



Agenda Report

21-11830

Agenda Date: 9/7/2021

REPORT TO STADIUM AUTHORITY BOARD

SUBJECT

Report from the Stadium Authority Regarding Stadium Manager's Request to Execute an Agreement with Unique Venues for Non-NFL Catered Events Marketing

BOARD PILLAR

Ensure Compliance with Measure J and Manage Levi's Stadium

BACKGROUND

The Stadium Manager is requesting approval to execute an agreement with Unique Venues for \$1,995. The agreement is for a targeted email marketing campaign that will focus on lead generation for Non-NFL Catered Events, particularly holiday parties and year-end celebrations. The Stadium Manager states that the e-blast will be sent to 48,000 event planners throughout the U.S. and Canada.

According to its website, Unique Venues is a marketing organization that helps event planners find venues for corporate and private social events. The company represents thousands of non-traditional properties throughout the United States and Canada for a variety of both traditional and nontraditional events and offers a multitude of marketing products including a magazine, website, lead generation marketing as well as educational conferences.

DISCUSSION

Stadium Authority staff reviewed the request and found that the email campaign aligns with one of the three key initiatives ("Utilize Marketing Budget to Regenerate Active Event Pipeline") the Stadium Manager identified in the Draft 2021 Non-NFL Events Marketing Plan (Marketing Plan). They stated that their sales team would prepare for "a return to in-person events by building out new packages, creating a strategic communications plan and reintroducing Levi's Stadium to both local and national clients through a marketing campaign" and had planned on focusing their marketing budget on digital advertising, client/prospecting events, local and national sales conferences, and gifting. The request for an email campaign is consistent with what is outlined in the Draft 2021 Marketing Plan, although the Stadium Authority will not have more information on whether the Marketing Plan itself is a strategic tool that helps achieve the Stadium Authority's fiscal, economic, and community-based objectives until the Marketing Plan Assessment is completed.

The Stadium Authority will require full supporting documentation before reimbursing such costs.

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 are sufficient funds in the Stadium Authority FY 2021/22 Non-NFL Event Marketing Budget to cover the cost of this request (\$1,995).

COORDINATION

This report has been coordinated with the Stadium Authority Counsel and Treasurer'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.

RECOMMENDATION

Approve the Stadium Manager's request to execute an agreement with Unique Venues in the amount of \$1,995 to implement a Non-NFL catered events email campaign, and authorize the Executive Director to approve and process the reimbursement of such costs upon receiving final invoices and supporting documentation from the Stadium Manager.

Prepared by: Christine Jung, Assistant to the Executive Director

Reviewed by: Deanna J. Santana, Executive Director

ATTACHMENTS

1. Draft 2021 Marketing Plan