



City of Santa Clara

Meeting Agenda

Economic Development & Marketing Committee (Ad Hoc)

Monday, June 2, 2025

3:00 PM

Hybrid Meeting
City Hall Council
Chambers/Virtual
1500 Warburton Avenue
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. 25-605 [Approval of April 28, 2025 Economic Development & Marketing Committee \(Ad Hoc\) Minutes](#)

Recommendation: Approve April 28, 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. 25-606 [Review and Discussion of Citywide 2026 Economic Development & Community Engagement Plan and Direction on a City Theme](#)

Recommendation: Discussion and direction on the Citywide 2026 Economic Development & Community Engagement Plan and on the Citywide Theme for 2026 Major Events Community Engagement Campaign.

ADJOURNMENT

MEETING DISCLOSURES

ime 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
[@SantaClaraCity](https://twitter.com/SantaClaraCity)

Agenda Report

25-605

Agenda Date: 6/2/2025

REPORT TO ECONOMIC DEVELOPMENT & MARKETING COMMITTEE (AD HOC)

SUBJECT

Approval of April 28, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

RECOMMENDATION

Approve April 28, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes



City of Santa Clara

Meeting Minutes

Economic Development & Marketing Committee (Ad Hoc)

04/28/2025

3:00 PM

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

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CALL TO ORDER AND ROLL CALL

Chair Gillmor called the Special Meeting to order at 3:00 PM.

Roll call was conducted with Chair Gillmor, Committee Member Cox, and Alternate Committee Member Hardy in attendance.

CONSENT CALENDAR

None.

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

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

Director of Economic Development and Sustainability Brilliot provided a Powerpoint presentation on the Overview of the Economic Development and Marketing Committee (AdHoc).

Committee questions and comments followed.

Ian Bonham, Member of the Public spoke.

Director of Economic Development and Sustainability Brilliot answered questions.
2. [25-502](#) Update on the City's Participation in the Bloomberg Harvard City Leadership Initiative

Assistant City Manager Klotz provided a Powerpoint presentation on the City's participation in the Bloomberg Harvard Initiative.

Committee questions and comments followed.

Assistant City Manager Klotz and **City Manager Grogan** answered questions.
3. [25-478](#) Informational Report on Potential 2026 Community Events and Major Events Task Force

Assistant City Manager Klotz provided a Powerpoint presentation on the potential 2026 community engagement events

Committee questions and comments followed.

Members of the Public Ian Bonham and Misha spoke.

Assistant City Manager Klotz and **City Manager Grogan** answered questions.

Committee discussion extended.

Member of the Public Ian Bonham spoke again.

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

Assistant City Manager Baker provided a Powerpoint presentation on Leveraging the City Assets for Marketing and Revenue Opportunities for 2026 Super Bowl and FIFA World Cup Matches

Committee questions and comments followed.

Assistant City Manager Baker and **City Manager Grogan** answered questions.

ADJOURNMENT

Chair Gillmor adjourned the meeting at 5:35pm.

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Agenda Report

25-606

Agenda Date: 6/2/2025

REPORT TO ECONOMIC DEVELOPMENT & MARKETING COMMITTEE (AD HOC)

SUBJECT

Review and Discussion of Citywide 2026 Economic Development & Community Engagement Plan and Direction on a City Theme

BACKGROUND

At the Economic Development & Marketing Committee (Ad Hoc) (Committee) meeting on April 28, 2025, City staff presented information outlining proposed community activations and 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. The goal of the plan was to ensure inclusive, meaningful, and well-coordinated community experiences that reflect the City's values and enhance its visibility on the global stage.

Following a robust discussion, the Committee expressed support for including a diverse group of stakeholders in future meetings. Stakeholder participation is expected to create new opportunities for partnerships and collaborations for 2026 initiatives.

