



**City of
Santa Clara**
The Center of What's Possible

MARKETING COMMITTEE

Central Park Library
2635 Homestead Road
Santa Clara, CA 95050
Margie Edinger Room

November 18, 2015
4:00 p.m. – 6:00 p.m.

MEETING MINUTES

Organization	Name
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Teresa O'Neill Sheila Tucker Jennifer Yamaguma Larry Owens Mike Hopkins
Santa Clara Chamber of Commerce	Roy Truitt
Santa Clara Chamber of Commerce – Visitor's Bureau	David Andre
Santa Clara Chamber of Commerce – Visitor's Bureau	Annette Manhart
The Plaza Suites	J.P. Rollet
California's Great America	Roger Ross
Santa Clara University	Butch Coyne
Santa Clara School District	Jennifer Dericco
Triton Museum	Jill Meyers

Guests:

Peggy Kennedy, Kennedy Event Marketing
Katherine Filice, Articulate Solutions
Jason Raby, Articulate Solutions

1. Welcome

The Chair called the meeting to order at 4:04 p.m.

2. Brand Implementation Update

Staff updated the Committee regarding the branding initiative, which received positive feedback from the public. Staff is working on replacing the outdated City seals and All-America City logos with the new Center of What's Possible brand (see attachment). In efforts to promote Santa Clara beyond existing media, staff is developing multiple new projects including: a podium and press backdrop, apparel for employees, a consolidated agenda and minutes template, and a story map of businesses and attractions.

The Chair asked about the cost of brand implementation. Staff assured the Committee that all efforts fall within the designated budget. The Committee also requested an update on street pole banners, which were presented during the October 21, 2016 Marketing meeting.

Since the Super Bowl 50 Host Committee will have rights to all banners within the City starting January 1, 2016, staff is recommending that City resources would be better allocated by creating more City branded banners and will work to get the banners up as soon as possible.

3. Update on SB50 Local Event Marketing and Branding

Articulate Solutions presented the City's marketing strategy for the Kick Off Ice Rink and Tree Lighting event on December 4, 2015 at 5:00 p.m. in Central Park (see presentation attached). The assets integrate the City's new brand and the general theme will run through marketing for all events. The outreach plan includes: television, radio, posters, publications, social media, electronic billboard and product advertisements.

Rain ponchos, tumblers, shirts, and sweatshirts are also in development for the Super Community Events. The hashtag #iheartsantaclara is being used to both advertise community events, but also give residents and visitors alike the opportunity to share their Santa Clara story. Also, the website is generating high levels of web traffic with over 100,000 visitors. In an effort to give residents the ability to learn about the community events prior to non-residents, a mailing envelope and utility bill insert will be sent to all Silicon Valley Power users.

4. Update on Local Events for SB50

Tree Lighting: The Tree Lighting will be on December 4, 2015 from 5:00 p.m. – 9:00 p.m., with the food court opening at 5:00 p.m. and a free community skating session from 7:00 p.m. – 9:00 p.m. The event will feature: Santa Claus, Great America characters, live music, dancers, a figure skating performance, appearances from Olympic and NFL athletes, the Gold Rush cheerleaders and a firework show finale. The first 1000 attendees of this event will receive black and gold SB50 rally towels and the first 500 children will receive SB50 teddy bears. The Committee recommended that all outreach material should highlight the changed location of the event to avoid confusion for attendees. Additionally, the Committee requested that volunteers remain at City Hall to redirect lost residents to Central Park for the tree lighting.

Commemorative Public Art: The exact language of the plaque for the statue is under review. No sponsor has been identified; efforts to fundraise remain ongoing.

Exhibit: The Triton discussed need for assistance in finding temporary staff to assist with exhibition set-up, as it will require skilled workers.

5K/10K/Fun Run: This race will begin and end in Levi Stadium and allow runners to show support for their favorite NFL team while engaging in friendly competitions against other fans. This turnkey event is at no cost to the City, but will utilize Santa Clara branding, as per agreement. The run is tentatively scheduled for January 10, 2016. The Committee requested more information to investigate if the run will benefit the local community through any philanthropic donations.

Black & Gold Ball: On November 10, 2016 the City Council took action to discontinue funding for the Black & Gold Ball. The cost to cancel the event is approximately \$28,000. Seventy-five thousand of the \$200,000 generated from sponsorships will be redirected towards other events.

Concert & Fireworks: Staff reported negotiation with the artist will close soon and will begin working on marketing for the event. Staff is also working on negotiations with a ticket vendor, Vendini, for the event.

Super Celebration: The Super Celebration is on schedule and planning for event including, food trucks, fireworks, live bands, Celebrity Sweat, and the concert is moving forward. This event will be free, but ticketed. A concerted effort will be made initially to promote the event to Santa Clara residents and University students.

STEM Innovation Bowl: This event will feature the best of the Silicon Valley's technological innovation. Participating companies include: Leap Motion, Suitable Technologies, Pley, Osmo, NVIDIA, Allied Telesis which will show an exciting range of technologies from virtual reality to telepresence robots. The City of Santa Clara will also unveil the online tool, MapSantaClara.

Volunteers: Out of the 1448 volunteers in Santa Clara's database, the City fingerprinted 778 to date. One more volunteer fair is planned at the Teen Center on November 21, 2015 from 2:20 p.m. – 3:30 p.m. Staff believes the volunteer pool will cover necessary labor for the Super Community Events.

