



# City of Santa Clara

## Meeting Agenda

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

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Monday, April 28, 2025

3:00 PM

Hybrid Meeting  
City Hall Council Chambers/Virtual  
1500 Warburton Avenue  
Santa Clara, CA 95050

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

- Via Zoom: <https://santaclaraca.zoom.us/j/83692449380>
- Webinar ID: 836 9244 9380
- 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

#### 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

1. 25-504 [Overview of the Economic Development and Marketing Committee \(Ad Hoc\)](#)

**Recommendation:** Accept the staff report on the overview of the Economic Development and Marketing Committee (Ad Hoc)

2.      25-502      [Update on the City's Participation in the Bloomberg Harvard City Leadership Initiative](#)

**Recommendation:** Accept the staff report on the City's Participation in the Bloomberg Harvard City Leadership Initiative.

3.      25-478      [Informational Report on Potential 2026 Community Events and Major Events Task Force](#)

**Recommendation:** Review, discuss and provide direction on the potential proposed 2026 community activities and goals for the Major Events Task Force.

4.      25-500      [Informational Report on Leveraging City Assets for Marketing and Revenue Opportunities for 2026 Super Bowl and FIFA World Cup Matches](#)

**Recommendation:** Review, discuss and provide direction on potential approaches to leveraging city assets for marketing and revenue generating opportunities.

**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.



## Agenda Report

25-504

Agenda Date: 4/28/2025

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

#### **SUBJECT**

Overview of the Economic Development and Marketing Committee (Ad Hoc)

#### **BACKGROUND**

The Economic Development, Communications, and Marketing Committee was established by City Council action on February 5, 2019, to consolidate the Economic Development Committee and the Marketing Committee. The Committee was intended to focus on proactive economic development and effective communication, as well as review the City's marketing and branding strategies. However, due to limited staffing as well as significant increases in employee workload related to the City's response to COVID-19 and budget reductions, the Committee had not met since August 18, 2021. In 2024, the City Manager implemented a restructuring of personnel within the City Manager's Office and, in alignment with a City Council Priority, reassigned personnel to create a Director of Economic Development & Sustainability position. The Director of Economic Development & Sustainability has been assigned to provide staff support to the Committee.

While the Committee had not met for a number of years, the City Council took action in 2021 to create and launch Discover Santa Clara™, which serves as the official destination marketing organization for Santa Clara.

On January 14, 2025, the City Council took action to adjust the name of the Committee from the Economic Development, Communications and Marketing Committee to the Economic Development & Marketing Committee (Ad Hoc). The change removes the term "communication" from the title to clarify that the primary focus of the Committee is related to the City's economic development and marketing activities, and does not include the varied communication services that are provided by the City's Communication Division under the direction of the City's Public Information Officer. Additionally, the change to an Ad Hoc committee was adopted to convey that the scope of this iteration of the Committee will be limited in focus and duration, and following 2025, the City Council will assess the continuation or adjustments to the Committee.

The Committee consists of three members of the City Council, with the Mayor serving as Chair and Councilmember Cox and Councilmember Gonzalez serving as members, and Councilmember Hardy serving as an alternate member. The Committee will meet at least quarterly as a non-Brown Act body with various staff members, including the Director of Economic Development & Sustainability, the City Manager, Assistant City Manager(s), and the City Attorney. The focus of the committee will be on the upcoming 2026 Major Events scheduled at Levi's Stadium and consideration of what the appropriate role and function of the Committee should be going forward.

#### **DISCUSSION**

The primary focus of the Economic Development and Marketing Committee will be to receive information on and provide feedback on the preparation of economic development and marketing activities regarding the 2026 major events, including the Superbowl and FIFA World Cup matches which will be held at Levi's Stadium and draw thousands of visitors to the City.

Later in 2025, the Director of Economic Development and Sustainability will also provide this Committee a portfolio of new Economic Development programs that will be undertaken by the City to support new and existing small and large businesses and increase city revenue-generating opportunities.

