festivals (Partner Led/City Support)

Partner Led with City Support:

- Facility Use (900 Lafayette/Commerce Plaza)
 - Space for Food Trucks/Tents
 - Seating areas
 - Power access
 - Turf & String lights
- In-kind Support (public safety, permits, infrastructure)
- May apply for Community Grant
- Marketing and Promotional Support



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4. Event at the Stadium (City/Partner Led)

City/Partner-Led Event Support:

- Funding Support
- Securing Talent
- Partnership with a facility
- Public safety, permits, infrastructure, staff time
- Sponsorship Coordination
- Marketing and Promotional Support



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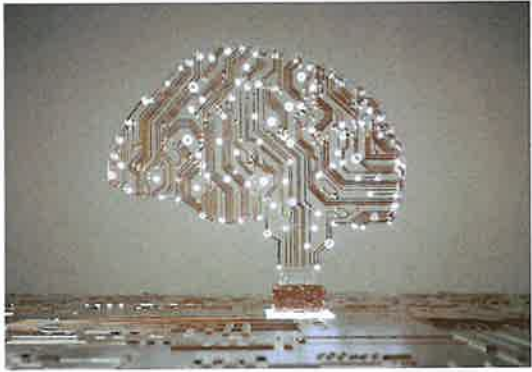
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5. STEM Bowl (City Led)

City-Led Event Support:

- Funding Support
- Securing Talent
- Partnership with a facility
- Public safety, permits, infrastructure, staff time
- Sponsorship Coordination
- Marketing and Promotional Support



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6. Activations

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Business Lighting Campaign Examples



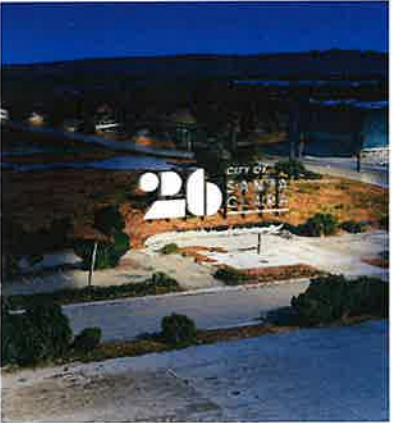
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Aerial Art Examples

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Corridor Art (City Sports Legends) - Examples




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Community Art Examples




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Event	Attendance	Location	Date
Watch Party (goal of three)	~10K ppl	Park and open space Public Facility Business	June/July 2026
Community Concert	~10K - 30K ppl	Park and open space or Facility (Including Santa Clara University Buckshaw Stadium)	April or July 2026
Night Market / Festival	~10K - 50K ppl	900 Lafayette / Commerce Plaza	Monthly Series beginning January 31 st , 2026.
Event at the Stadium (e.g. Youth Soccer Tournament and Movie Night or community concert)	~15K - 30K ppl	Levi's Stadium	April or July 2026
STEM Bowl	~10K ppl	Convention Center	April 19, 2026

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Funding Strategy

- Goal: Net cost to City to be approximately \$1 million
- Approach: Implement an aggressive sponsorship and partnership strategy including:
 - Corporate sponsorships
 - Community donations
 - Revenue-generating opportunities
- Objective: Leverage external resources to offset City expenses.
- Strong community interest in a Stadium Event, the most significant and costly activation.

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Summary of Proposed Events/Activations and Costs

Event Type Category	Category	Estimated Attendance	Potential Costs
Watch Parties & Sports Experiences	City-led	10,000	\$150,000 – \$375,000
Live Music & Performance	City-led	10,000 – 30,000	\$235,000 – \$480,000
Night Markets & Festivals	Partner-led	10,000 – 50,000	\$425,000
STEM Bowl	City-led	10,000	\$125,000 – \$210,000
Stadium Community Event	City-led	15,000 – 30,000	\$145,000 – \$1.2 Million
Events Sub-Total	—	—	\$1,080,000 – \$2,690,000

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Summary of Proposed Events/Activations and Costs cont.

Event Type Category	Category	Potential Costs
"The Mission Shines" Business Lighting Campaign	Partner-led	\$150,000
Corridor Art City Sports Legends	City-led	\$20,000 – \$50,000
Aerial Slogan Display	City-led	\$30,000 – \$50,000
Community Art Project	City-led	\$5,000 – \$20,000
Activations Sub-Total	—	\$205,000 – \$270,000
TOTAL	—	\$1,235,000 – \$2,960,000

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Milestones

- Activations will take place now through July 2026
- Events will take place between Super Bowl & FIFA (March–July)
- Slogan & Logo campaign + merchandise now through December 2026

Important Dates

- December 5, 2025 – FIFA Announcement of Groups
(Host cities will know what teams will be playing in their communities)
- December 6, 2025 – 60 days to Super Bowl LX
- December 11, 2025 – NFL Super Bowl Décor is released
- March 3, 2026 – 100 days to FIFA World Cup



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Next Steps

Upcoming Priorities:

- ❑ Finalize Sponsorship Packages & Budget
- ❑ Engage Producer RFP
- ❑ Engage Sign Company for Aerial Art display
- ❑ Implement Branding Campaign (banners, swag, merchandise)
- ❑ Work with Partners for Event dates and Logistics

