

Santa Clara Stadium Authority

Informational Report on Super Bowl LX – Spring 2025



March 25, 2025

Item #6, RTC #25-334

Presenters

City / Stadium Authority Staff

- Jövan Grogan, City Manager/SCSA Executive Director
- Richard Fitting, Police Captain, City
- Matt Queen, Fire Battalion Chief, City
- David Flamm, Emergency Services Officer, City
- Chuck Baker, Assistant City Manager



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POST MEETING MATERIAL

Agenda

- 2026 Super Bowl LX Background
- Major Events Informational Reports
- Public Safety Planning
- Emergency Management Planning
- Super Bowl Future Host Cities Program
- Santa Clara Convention Center
- Discover Santa Clara® (DMO)
- Dedicated City Webpage for Super Bowl LX and FIFA World Cup
- Reimbursement/City Service Agreements
- Community Engagement



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Background

Background Section

- Levi's® Stadium is set to host **Super Bowl LX (SBLX)** on February 8, 2026, and six FIFA Men's World Cup 2026 (FWC26) matches between June 13 and July 1, 2026.
- This will mark the first time a single venue has hosted both global events in the same year, creating a significant opportunity and challenge for the City of Santa Clara.



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The Center of What's Possible



Background Section

Background



- In 2018, the NFL adopted a streamlined Super Bowl host selection process. Now, the NFL identifies a city/team to host the event and presents the terms for hosting.
- By early 2022, the Forty Niners and City of Santa Clara began discussions, reactivating the Bay Area Host Committee and submitting a formal bid in 2023, followed by NFL site visits and stakeholder meetings.
- **On May 22, 2023, the NFL officially awarded Super Bowl LX to Levi's Stadium and the Forty Niners.**
 - Under Article 21 of the Stadium Lease, StadCo has the right to use the stadium for the Super Bowl through a negotiated League Event Agreement.
 - The League Event Agreement may modify lease terms and assign certain event-related costs, such as public safety expenses, to third parties like a host committee.

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Background Section

Key Entities Involved in Hosting SBLX



Non-profit focused on bringing and managing mega-events in the Bay Area.
Host City for both SBLX and FWC26.



Professional football league in the United States, comprised of 32 teams divided between the AFC and NFC. It organizes the annual Super Bowl and collaborates with local teams, cities, and host committees to plan the event.



Local jurisdiction where Levi's Stadium is located.
Lead agency responsible for public safety and permitting for the events.



Owner of Levi's Stadium, which will host SBLX and six FWC26 matches.

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Background Section

Key Entities Involved in Hosting SBLX (cont.)



& more

Federal partners to work with City/SCSA and BAHC on public safety and security for the 2026 major events.



& more

State partners to work with City/SCSA and BAHC on emergency planning, public safety and other items for the 2026 major events.



& more

Regional partners to work with City/SCSA and BAHC on public safety, emergency planning, and other items for the 2026 major events.



& more

Regional public transportation agencies to work with City/SCSA and BAHC to coordinate transportation to and from the 2026 major events.

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Background Section

Key Stakeholder: 49ers Entities



ManCo

ManCo, as Stadium Manager, to assist BAHC to fulfill the forthcoming League Event Agreement obligations.



StadCo

StadCo is the Stadium Authority tenant responsible for Stadium NFL operations and will be party to the forthcoming League Event Agreement.



TeamCo

TeamCo (or another 49ers entity designated by StadCo) is expected to provide a guaranty to cover shortfall if BAHC is unable to meet its reimbursement obligations.

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Background Section

SBLX Guiding Principles

City Council adopted the Super Bowl LX Guiding Principles in March 2024 to ensure transparency, fiscal responsibility, and community benefits.

