

Santa Clara Stadium Authority

Informational Report on Super Bowl LX and FIFA World Cup 2026 Updates

August 27, 2024



Item #6, RTC # 24-324

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Presenters

City / Stadium Authority Staff

- Jōvan Grogan, City Manager/Executive Director, City/Stadium Authority
- Chuck Baker, Assistant City Manager, City/Stadium Authority
- David Flamm, Emergency Services Officer, City
- Richard Fitting, Police Captain, City
- Elycia Knight, Development Project Manager, City



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POST MEETING MATERIAL

Agenda

- 2026 Major Events Background
- Overview of Current Status
- Emergency Preparedness – Current Status
- Public Safety – Current Status
- Stadium Capital Projects – Current Status
- Planned City and Stadium Authority Work Efforts
- Next Steps/Staff Recommendation



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2026 Major Events Background

Chuck Baker
Assistant City Manager
City of Santa Clara/Stadium Authority



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Overview

- **In 2026, Levi's Stadium is anticipated to host**
 - Super Bowl LX in February
 - Six FIFA World Cup 2026 matches between June 13 – July 1
- **On February 22, 2022**, City Council voted in favor of a resolution to support the City's bid to host one or more FIFA games
- **On June 16, 2022**, FIFA announced the 16 regions that will host FWC26: Canada (2 locations), Mexico (3 locations), and the United States (11 locations)
- **On May 23, 2023**, City Council and Stadium Authority Board voted in favor of a resolution:
 - Adopt the Santa Clara City Council Guiding Principles for FWC26
 - Direct the City Manager/Executive Director and City Attorney/Stadium Authority Counsel to negotiate and execute an Information Sharing and Event Cooperation Agreement



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Overview (cont.)

- **On May 22, 2023**, the NFL announced that Super Bowl LX is planned to be played at Levi's Stadium
- **On September 26, 2023**, City Staff (Staff), Santa Clara Stadium Authority (Stadium Authority) presented an Informational Report on FWC26 Updates
- **On February 4, 2024**, FIFA announced the match schedule for FWC26 at Levi's Stadium (6 matches)
- **On March 5, 2024**, Staff, Stadium Authority, and the Bay Area Host Committee (BAHC) presented an Informational Report on Super Bowl LX and FWC26 Updates
 - Staff made two recommendations that were unanimously approved by City Council/Stadium Authority Board:
 - Note and file informational report on Super Bowl LX and FWC26 updates; and,
 - Adopt the Super Bowl LX Guiding Principles
 - Staff and Stadium Authority committed to providing a periodic Informational Report update for 2026 Major Events



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Key Stakeholders

Staff provided information on the stakeholder structure, roles, responsibilities and relationship with the City and Stadium Authority for the 2026 Major Events

Key Stakeholders Include

- Bay Area Host Committee (BAHC)
- NFL
- FIFA
- Stadium Authority
- City of Santa Clara
- Forty Niners SC Stadium Company, LLC (StadCo)
- Forty Niners Stadium Manager Company LLC (Stadium Manager)
- Regional, state, and federal government partners



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FWC26 Overview

The FIFA World Cup and FIFA Women's World Cup are international soccer competitions between national teams under FIFA, the sport's global governing body. Held every four years, they are the most prestigious and widely viewed single sporting events in the world

On June 16, 2022, FIFA announced the 16 regions that will host matches for World Cup

- | | |
|---|---|
| 1. Atlanta (Mercedes-Benz Stadium) | 9. Miami (Hard Rock Stadium) |
| 2. Boston (Gillette Stadium) | 10. Monterrey, Mexico (Estadio BBVA) |
| 3. Dallas (AT&T Stadium) | 11. New York / NJ (MetLife Stadium) |
| 4. Guadalajara, Mexico (Estadio Akron) | 12. Philadelphia (Lincoln Financial Field) |
| 5. Houston (NRG Stadium) | 13. San Francisco Bay Area (Levi's Stadium) |
| 6. Kansas City (Arrowhead Stadium) | 14. Seattle (Lumen Field) |
| 7. Los Angeles (SoFi Stadium) | 15. Toronto, Canada (BMO Field) |
| 8. Mexico City, Mexico (Estadio Azteca) | 16. Vancouver, Canada (BC Place) |



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FWC26 Overview (cont.)

