



City of Santa Clara

Meeting Agenda

Economic Development & Marketing Committee (Ad Hoc)

Monday, October 6, 2025

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. **25-1515** [Approval of September 22, 2025 Economic Development & Marketing Committee \(Ad Hoc\) Minutes](#)

Recommendation: Approve September 22, 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. 25-1516 [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."

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.



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
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Agenda Report

25-1515

Agenda Date: 10/6/2025

REPORT TO ECONOMIC DEVELOPMENT & MARKETING COMMITTEE (AD HOC)

SUBJECT

Approval of September 22, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

RECOMMENDATION

Approve September 22, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes



City of Santa Clara

Meeting Minutes

Economic Development & Marketing Committee (Ad Hoc)

09/22/2025

4:00 PM

Hybrid Meeting
Central Park Library
Redwood 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 4:08 P.M.

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 which includes the August 11, 2025 Economic Development & Marketing Committee (Ad Hoc) meeting minutes.

Aye: 3 - Gillmor, Gonzalez, and Cox

1. [25-952](#) Approval of August 11, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [25-953](#) Discussion and Direction on the Citywide 2026 Economic Development & Community Engagement

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 of SuperBowl and FIFA World Cup at Levi's Stadium.

STAFF REPORT

ADJOURNMENT

Chair Gillmor adjourned the meeting at 5:30 P.M.

MEETING DISCLOSURES

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Agenda Report

25-1516

Agenda Date: 10/6/2025

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**, 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
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 Greet			
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.

DISCUSSION

At the **October 6, 2025**, EDMC meeting, the Committee will review the outcomes of the Event Strategy Workshop and staff will present the event and activation priority list. EDMC Committee members will align on overall City led and Partner led event implementation strategy in an effort to identify feasibility and support required.

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. The potential activities from the Citywide 2026 Major Events Economic Development & Community Engagement Plan may include future costs.

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 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