1. Professionally oversee Super Bowl LX in a manner that positively highlights the City of Santa Clara and celebrates the rich diversity of City of Santa Clara's neighborhoods.
2. Attain reimbursement of all event costs, including public safety (pre- and post-event costs).
3. Ensure direct benefits to the Santa Clara community and Santa Clara businesses.
4. Plan and provide for communication and engagement with residential neighborhoods adjacent to Levi's Stadium and other venues that will be utilized for large events.
5. Ensure specific benefits to and involvement of Santa Clara youth and adult football programs.
6. Seek revenue generating utilization of the Santa Clara Convention Center and other event and recreation spaces (including college and school facilities) in the City of Santa Clara without any impact to the General Fund.
7. Seek mitigation of City and Stadium Authority financial risks and liabilities.
8. Engage in transparent communication on pre-planning efforts, with periodic progress reports to the City Council, including reports published on the City's website to promote engagement and awareness for residential neighborhoods adjacent to the Stadium and the City as a whole.
9. Pledge that the Santa Clara City Council, Stadium Authority Board, and City staff will follow the law, act ethically and transparently with the expectation that other parties to do the same.

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Major Events Informational Reports

In support of SBLX Guiding Principle #8 (transparency and public engagement), Staff presented Informational Reports on Super Bowl LX and FIFA World Cup 2026 on March 5, 2024, and August 27, 2024.

The August 27, 2024 update included:

- Key planning updates and was shared with the City Council and Stadium Authority Board. Full details are available on the City's website under the "Public Meetings" section.
- One of the key items discussed was Stadium-Related Time Reporting and Reimbursement, supported by the release of an updated City Manager's Directive (CMD) 136
- CMD 136 introduced revised payroll codes to track staff time related to SBLX and FWC26, ensuring accurate timekeeping and alignment with Measure J.
- The directive reinforces the City's commitment to full cost recovery, ensuring that no General Fund dollars are used to subsidize Stadium Authority or Forty Niners-related event expenses.

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Public Safety Planning - SCPD

Santa Clara Police and Fire Departments (SCPD and SCFD) are coordinating with local, regional, state, federal, and private partners on comprehensive security planning for Super Bowl LX.

Santa Clara Police Department Planning Efforts:

- Planning efforts continue to develop and increase in areas including but not limited to:
 - Counterterrorism
 - Site security
 - Traffic, parking & transportation
 - Cyber security
 - Crowd management
 - Human trafficking
 - Dignitary protection
 - Aviation/UAS
 - Escorts
 - Community safety
 - Interoperability/Communications
 - Public Information/Communication
 - Training
 - Criminal enterprise
 - Intelligence
 - Crisis management



Public Safety Planning - SCPD

Santa Clara Police and Fire Departments (SCPD and SCFD) are coordinating with local, regional, state, federal, and private partners on comprehensive security planning for Super Bowl LX.

Santa Clara Police Department Planning Efforts (cont.):

- Assessed stadium and area security needs and developed cost estimates for planning, training, equipment, and staffing.
- Participated in tabletop exercises, critical infrastructure and process assessments, as well as intelligence & threat management briefings.
- Attended specialized trainings on risk management, crowd management, hazardous material threats, communications, and cybersecurity.
- In December 2024, DHS appointed a Federal Coordination Team (FCT) to support SBLX security operations.
- SCPD has continued to collaborate with NFL Security and ManCo to advance perimeter planning and conduct site surveys.



Public Safety Planning - VPSO

The Super Bowl LIX VPSO program that took place in New Orleans, LA in February 5-10, 2025 integrates multi-agency public safety personnel into the event's security and operations framework.

- The **VPSO Program** integrates law enforcement, fire, EMS, and other public safety personnel from multiple jurisdictions into Super Bowl security operations to provide event planning and deployment training.
- Enhances security coordination, supplements local resources, and ensures consistent emergency response through standardized protocols and joint training.
- SCPD, SCFD and Office of Emergency Management staff participated for the second consecutive year, attending the 2025 VPSO program in New Orleans, alongside agencies such as DHS, CalOES, and local police and fire departments.
- Participants observed critical operations including the FBI Intelligence Center, 911 dispatch, DHS command posts, and NFL Fan Experience security.
- The City executed a **Reimbursement Agreement** with BAHC for \$100,000, with the 49ers contributing \$57,000; the Stadium Authority funded the remaining \$32,610 to support additional training.