On February 4, 2024, FIFA announced the match schedule for FWC26

Group Matches

- 48 teams
- 12 "groups" of 4 teams each
- Top 2 from each group and top 8 third place teams advance

Knockout Matches

- 32 teams
- Single elimination
- Final on July 19 at New York/New Jersey Stadium



Levi's Stadium is scheduled to host six (6) matches over a 19-day period

- Group Matches:
June 13, 16, 19, 22 and 25
- Knockout Match:
July 1, 2026

★ *Teams assigned to Levi's Stadium still to be determined. Each matchup will be evaluated for public safety risk.*

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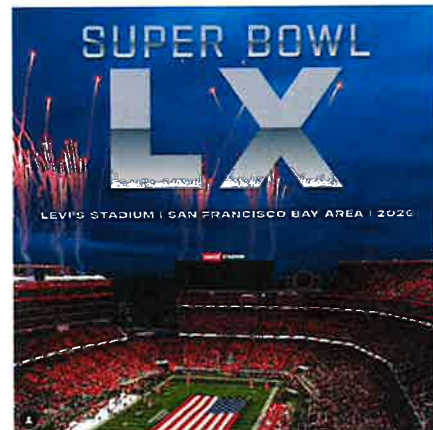
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SBLX Overview

The Super Bowl is the NFL's annual championship game, generally played on the second Sunday in February

On May 22, 2023, the NFL announced Super Bowl LX is scheduled to be held at Levi's Stadium

- ★ *Article 21 of the Stadium Lease between SCSA and StadCo contemplates Super Bowls at the Stadium, with terms to be implemented through a "League Event Agreement"*



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Previously Reported City and Stadium Work Efforts

Staff's March 2024 presentation included updates on recent and current City and Stadium Authority work efforts related to

- Acquisition of FWC26 documents
 - Key documents already obtained
 - Others to be made available when created/identified
- Initial agreements reached with negotiations ongoing for final agreements allocating event responsibilities and costs among various FWC26 stakeholders
- Required public infrastructure and resources
- Additional personnel in the special operations division
- Stadium capital project oversight
- Information Obtained from Participation in Programs at this year's Super Bowl
- Conferences and meetings with key stakeholders



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Overview of Current Status

Chuck Baker
Assistant City Manager
City of Santa Clara/Stadium Authority



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FIFA World Cup 2026

Overview of Current Status

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Current Status of Negotiations

The City and Stadium Authority are currently in active negotiations with BAHC, StadCo/Stadium Manager ("Niners Entities"), and FIFA regarding allocation of costs and benefits for FWC26 events. BAHC has agreed to reimburse the City for event planning costs through an Interim Funding Agreement. More comprehensive negotiations are ongoing for the terms of the formal Assignment and Assumption Agreement (FWC26) and League Event Agreement (Super Bowl 60).

Status of Agreements

- ✓ Interim Funding Agreement
- Assignment and Assumption Agreement (pending; target completion date October 2024).
- League Event Agreement (pending; target completion date October 2024).

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Interim Funding Agreement Terms

- **Effective Date & Duration**

- Effective July 1, 2024
- Unless extended, terminates on earlier to occur of December 31, 2024, or upon execution of the Assignment and Assumption Agreement

- **Purpose**

- Covers reimbursement by BAHC of City costs related to FWC26 planning until full Assignment and Assumption Agreement is negotiated
- Interim "trial period" gets City reimbursed and gives parties opportunity to identify and resolve issues

- **Financial Limit**

- Agreement covers first \$150k of expenses, with an amendment required to increase; parties to meet and confer at \$125K to discuss terms for increase

- **Budgeting & Reporting**

- City developed an Initial Estimated Cost Allocation for staffing costs (detailed in Exhibit A)
- City will track actual costs, provide written expenditure reports to BAHC, and summarize related activities

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Interim Funding Agreement Terms (cont.)