The Committee is scheduled to meet at 3pm on June 2, September 22, and December 15.

### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment

### **FISCAL IMPACT**

There is no fiscal impact to the City other than staff time.

### **COORDINATION**

This report was coordinated with the City Attorney's Office and 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 24 hours prior to the 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**

Accept the staff report on the overview of the Economic Development and Marketing Committee (Ad Hoc)

Reviewed by: Reena Brilliot, Director of Economic Development and Sustainability

Approved by: Jovan Grogan, City Manager



# City of Santa Clara

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

## Agenda Report

25-502

Agenda Date: 4/28/2025

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

#### **SUBJECT**

Update on the City's Participation in the Bloomberg Harvard City Leadership Initiative

#### **BACKGROUND**

Launched in 2017, the Bloomberg Harvard City Leadership Initiative is a collaboration between Bloomberg Philanthropies, Harvard Kennedy School, and Harvard Business School. The initiative aims to equip mayors and senior city leaders with the tools and skills needed to address complex challenges, enhance city services, and drive innovation in local government.

Mayor Lisa Gillmor, City Manager Jovan Grogan, and Assistant City Manager Klotz are representing the City of Santa Clara as members of the Initiative's eighth cohort. The 2024 class brings together 39 mayors from 11 countries across five continents, united in their commitment to advancing leadership and improving quality of life for residents around the world.

As part of the Initiative, the City of Santa Clara will participate in additional study and a project that advances city progress and improves outcomes for residents. The selected project focuses on preparations for major events in 2026, including Super Bowl LX and the FIFA Men's World Cup. The goal is to develop a comprehensive program that engages the community and stakeholders—enhancing communication, promoting transparency, and ensuring public accountability throughout the planning and execution of these high-impact events.

#### **DISCUSSION**

Staff will provide a presentation, Attachment 1, with an overview of the City of Santa Clara project chosen for the Bloomberg Harvard City Leadership Initiative, and the Harvard graduate student fellow who will be joining the City Manager's Office this summer to advance the analysis.

#### **ENVIRONMENTAL REVIEW**

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#### **FISCAL IMPACT**

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#### **COORDINATION**

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**RECOMMENDATION**

Accept the staff report on the City's Participation in the Bloomberg Harvard City Leadership Initiative.

Reviewed by: Elizabeth Klotz, Assistant City Manager

Approved by: Jovan Grogan, City Manager

Attachments:

1. Presentation



# **Economic and Development Marketing Committee**

**25-502 - Update on the  
City's Participation in the  
Bloomberg Harvard City  
Leadership Initiative**

**April 28, 2025**





# **Bloomberg Philanthropies - The Role of City Leaders in Driving Change**

- Mayors and local leaders are on the frontlines, with unique power to effect change.
- Faced with financial, societal, and governmental constraints, city leaders need resources and support.
- The Bloomberg Harvard City Leadership Initiative provides essential tools for overcoming these challenges.



## **Bloomberg Harvard City Leadership Initiative**

- Since 2017, Bloomberg Philanthropies has partnered with Harvard to support mayors globally.
- The initiative equips leaders to tackle complex city challenges and improve quality of life.
- Focus on building leadership capacity, implementing innovative strategies, and addressing real-world problems.



## **2026 Bloomberg Harvard City Leadership Initiative Cohort**

- Each year, the Initiative offers leadership and management training to 40 mayors (and 2 senior leaders) from around the world.
- The program combines an intensive classroom experience with broader training and capacity-building to help participants foster their professional growth, advance key capabilities within their city hall, and lead more effective, efficient, and equitable cities.



## **Core Classes & Key Learning Areas**

- Intensive in-person and virtual sessions for mayors and their senior city officials.
- Focus areas: leadership, collaboration, innovation, data-driven decision-making.
- Harvard professors lead courses on strategic leadership, performance, and government transformation.
- Each city has the opportunity to access deeper programming, support, and resources that help them improve a key practice over the course of the year.