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VPSO - Attendees



- City of Santa Clara Police Department
- City of Santa Clara Fire Department
- City of Santa Clara Office of Emergency Management
- San Francisco Police Department
- San Francisco Fire Department
- Santa Clara County Sheriff's Office
- San Jose Police Department
- CalOES (Governor's Office of Emergency Services)
- U.S. Department of Homeland Security
- Inglewood Police Department
- County of Los Angeles Fire Department

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Public Safety Planning Section

VPSO – Operations & Planning

- NOPD Planning De-Brief
- FBI Joint Operations Ctr
- FBI Intelligence Operations Ctr
- Real Time Crime Ctr
- NOLA Emergency Operations Ctr
- NOLA 9-1-1 Comms Ctr
- HSI Exterior Command
- HSI Counter-UAS Command
- Superdome Command Post
- Superdome NFL CP



Public Safety Planning Section

Public Safety Planning - SCFD

Santa Clara Police and Fire Departments (SCPD and SCFD) are coordinating with local, regional, state, federal, and private partners on comprehensive security planning for Super Bowl LX.

Santa Clara Fire Department Planning Efforts:

- Fire personnel contributed to cost estimates for planning, training, equipment, and staffing needs for SBLX.
- Participated in a DHS/CISA interoperability and cybersecurity conference to enhance coordination and readiness.
- Coordinated with other major venues and provided a briefing to Santa Clara County Fire Chiefs on emergency response planning.
- Took part in DHS's "ChemPrep" program to strengthen hazardous materials response and preparedness for large-scale events.



Emergency Management Planning

The Office of Emergency Management (OEM) plays a key role in preparing for the 2026 Major Events by coordinating planning and communication to ensure unified, well-resourced emergency response across all levels of government.

Office of Emergency Management Planning Efforts:

- OEM assisted with scheduling, information management, and assessments for DHS Critical Infrastructure evaluations of SEAR-rated events.
- Participated in internal and external planning meetings to develop the communication, command, and control plans for the EOC, JOC, and regional coordination for major events.
- Collaborated with regional and FIFA emergency management partners to align planning strategies.
- Contributed to grant application meetings to enhance the COP Application Platform, improving situational awareness and decision-making.
- Initiated updates to the Concept of Operations planning documents to ensure comprehensive preparedness for 2026 events.



Santa Clara Convention Center

The Santa Clara Convention Center (SCCC) is being prepared to maximize revenue opportunities and support visitor experience, tourism, and event operations during Super Bowl LX and other 2026 Major Events.

Santa Clara Convention Center (SCCC) Planning Efforts:

- SCCC is positioned as a central asset for hosting event-related programming and hospitality.
- Facility upgrades are underway to enhance functionality and guest satisfaction.
 - Renovations include full restroom upgrades and **digital signage** improvements.
 - Ballroom enhancements are being made to support high-profile gatherings.



DMO Program Section

Discover Santa Clara® (DMO)

Discover Santa Clara® (DMO), in partnership with Madden Media, has launched a comprehensive marketing strategy to boost awareness, tourism, and economic impact ahead of Super Bowl LX

Discover Santa Clara® (DMO) Planning Efforts:

- Integrated sports campaign includes hotel kits, trade show booths, and digital ads to build event excitement.
- The paid media strategy promotes trip planning, extended stays, and local business engagement before, during, and after the events.
- Public relations tactics include influencer mailers, press partnerships, and media marketplace participation.
- FAM trips will bring top writers and planners to experience Santa Clara firsthand.
- A dedicated visitor guide will showcase city attractions for SBLX attendees.
- DMO is partnering with BAHC on initiatives like the Supplier Diversity Program and event promotions.
- The redesigned DiscoverSantaClara.org launched in February 2025 and features real-time hotel booking for 11 partner hotels, easy RFP submissions via Cvent, dedicated SBLX and FWC26 landing pages, and multi-language support for global audience