- **Limited Time Arrangement**

- Ensures City costs are covered while finalizing the Assignment and Assumption Agreement

- **Reimbursement Coverage**

- BAHC reimburses City for expenses related to Event Planning Work
- Eligible costs include police, fire, public works staffing, and other FWC26 planning costs

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Staff Time & Reimbursement

Tracked Pre-Interim Funding Agreement Costs From May 22, 2023 to June 30, 2024

City and Stadium Authority reclassified general staff time into specific FWC26 and SBLX-related activities from May 22, 2023, to June 30, 2024. Time has been tracked by month and by staff member



Total Staff Hours & Costs:

- Total Hours: 1,327 approximate hours costing **\$328,281**
 - SBLX Activities: 743 approximate hours costing \$187,265
 - FWC26 Activities: 584 approximate hours costing \$141,017

Non-SCSA Budgeted Staff Hours & Costs:

- Total Hours: 590 approximate hours costing **\$148,930**
 - SBLX Activities: 485 approximate hours costing \$124,086
 - FWC26 Activities: 106 approximate hours costing \$24,845

Cost Reimbursement

- City and Stadium Authority are in negotiations with BAHC to determine available funding sources for these costs
- Amounts not funded by BAHC, state or other sources to be reimbursed by the Stadium Authority

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Staff Time & Reimbursement (cont.)

Tracking Staff Costs starting July 1, 2024 through the end of SBLX and FWC26 events

- ★ **Measure J** prohibits the use of City funds for Stadium Authority costs, including operating and maintenance expenses

Updated City Manager's Directive (CMD 136)

- Outlines staff's timekeeping responsibilities and City-wide reimbursement procedures
- Ensures accurate reporting of City services provided to the San Francisco Forty Niners entities, Stadium Authority, and Levi's Stadium support
- Update provides additional clarification on City services that should be tracked and reported
- Delineates direct Stadium event costs as it relates to public safety, from administrative and management time



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Staff Time & Reimbursement (cont.)

Staff developed comprehensive, streamlined approach to timekeeping while minimizing administrative overhead

- ✓ Timecodes were assigned by department, with an emphasis on existing timekeeping practices
- ✓ Meeting agenda templates with pre-assigned time codes per attendee and department
- ✓ Comprehensive descriptions per timecode task
- ✓ Invoices are to be sent monthly



MEETING AGENDA TEMPLATE

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(Meeting Subject)
(Meeting Location)

MEETING AGENDA
(DATE)
(TIME)

Payroll Combo Codes to Charge (Add or Delete as Needed)	Descriptions (Add or Delete as Needed)
001 Dept Code 870104489203	FIFA World Cup 2026 (FUTURE) Police, Fire, or Public Works Planning
001 Dept Code 870104489204	Police, Fire, or Public Works Planning
001 Dept Code 870104489204	Super Bowl LA (SBLA) Police, Fire, or Public Works Planning
001 Dept Code 870104489204	Police, Fire, or Public Works Planning

Attendees:

- (Staff Name, Title)
- (Staff Name, Title)

1. Item

2. Item



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Emergency Preparedness - Current Status

David Flamm
Emergency Services Manager
City of Santa Clara



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Emergency Preparedness

- Provided update to **Emergency Operational Area Council (EOAC)** on SBLX and FWC planning (August 2024)
 - Council includes elected officials and public safety leaders
 - Joint City OES and County OEM high-level briefing
- **2024 National Homeland Security Conference** and FIFA Host City Planning Meeting attendance (July 2024)
 - Nearly all host cities were represented, with reps from Law, Fire, and EM
 - Exchanged best practices in incident management and large event management
 - Paid for by Urban Area Security Initiative (UASI) grant funding

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Emergency Preparedness (cont.)

- **FWC26/SBLX Op Area Emergency Management Kickoff Meeting** (July 2024)
 - In-depth briefing to all jurisdictional EM partners, PG&E, Water District, NWS, and SF DEM
 - Discussed past event management, expected planning timelines, and potential complications
- **Department of Homeland Security FWC26/SBLX Critical Infrastructure Collab.** (June 2024)
 - Met with our DHS Cybersecurity and Infrastructure Security Agency (CISA) Protective Security Advisor (PSA) to begin various assessments and future training planning

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Emergency Preparedness (cont.)