DISCUSSION

In preparation for Super Bowl 50, which was held at Levi's Stadium on February 7, 2016, the City of Santa Clara-through a collaboration between the former Marketing Committee and external partners-successfully implemented a comprehensive community engagement strategy. This initiative, themed "Super Community," fostered civic pride, promoted community events, and positioned Santa Clara as a vibrant destination during the international spotlight of Super Bowl 50.

As the City of Santa Clara embarks on major events for 2026, the City is building momentum in the community for Superbowl LX and FIFA World Cup. Santa Clara's Levi's Stadium will host Superbowl LX on February 8, 2026. Levi's Stadium will be one of the host venues for the FIFA World Cup matches in June and July 2026. To maximize the opportunity, the City is developing a Citywide 2026 Economic Development & Community Engagement Plan (Plan) aimed at ensuring broad participation and long-term benefits.

Citywide 2026 Economic Development & Community Engagement Plan

The priorities for the Citywide 2026 Economic Development & Community Engagement Plan include:

1. Communications and City Branding
2. Community Engagement and Activities
3. Economic Development

With these priorities as a foundation, the City is planning a robust lineup of events, programs, and campaigns designed to energize the community and amplify Santa Clara's identity as a premier host city.

2026 Campaign Theme Development

In 2016, "Super Community" served as a unifying theme that was widely used across marketing, signage, and social media. For 2026, staff will present the Committee with some theme options to guide branding and communications for all major events. The selected theme will serve as a campaign tagline-designed for broad resonance, especially on social media platforms-and will inform the City's graphic design and promotional strategies. The premise behind these options is to encompass both major events for 2026 to build momentum and continuity.

The following campaign theme options are for your consideration, and the Committee is encouraged to suggest additional ideas:

- Santa Clara: Where the World Kicks off
- Santa Clara: Get Your Kicks in 2026
- Santa Clara 2026 The World Plays Here

The chosen theme should unify all 2026 events under a cohesive narrative, building momentum and reinforcing Santa Clara's role in hosting these events.

Community Engagement Opportunities

Below is a tentative timeline for potential opportunities and partnerships the City is including in the plan for the consideration by the Committee. These potential events will ensure inclusive, low-cost programming which is open to the public.

Tentative Dates	Event	Potential Partner(s)
June 2025	FIFA Plaque Unveiling	Bay Area Host Committee
September 2025	Kickoff Campaign at Art & Wine Festival	Parks & Recreation
October 2025	Parade of Champions - Sports Zone component of the Parade Festival	Santa Clara Parade of Champions
December 2025	Holiday Tree Lighting	City Departments
January 2026	Community Chalk Art Contest	City Manager's Office
February / March 2026	Sports Themed Exhibit	Triton Museum
April 2026	Firehouse Run	Santa Clara Firefighters Foundation
May - July 2026	Night Market Launch (series of 4 events)	Food trucks, artists, entertainment
June/July 2026	Watch Parties for FIFA games not hosted in Santa Clara	TBD
	Santa Clara City Library Events	Library

	Concert for Community	TBD
	Free Youth Sports and Stem Camp/Clinic Programs	TBD
	Banners & Community Wayfinding	City Manager's Office

Economic Development Opportunities

In addition, the goal of the Plan is also to partner with the business community and the local Silicon Valley Central Chamber of Commerce.

Event	Potential Partner(s)
Santa Clara Restaurant Week	Silicon Valley Central Chamber of Commerce
Collaboration with Discover Santa Clara Destination Marketing Organization	Destination Marketing Organization
Sponsorship Packages	
Engaging Tech Companies	

At the upcoming meeting, the Committee and stakeholders will hold a discussion on the Citywide 2026 Economic Development & Community Engagement Plan, including proposed priorities, community programming, and campaign theme options. Feedback gathered during the discussion will help shape the next phase of planning. Following the meeting, staff will incorporate the input received and return at the next meeting with an updated plan and proposed implementation strategy for further review.

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 and on the Citywide Theme for 2026 Major Events Community Engagement Campaign.

Reviewed by: Elizabeth Klotz, Assistant City Manager

Approved by: Jovan Grogan, City Manager