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DiscoverSantaClara.Org Website Relaunch

DMO Program Section

The screenshot displays the DiscoverSantaClara.Org website homepage. At the top, there is a navigation bar with the 'DISCOVER SANTA CLARA' logo on the left and a 'SUBMIT AN RFP' button on the right. Below the navigation bar, a horizontal menu lists various sections: EXPLORE SANTA CLARA, GROUPS & MEETINGS, EVENTS, BLOG, PLAN YOUR VISIT, ABOUT US, and CONTACT. The main content area is divided into three primary sections. On the left, a map titled 'DISCOVER OUR NEIGHBORHOODS' shows various areas of Santa Clara, including Downtown, Silicon Valley, and the San Jose area. In the center, a 'BOOK YOUR STAY' section features a search bar with fields for 'CHECK IN', 'CHECK OUT', and 'WHERE TO STAY', followed by a 'CHECK RATES' button. On the right, an 'ULTIMATE EVENTS' section highlights the 'Super Bowl LX' event, featuring a large image of the stadium and a 'LEARN MORE' button. The bottom of the page includes a grid of smaller images representing various local attractions and events.

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Dedicated City Webpage – SBLX & FWC26

Dedicated City Webpage Section

The City of Santa Clara has launched a dedicated webpage to keep the public informed about Super Bowl LX and FIFA World Cup 2026 planning efforts


- Accessible via a prominent link on the City's homepage, www.SantaClaraCa.gov, the webpage is hosted under the Santa Clara Stadium Authority section of the website.
- It provides up-to-date information on both major 2026 events and includes links to partner agencies, planning organizations, and event stakeholders.
- The page offers access to public meeting materials, supporting documents, and background information.
- It will be updated regularly throughout 2025 and 2026 to reflect the latest developments.
- The webpage is available at: www.SantaClaraCa.gov/our-city/santa-clara-stadium-authority/super-bowl-lx-and-fifa-world-cup

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Dedicated SantaClaraCA.Gov SBLX & FWC26 Webpage


Dedicated City Webpage Section



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SERVICES OUR CITY RECREATION & COMMUNITY BUSINESS & DEVELOPMENT I WANT TO...

Super Bowl LX and FIFA World Cup



Super Bowl LX and FIFA World Cup are coming to Santa Clara!

2026 will be an unprecedented year of major sports events in Santa Clara and the Bay Area. The City is thrilled to be the home of the host venue, Levi's Stadium, as the region's sports fans welcome both Super Bowl LX and FIFA World Cup in 2026.

Super Bowl LX

Santa Clara's Levi's Stadium and the Bay Area Host Committee (BAHC) were selected to host the Super Bowl in 2026. The City is working with the BAHC and partners across the region to deliver a safe, successful, and memorable event. View the [press release](#).

Levi's Stadium Information

For information to help you plan your trip to Super Bowl 60 or the FIFA World Cup, follow the links below:

- [Levi's Stadium Website](#)
- [Public Transportation](#)
- [Parking](#)
- [ADA Services](#)
- [Permitted and Prohibited List](#)
- [Bag Policy](#)
- [Subscribe to Police News for Traffic Updates](#)

PUBLIC MEETINGS >

SUPPORTING DOCUMENTS >

- [Amended and Restated Addendum to Stadium Agreement Redacted](#) (2/7/2025)
- [Summary of Terms of Assignment and Assumption Agreement and Guaranty](#) (2/5/2025)
- [Assignment and Assumption Agreement FIFA World Cup](#) (2/5/2025)
- [Guaranty of Certain 2026 FIFA World Cup Obligations](#) (2/5/2025)
- [United 2026 World Cup Bid Book](#)
- [Information Sharing and Event Cooperation Agreement](#)
- [Stadium Agreement I Redacted – Approved for Public Release](#)
- [Addendum to the Stadium Agreement I Redacted – Approved for Public Release](#)
- [Interim Funding Agreement City of Santa Clara and Bay Area Host Committee](#)