- **Department of Homeland Security (DHS) FWC Host City Emergency Communications Planning Symposium (May 2024)**
 - Met with all other FWC host city EMs, Dispatch and radio reps, and IT/Cybersecurity reps
 - Discussed emergency comms plans & best practices, & received briefing from FIFA safety reps
 - Paid for by DHS Critical Infrastructure Security Agency (CISA)
- **City Cybersecurity Tabletop Exercise (TTX) with federal, state, & local partners (April 2024)**
 - In collaboration with DHS, with reps from every city department, focused on hazard-specific coordination


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Public Safety - Current Status

Richard Fitting
Police Captain
City of Santa Clara



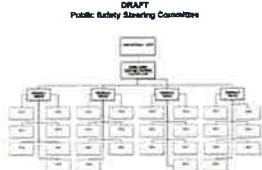
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Public Safety Planning & Readiness

- **Police Department SBLX/FWC26 Planning Committee**
 - Working group/subcommittee leads identified
 - Two PD staff members identified for temporary assignment to the Special Operations Division
 - Support for planning and operational needs for SBLX/FWC26 through July 2026
 - Kickoff meeting, including an overview of committee leads' roles and responsibilities
- **Regional Partnerships**
 - FWC26 Working Group/Focus Area meetings recurring with all 16 host cities & FIFA
 - Collaboration and planning with the BAHC and regional Public Safety partners
- **Resource & Training Identification**
 - Identification and evaluation of equipment needs, funding sources, and acquisition processes
 - Training needs identified and initial sessions scheduled

DRAFT
Public Safety Steering Committee



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Public Safety Planning & Readiness (cont.)

- **Super Bowl LX Planning Session (April 2024)**
 - Collaborative planning session held at Levi's Stadium
 - Key stakeholders: Staff from CMO, PD, PW, as well as NFL, Stadium Management, BAHC
- **Annual NFL Safety and Security Conference (May 2024)**
 - Collaboration with NFL security leads, including those responsible for SBLX planning and operations
- **Human Trafficking Conference (May 2024)**
 - Particular focus area for SBLX/FWC26
 - Numerous training modules and strategy discussions to combat human trafficking
- **National Center for Sports Safety and Security Conference (July 2024)**
 - Presentation from FIFA's Chief Safety and Security Officer
 - Session regarding FWC26 planning and preparation

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Stadium Capital Projects - Current Status

Elycia Knight
Development Project Manager
City of Santa Clara/Stadium Authority



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Bowl/Field Modification



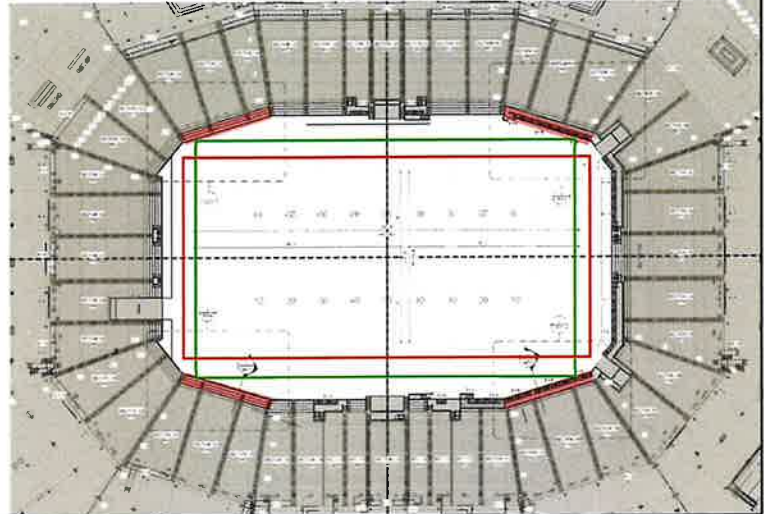
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Bowl/Field Modification

Modifications to the inner bowl are required by FIFA to allow for an expanded field pitch

- NFL dimensions (red)
- FIFA dimensions (green)

Items not shown include; player warmup areas and benches, personnel and operations staff, media, security and LED ribbon boards