Leverage Upcoming Events/Activations:

- FIFA Countdown Clock Rotation Campaign
- Aerial Slogan “Where the Mission Meets the Moment” Campaign – aiming for 12/5/25
- Holiday Tree Lighting – 12/5/25
- Tu Momento Tu Jugada “Your Moment. Your Move” in partnership with Telemundo/NBC – 12/11/25



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Future Council Updates

- Monthly Memo Updates
- Community Engagement Summary Reports
- City Council Approval (Contracts over \$250,000)

Community Engagement Summary Report	Date of Update
Community Engagement Report/Summary	End of October (Today's Report)
Post-Superbowl / Pre-FIFA	End of February
Post-FIFA WC	August 2026
Full report	September 2026
Final Report	September 2027

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Recommended Council Action

1. Direct City staff to prioritize development and implementation of the five community events and four art activations; and
2. Direct City staff to take the steps necessary to proceed with the aerial art project; and
3. Approve the FY 2025/26 budget amendment in the General Fund to increase the Non-Departmental appropriation for Super Bowl and FIFA community events and art activations in the amount of \$1,000,000 offset by a decrease to the Budget Stabilization Reserve (**five affirmative Council votes required for the use of unused balances**); and
4. Authorize City Manager to execute agreements required to facilitate development of the prioritized community events and art activations, and aerial art project where the collective total or the agreements shall not exceed one million dollars (\$1,000,000) in final forms approved by the City Attorney.

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900 Lafayette – Commerce Plaza



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Super Bowl 50 – “Anything’s Possible”



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Marisa Welling

From: ana Vargas-Smith <avsmith2014@gmail.com>
Sent: Tuesday, October 21, 2025 7:09 PM
To: Nora Pimentel; ana Vargas-Smith
Subject: Email in support of Item 10 by council

Dear Nora

As a member of the SV Chamber board and Games committee, as well a active member on the SC Economic Development Committee and some one who wears a number of community hats— I would like to recommend the council vote in support for the Chamber's participation in creating events for the 2026 Games Year.

This is a one of kind historic year — many in the community will not be able to afford attending Levi events— having nonprofits help create activities throughout the city neighborhoods will build community pride and connection, as well as ensure that all are included, and can participate in some way.

It's a great opportunity

Best regards

Ana Vargas-Smith
SVC Board of Directors

Marisa Welling

From: Joe Siecinski <joe@joskiinternational.com>
Sent: Tuesday, October 21, 2025 7:47 PM
To: Nora Pimentel; Mayor and Council
Cc: Joe Siecinski
Subject: Support for the Games

Good evening, Mayor, and Council

My name is Joe Siecinski a 20+ year resident, business owner, community supporter, and US Army Veteran.

On behalf of our local businesses, community organizations, and residents, I want to express strong support for the City taking a leadership role in hosting next year's community celebrations and activations. These events represent more than just milestones—they're opportunities for our neighborhoods and small businesses to thrive and share in the excitement that brings our city together.

The **Silicon Valley Chamber of Commerce & Innovation** stands ready to collaborate with the City. Guided by community feedback, we've outlined a series of initiatives that can elevate Santa Clara's profile and engage every corner of our community—ideas such as local business watch parties, night markets, a "*Light Up the City*" campaign, international soccer and youth tournaments, music and dance festivals, sports marketplaces, innovation hackathons, a "*Legends & Champions*" speaker series, collectors' exchanges, and closing celebrations.

Let's succeed together!

Kind regards,

Joe Siecinski
BrainSHARE, Business
Mentors



Recognition Top 10 Business Mentors in Silicon Valley

Award Business and Inspirational Leaders 2025

Email joe@brainsharecoach.com

Website brainshare.us

Phone 408 899 6737

Address [3350 Scott Blvd, Building 54, Santa Clara, CA 95054](#)

[Schedule a 30-minute strategy session with Joe](#)

POST MEETING MATERIAL

Marisa Welling

From: Anand Akela <anand.akela@gmail.com>
Sent: Tuesday, October 21, 2025 8:45 PM
To: Nora Pimentel
Subject: Re: Agenda Item #10

You don't often get email from anand.akela@gmail.com. [Learn why this is important](#)

Dear Mayor and City Officials,

On behalf of local businesses, community organizations, and residents, I am writing to express our strong support for the City's leadership in hosting community celebrations and activations in 2026. These milestone events present an exceptional opportunity to unite our community, highlight Santa Clara's diversity and innovation, and generate meaningful economic and social benefits.

The **Silicon Valley Chamber of Commerce & Innovation** is eager to collaborate with the City in creating an extraordinary year of engagement and celebration. Guided by community input, we have identified numerous initiatives — including local business watch parties, night markets, youth tournaments, innovation hackathons, and a “Light Up the City” program — that will strengthen civic pride and ensure broad participation across all sectors of our community.

We respectfully request the Council's consideration and support in advancing this initiative to make 2026 an inclusive and inspiring year for Santa Clara.

With appreciation,

Anand Akela
408-203-6698 | anand.akela@gmail.com | [Linkedin](#) | [Twitter](#)

POST MEETING MATERIAL