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Super Bowl Future Host City Program Section

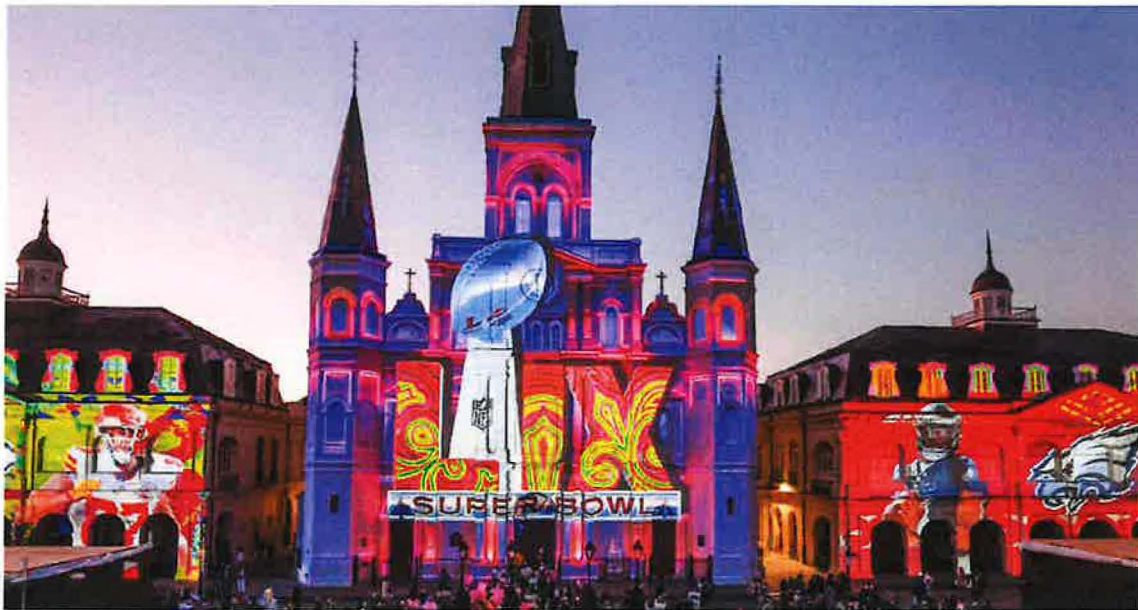
Super Bowl Future Host Cities Program

City staff participated in the NFL's Future Host Cities Program in New Orleans, gaining valuable insights into operational planning and best practices for hosting Super Bowl LX in 2026.

- Staff attended information sessions and stakeholder meetings from February 6–7, 2025, alongside representatives from BAHC, the Stadium Manager, and regional partners.
- The program provided a comprehensive overview of NFL pregame and game-day operational requirements.
- Topics included public safety, emergency communications, stadium buildouts, transportation strategies, and crowd management.
- Staff also engaged in discussions on security protocols, community relations, local procurement, hospitality, and workforce planning.
- Key lessons were learned from the New Orleans Host Committee's experience, helping to better align Santa Clara's planning for 2026.

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Super Bowl Future Host City Program Section**SCSA**

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Reimbursement Agreements

The City has entered into a series of Reimbursement Agreements and is negotiating a League Event Agreement to provide services in support of SBLX and mitigate risk to the City

Summary of the fully executed Reimbursement Agreements for SBLX-related activities:

VPSO Agreement

- BAHC to contribute \$100,000
- 49ers to contributed \$57,000
- Stadium Authority to cover covered the remaining balance, estimated at \$32,610 to support additional training.