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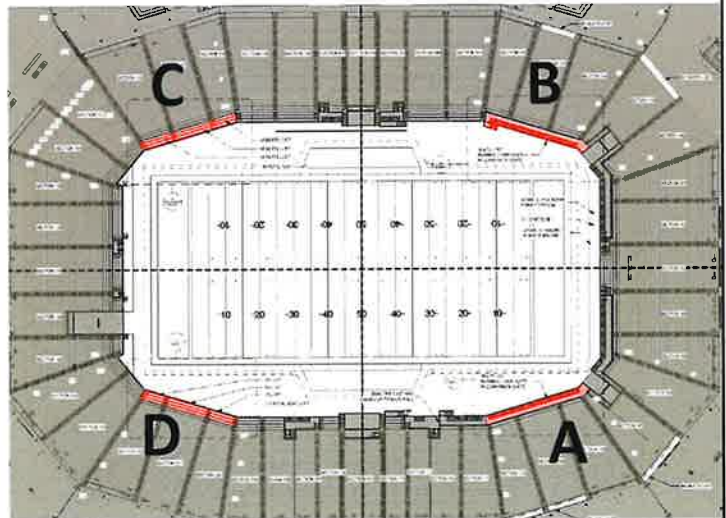
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Bowl/Field Modification

FIFA Compliance Modifications:

- The inner bowl modifications (Quadrants A, B, C, and D) must be expanded to accommodate the pitch area per FIFA standards
- Modified sections will be replaced with demountable steel structures for flexibility in future events



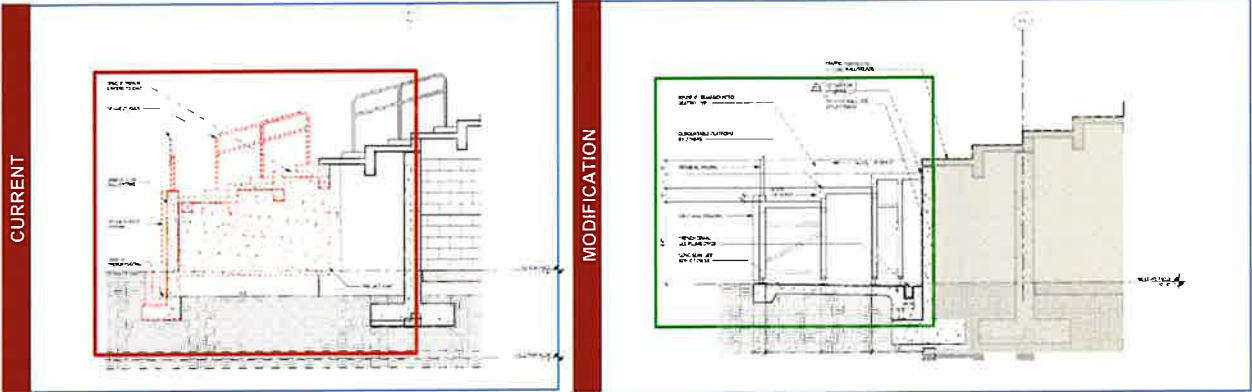
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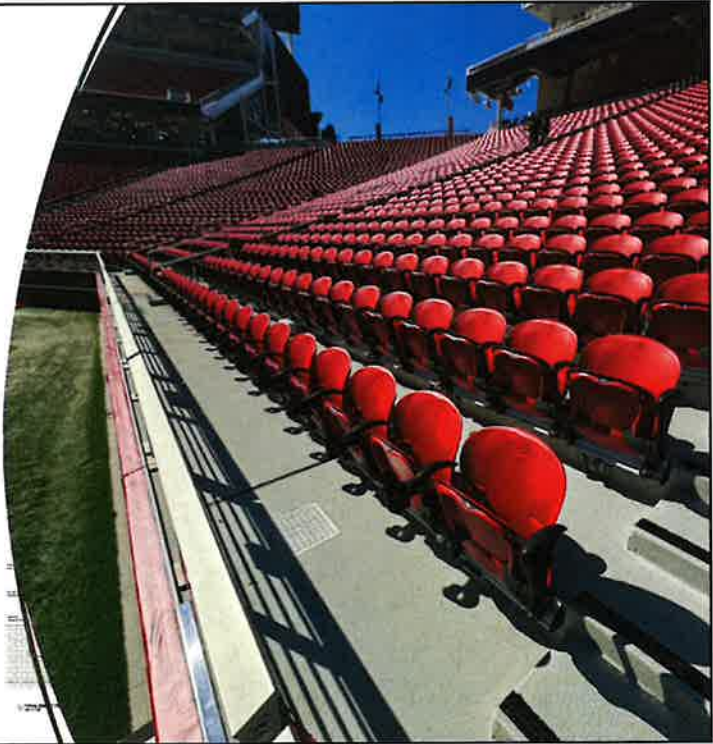
Bowl/Field Modification