## Core Classes & Key Learning Areas Continued

- In addition to the week-long courses in New York and monthly virtual sessions, the members participate in peer-to-peer breakouts to discuss city problems and share ideas.
- Key topics:
  - how to drive performance
  - transform government
  - learn from peers
  - empowering staff
  - teaming to innovate
  - finding entry points
  - possibility government
  - cross-sector collaboration
  - engaging residents
  - developing talent
  - moral leadership



# **Mayor's Key Priority for 2026 – Transparency and Accountability**

- In 2026, Santa Clara will host Super Bowl LX as well as six matches as part of the FIFA Men's World Cup.
- To ensure that the city offers more transparency and accountability around the stadium's operations—and that these 2026 events benefit the community to the greatest extent possible.



## **Bloomberg Harvard Summer Fellow**

- Summer Fellowship Focus: Stadium Events & Community Engagement
- Elija Kozak, a Harvard Master's student in Public Administration with an urban planning background. She is also a researcher for the Bloomberg Center for Cities with a focus on civic engagement and leveraging data for impactful policies.
- Fellowship will run for 10 weeks, starting in June.



# **Bloomberg Harvard Summer Fellowship Project:**

- Develop a comprehensive plan and strategy for engaging the public, improving trust, and collaborating with city partners for Stadium Major Events. The work will include the following:
  - Insights and information from internal and external stakeholders
  - Summarize research and analysis of existing data (e.g., satisfaction surveys, data on event users) to describe ways to engage the public, build public trust, and improve relationships and collaboration with the public and city partners
  - Presentation of the Stadium Major Events Plan and Communications Strategy for the City





# Additional Bloomberg Harvard Programs and Resources

- **Civic Power Lab:** Innovative civic engagement practices.
- **Data Smart City Solutions:** Tools for data-driven decision-making.
- **Equity Innovation Hub:** Promoting equitable city solutions.
- **Local Politics Lab & The People Lab:** Resources to deepen understanding of local politics and community engagement.



## Next Steps

- June 2025 - Bloomberg Harvard City Leadership Initiative completed
- Summer 2026 – Work with Fellow to develop plan and strategy for the Mayor's Key Priority
- Ongoing – Utilize the resources and programs that Bloomberg Center for Cities has to offer.



# Questions



# City of Santa Clara

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## Agenda Report

25-478

Agenda Date: 4/28/2025

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

#### **SUBJECT**

Informational Report on Potential 2026 Community Events and Major Events Task Force

#### **BACKGROUND**

In 2026, the City of Santa Clara is set to host two global sporting events-Super Bowl LX and FIFA World Cup matches-at Levi's Stadium. These events are expected to attract several hundred thousand visitors to the city, offering a unique opportunity for Santa Clara to showcase its community, culture, and hospitality. In anticipation of these events, there has been expressed interest in organizing dedicated activities and celebrations for the Santa Clara community to engage, connect, and take part in the excitement.

#### **DISCUSSION**

City staff will deliver a presentation outlining proposed community activations and the formation of a Major Events Task Force. This task force would support planning efforts by focusing on fundraising, strategic outreach, and community engagement initiatives related to Santa Clara's participation in the 2026 major events. The aim is to ensure inclusive, meaningful, and well-coordinated community experiences that reflect the city's values and enhance its visibility on the global stage.

#### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment

#### **FISCAL IMPACT**

There is no fiscal impact to the City other than staff time.

#### **COORDINATION**

This report was coordinated with the City Attorney's Office and the City Manager's Office.

#### **PUBLIC CONTACT**

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#### **RECOMMENDATION**

Review, discuss and provide direction on the potential proposed 2026 community activities and goals

for the Major Events Task Force.