Super Bowl Pre-Agreement Expenses Reimbursement Agreement

- BAHC to reimburse \$61,000 for City staff time SBLX-related costs related to the Super Bowl event from July 1- December 31, 2024
- \$4,000 for a November 2024 training session is under discussion.
- Reimbursement terms are outlined in the agreement (Attachment 2)

Super Bowl Interim Funding Agreement (SBLX IFA)

- Event planning and training expenses for police, fire/OEM, and public works staffing at full cost recovery rates
- Covers eligible costs from January 1 to May 31, 2025, or until the SBLX League Agreement is executed.
- BAHC to reimburse up to \$150,000, with provisions to increase \$150,000 maximum if costs exceed \$120,000.
- Key terms align with the FWC26 Interim Funding Agreement

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Allocation of Cost Categories for Stadium Events

| Cost Category | Regular NFL Event | Regular Non-NFL Event | Super Bowl 50 2016 | Super Bowl 60 2026 (under negotiation) | World Cup 2026 |
|---|-------------------------|-------------------------|-------------------------|---|------------------------------------|
| General SCSA Admin <i>Board Support, Public Policy Discussions, Negotiation of Agreements, Executive Management, Legal, General Admin & Oversight</i> | SCSA & Overhead Charges | SCSA & Overhead Charges | SCSA & Overhead Charges | SCSA & Overhead Charges | SCSA & Overhead Charges |
| Stadium Management Expenses | StadCo | SCSA | StadCo | StadCo | SCSA |
| Pre-Agreement Costs | n/a | n/a | SCSA | SCSA / TBD | SCSA (Federal/State Grants TBD) |
| Pre-Event Public Safety Planning Costs | StadCo & SCSA | SCSA | StadCo / BAHC | StadCo / BAHC | BAHC |
| Event Public Safety Costs | StadCo & SCSA | SCSA | StadCo / BAHC | StadCo / BAHC | BAHC |
| Post-Event Public Safety Demobilization Costs | StadCo & SCSA | SCSA | StadCo / BAHC | StadCo / BAHC | BAHC |
| Permit Fees | Applicant | Applicant | Applicant | Applicant | Applicant |

Over
95% of
Total
Costs

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League Event Agreement

The City is negotiating a League Event Agreement with BAHC to define guidelines, reimbursements, and operations for Super Bowl LX, ensuring cost recovery and risk mitigation.

Key Areas of the Agreement:

- Defines Super Bowl service needs and preliminary cost estimates.
- Establishes a process for updating and reimbursing Super Bowl-related city costs.
- Covers event planning, training expenses, and payment procedures.
- Outlines cost reconciliation, dispute resolution, and risk management provisions.
- Ensures NFL-required capital improvements are implemented at no cost to the City or Stadium Authority.
- Details equipment purchase/lease reimbursements and permit processing.
- Includes a financial guaranty for Super Bowl-related City service payments.
- Addresses marketing and promotion, special event zones, and point of sale designations.
- Defines indemnities, insurance, default provisions, and remedies.
- Staff and BAHC aim to finalize the agreement before the May 31, 2025, expiration of the SBLX Interim Funding Agreement.

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Community Engagement

The City is launching several initiatives to engage residents, promote economic opportunities, and ensure community participation in the excitement of the 2026 Major Events.

Bloomberg Harvard City Leadership Initiative:

- Mayor Gillmor selected community engagement as her focus for this initiative. A Harvard fellow will help create a Stadium Event Plan and Communications Strategy to build trust and strengthen partnerships.

Community Event Programming:

- The City is planning local events so residents can participate in Super Bowl LX festivities. A stakeholder group will help coordinate activities.

Economic Development:

- The City is working with partners to position Santa Clara as a top destination and will provide regular updates through the Economic Development and Marketing Committee.

City Asset Marketing Program (CAMP):

- Santa Clara is launching a commission-based marketing program to promote city assets in partnership with BAHC, the 49ers, and NFL affiliates. Proposals are under review following a February 19, 2025 RFP.

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Next Steps

- Council/Board Questions on Staff Presentation
- Public Comment
- Council/Board Questions
- Note and File Report



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