- The stadium manager submitted a permit to remove 3 rows of general seating (Quadrants C and D) and a row of ADA seating (Quadrants A and B), which will be relocated to a slightly higher section of the lower bowl
- The proposed design preserves the existing look and feel of the bowl, ensuring minimal aesthetic impact



Bowl/Field Modification

Construction is planned for late January 2025, with all costs fully reimbursed by BAHC



Planned City and Stadium Authority Work Efforts

Jōvan Grogan
City Manager/Executive Director
City of Santa Clara/Stadium Authority



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Key Planned Work Efforts

- Conclude negotiations and present proposed agreements to public and City Council/Board for action...
 - FWC26: Assignment and Assumption Agreement and other relevant agreements
 - SBLX: League Event Agreement for and other relevant agreements
 - » **Target October 2024**
- Continue planning efforts for...
 - Public safety services (primarily Police and Fire)
 - Emergency management planning
- Continue Stadium capital project oversight
- Launch community partnerships and outreach efforts



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FWC26 Ongoing Negotiations

Assignment and Assumption Agreement

- **Premise:** BAHC to assume all Stadium Authority Obligations under the FIFA Stadium Agreement in Consideration of Receiving all Stadium "Rent Revenues" paid by FIFA for the Event
- BACH obligations include reimbursement of City Public Safety Costs:
- Current *estimated* costs include:
 - Public safety **planning** costs estimate: \$3,148,000
 - Public safety **direct event costs:** \$8,424,000

• Key terms under negotiation include:

- Process for invoicing and receiving timely reimbursement
- Terms for reimbursement of necessary public safety equipment
- Financial assurances that cost reimbursements will be available when and in amounts needed
- Cooperative efforts to pursue Federal and State event funding
- Implementation of Required Field Improvements (to be reimbursed by BAHC)
- Amount and available uses of facility fee ticket "surcharge" to be collected and paid to Stadium Authority
- Definition and terms for financial offset of "opportunity costs" created by displacement of potential money-making events during the "non-exclusive" and "exclusive" FWC26 operating period
- Terms for use of the City's Convention Center
- Accounting mechanisms and audit rights
- Implementing Agreements for BAHC "Host City" obligations for which they may seek/need SCSA/City support

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SBLX Ongoing Negotiations

League Event Agreement

- **Premise:** As contemplated by Article 21 of the Stadium Lease, the BAHC shall assume all cost and obligations to host SBLX, including the obligation to reimburse City for all planning and event support costs
- **Key Terms Under Negotiation:**
 - Definition of services to be provided and process for invoicing and reimbursement
 - Financial assurances that reimbursements will be available when and in amounts needed
 - Process for developing security plan in accordance with NFL and City requirements
 - Stadium Authority approval of required improvements
 - Term (period covered by the agreement)
 - Specific financial and community benefits

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Community Partnerships & Outreach

- Critically important that we protect the community and engage our residents and business
- Two new initiatives...
 1. City Manager Community/Stakeholder Task Force for FWC26 & SBLX
 - Task Force to support the City Manager's Office with community engagement, community event planning, and fundraising, as well as neighborhood impacts and communications.
 2. Bloomberg Harvard City Leadership Initiative, 2024-25



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Bloomberg Harvard City Leadership Initiative

- The initiative aims to equip mayors and senior city officials to tackle complex challenges in their cities and improve the quality of life of their residents
- Santa Clara representatives for the 2024-25 cohort:
 - Mayor Lisa Gillmor
 - City Manager Jovan Grogan
 - Assistant City Manager Elizabeth Klotz
- Mayor Gillmor's Priority Issue

In 2026, Santa Clara will host Super Bowl XI as well as six matches as part of the FIFA Men's World Cup. As the center of what's possible, Santa Clara needs to collaborate with the community and other key stakeholders in a transparent manner that ensures that voices are heard and that the 2026 major events benefit the community to the greatest extent possible