Reviewed by: Elizabeth Klotz, Assistant City Manager

Approved by: Jovan Grogan, City Manager

**ATTACHMENTS**

1. Presentation



# **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





## Agenda Report

25-500

Agenda Date: 4/28/2025

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

#### SUBJECT

Informational Report on Leveraging City Assets for Marketing and Revenue Opportunities for 2026 Super Bowl and FIFA World Cup Matches

#### BACKGROUND

In 2026, Santa Clara is scheduled to host the Super Bowl and FIFA World Cup Matches at Levi's Stadium. These events are expected bring thousands of visitors to the City. In an effort to maximize marketing and revenue opportunities from these events, the City has created a City Asset Marketing Program ("CAMP"). An initial step to implement CAMP, at an upcoming City Council meeting, staff will be proposing to award an agreement to an experienced marketing and advertising firm that can help the City value its assets, produce marketing materials, and solicit sponsors to generate revenues for the City. As currently structured, this scope of work will not involve out-of-pocket expenses or upfront fees. Further, the City will retain full control over negotiating terms for asset use, and reserves the right to use the assets for alternative purposes, including community benefits. Any ultimate use of City assets will be implemented in full compliance with public safety requirements, applicable laws, and all existing and future World Cup and Super Bowl agreements.

The City issued a Request for Proposal ("RFP") on February 19, 2025 and conducted a two-step evaluation process on the three proposals that were submitted:

- Phase One: The written proposals were evaluated by a committee against the criteria outlined in the RFP. The evaluation committee determined all three firms met the criteria to proceed with Phase Two.
- Phase Two: All three proposers advanced to Phase Two, which involved interviews, presentations, and cost evaluations.

The evaluation committee ultimately selected OUTFRONT Media ("OUTFRONT") as the finalist and are currently in final negotiations. The expectation is that the associated agreement and budget to perform CAMP activities will be brought forward for full City Council consideration and approval in the next few weeks.

#### DISCUSSION

Staff will provide a presentation on efforts underway to develop, implement and manage CAMP to promote and optimize utilization of the City's public assets, owned or controlled during 2026 Super Bowl LX and the FIFA World Cup events. The presentation will include an overview of OUTFRONT's capabilities and experience:

- OUTFRONT is one of the nation's leading out-of-home (OOH) media companies, with over 500,000 advertising displays across 150+ U.S. markets and \$1.83 billion in 2024 revenue.

- They specialize in managing high-impact advertising programs for major public and private partners, including transit systems, sports venues, and large events.
- Their expertise spans large-format signage, strategic concessions, and end-to-end media execution.

There are four phases to CAMP that will be developed, implemented, and managed by OUTFRONT, once City Council approves the agreement and the agreement is executed:

- Phase One: This involves collaborating with City staff to identify available real estate and assets that may be attractive to potential sponsors. This includes addressing any logistical or commercial considerations to ensure feasibility and maximize value.
- Phase Two: This involves confirming asset locations and appropriate media formats and producing marketing materials to share with prospective sponsors.
- Phase Three: Once Phase Two is finalized, outreach to prospective sponsors will begin, leveraging established OUTFRONT's industry relationships to position the assets with key decision-makers and drive early interest.
- Phase Four: OUTFRONT will manage all aspects of on-site media production for City assets-including fabrication, installation, maintenance, and eventual removal-to ensure quality and efficiency. Sponsor revenues will be collected and the City will receive its portion under agreed terms.

### **ENVIRONMENTAL REVIEW**

This item does not constitute a "project" under the California Environmental Quality Act ("CEQA") and therefore did not require environmental impact analysis under CEQA.

### **FISCAL IMPACT**

CAMP is expected to generate \$500,000 to \$1 million in net revenue to the City, based on estimates provided by OUTFRONT. There are no anticipated out-of-pocket expenses and City staff time will be spent around supporting OUTFRONT to solicit sponsorships and support advertising and event activations. The selection of OUTFRONT and the associated agreement and budget to perform CAMP activities will be brought forward for full City Council consideration and approval in the next few weeks.

### **COORDINATION**

This report was coordinated with the City Attorney's Office and the City Manager's Office.

### **PUBLIC CONTACT**

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**RECOMMENDATION**

Review, discuss and provide direction on potential approaches to leveraging city assets for marketing and revenue generating opportunities.

Reviewed by: Chuck Baker, Assistant City Manager

Approved by: Jovan Grogan, City Manager