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Next Steps/ Staff Recommendation



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Next Steps

- Council/Board Questions on Staff Presentation
- Public Comment
- Council/Board Deliberations
- Council/Board Action



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Staff Recommendation

- Note and file informational report on Super Bowl LX and FIFA World Cup 2026 updates



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Marisa Welling

From: Clerk
Sent: Tuesday, August 27, 2024 10:29 AM
To: Mayor and Council; Marisa Welling
Subject: FW: Comments on Item 6 - 9/29/2024 Agenda

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: PMM

Good morning Mayor and Councilmember,

The email below is a public comment for tonight's agenda item #6 "Summer 2024 Informational Report on Super Bowl LX and FIFA World Cup 2026 Updates", this will form part of the public record as Post Meeting Material.

Thank you

Nora Pimentel, MMC | Assistant City Clerk | City Clerk's Office

City of Santa Clara, California

1500 Warburton Ave. | Santa Clara, CA 95050

(O) 1.408.615.2222 | (F) 1.408.241.6771

npimentel@santaclaraca.gov | www.santaclaraca.gov



**City of
Santa Clara**
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From: Brian Doyle <brianlukedoyle@gmail.com>
Sent: Monday, August 26, 2024 3:23 PM
To: Clerk <Clerk@santaclaraca.gov>
Subject: Comments on Item 6 - 9/29/2024 Agenda

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

It is imperative that the process discussed in the Informational Report on Super Bowl LX and the World Cup be slowed down before it is too late.

First, the Council should demand an accounting of all of the Stadium Authority dollars that have gone toward bringing the World Cup, including all of Al Guido's travel and entertainment expenditures. The accounting should also include all of the staff time in negotiating anything to do with the World Cup. Without reimbursement of all of these costs, the public will be subsidizing an event that will make the Stadium Authority no money in 2026. The report sets forth a substantial amount of staff time and travel expenditures that it admits have already not been reimbursed. By making these expenditures the City Manager appears to have violated Measure J. This violation should be investigated and a complete accounting and repayment should be completed.

Second, the public should be made aware of all of the lost opportunity costs of potential money-making events that will not be able to be held in 2026 by reason of assigning rights to the Stadium to the Bay Area Host Committee and FIFA.

Lastly, given that the public safety costs for holding the World Cup must all be run through the City's budget, there must be an honest, transparent projection of these costs and how they will be paid by the Bay Area Host Committee. Given what the other World Cup cities have discussed, these costs could be expected to be in the tens of millions of dollars. The Bay Area Host Committee is a nonprofit with past financial statements that indicate that its only source of significant revenue has been from the 49ers. Why would Santa Clara assign the millions of dollars in rent to be paid by FIFA to a nonprofit with such shaky finances, in the hopes that it could raise enough revenue to then reimburse it for the public safety costs that it must pay if the event is to occur in Santa Clara?

At a minimum, if Santa Clara is expected to follow through on the promises made by an NFL team valued at \$6 Billion, it should receive an ironclad guarantee from that team's owner that the City will receive the financial reimbursements for its efforts. Demanding nothing less is a betrayal of Santa Clara taxpayers.

In completing these recommendations, the following questions should be answered:

Who paid for the City expenses already incurred?

How much of these expenses have been reimbursed?

By the Stadium Authority funds?

By the Bay Area Host Committee?

By the "49er entities"?

The report refers to an Assignment and Assumption Agreement but does not explain what agreement or agreements are proposed to be assigned. What are these?

When will the public be able to see unredacted copies of these?

Does City staff expect to publicly approve an assignment agreement without telling the public what is in the agreements?

The report completely avoids explaining what the Bay Area Host Committee is and provides no written record of their commitments or agreements. Public information about entities using this name are all nonprofit corporations whose tax returns show comparatively little revenue with which to guarantee payment of the magnitude of City expenses expected for these events.

What due diligence has staff completed to ensure that the City will not be left holding the bag if the BAHC does not have the ability to pay after the City has paid tax dollars toward this effort?

Why has the public been left in the dark, while City staff spends taxpayer dollars meeting behind closed doors with people who have glaringly violated state conflict of interest law?

It's high time to stop treating City residents as if they are stupid.

Brian Doyle
Council District 5 Voter