5. Sponsorship Update

Kennedy Event Marketing updated the Committee on Super Community Event fundraising efforts. With the elimination of the Black & Gold Ball, a portion of funds were reallocated into the general Super Community Event budget. Kennedy Event Marketing will continue to work on securing Super Community sponsors.

6. San Francisco Bay Area Super Bowl 50 Host Committee Update

No updates.

7. Stakeholder Updates

Santa Clara Chamber of Commerce: The Chamber announced that Santa Clara won the bid for the 2019 College National Championships and attended successful trade shows across the country. The Chamber received a tourism award for a "50 Awesome Things To Do in Santa Clara" list and is currently working to create a similar list on dining options in the City.

Great America: Great America offered media contacts for the City to help concentrate SB50 advertisements around Santa Clara.

Santa Clara University: In response to the Chamber's work on educating residents and visitors on Santa Clara's attractions, the University suggested that the Chamber develop a list of late-night attractions for visitors following events. The Triton Museum expressed support for this action as well.

8. Adjournment

The Chair adjourned the meeting at 5:43 p.m. Then, the Chair thanked staff for work in preparation for SB50.

City of Santa Clara

Marketing Committee

Update

November 15, 2015



**City of
Santa Clara**
The Center of What's Possible

Update on Brand Implementation

- Consolidated Council and Authorities agenda and summary of actions templates
- Commission agenda and minutes templates
- Updated Council video introduction and title slides
- Updated Budget book covers and annual budget brochure
- HR recruitment wear
- Desktop and telephone background
- Press backdrop and podium and new banner for Council Chambers
- 2016 City Calendar
- Story Map for dining, hotels and attractions
- Street Banners



Media Partners

- Promotion of City's new brand, The Center of What's Possible, through community events with a focus on encouraging community pride
- NBC, CBS and Cumulus Radio
 - Media buys for commercials during primetime programming with additional PSAs at no cost to the City
 - Local emcees at Super Community events, with live broadcasting
 - Local radio stations to have booths at Super Community events, with live broadcasting
 - Cross promotion of our events on NBC, CBS and Cumulus Stations (107.7 The Bone, KFOG, KNBR, NASH)
- CBS Super Cities Campaign



Publications

- **City Publications**
 - Inside Santa Clara
 - Mission City SCENES
 - Utility Bill Insert for January
 - Parks and Recreation Activity Guide
- **Santa Clara Weekly**
- **Discover Magazine**
 - Ad running in December edition for Tree Lighting
 - 32 page insert for January edition, including 50 perfect hours in Santa Clara and listings of dining, lodging and entertainment opportunities
- **Super Bowl 50 Host Committee Commemorative Guide**
- **Flyers**





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The Center of What's Possible

City of Santa Clara

Super Community Marketing Goals & Implementation

November 18, 2015



**City of
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The Center of What's Possible

Agenda

- Tree Lighting and Ice Rink Event Marketing
- Other Super Community Marketing
- Other Branding Programming



Tree Lighting and Ice Rink Event Marketing

- **Poster**
- **Print Ad**
- **Electronic Sign**
- **Social Media Banners & Profile Photos**
- **Rally Towel**
- **Giveaway Teddy Bear**
- **Tumblers & Rain Poncho For Sale Only**
- **T-Shirt & Sweatshirt For Sale Only**
- **Truss Banners**
- **Utility Bill Insert & Envelope**



Poster



Countdown to Kickoff
**Tree Lighting
and Ice Rink**

December 4th · 5:00 p.m.
Santa Clara Central Park

- Santa's Village
- Festive holiday music
- Family entertainment
- Charlie Brown & Snoopy
- Fireworks and more!

SantaClaraCa.gov/supercommunity

 SILICON VALLEY POWER. CITY OF SANTA CLARA

 KAISER PERMANENTE.

 **City of Santa Clara**
The Center of What's Possible

 SUPER BOWL OF WEST AMERICA

SANTA CLARA A SUPER COMMUNITY



Discover Silicon Valley: Print Ad



Countdown to Kickoff
**Tree Lighting
and Ice Rink**
Dec. 4th · 5:00pm
Santa Clara Central Park
SantaClaraCa.gov

 SILICON VALLEY POWER. CITY OF SANTA CLARA

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 **City of Santa Clara**
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 SANTA CLARA A SUPER COMMUNITY

Great America: Electronic Sign



Social Media: Facebook

Countdown to Kickoff
Tree Lighting and Ice Rink
December 4, 2015 · 5:00 p.m.
Santa Clara Central Park
SantaClaraCa.gov/supercommunity
#iheartsantaclara

SANTA CLARA A SUPER COMMUNITY



Social Media: Twitter



Countdown to Kickoff
Tree Lighting and Ice Rink
December 4, 2015 · 5:00 p.m.
SantaClaraCa.gov/supercommunity

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SANTA CLARA A SUPER COMMUNITY



Rally Towel



Giveaway Teddy Bear



Tumblers and Rain Poncho For Sale Only



T-Shirt & Sweatshirt For Sale Only



Truss Banners: Side Stage View



Truss Banner: Front Stage View



Utility Bill Insert

Join Us for the Countdown to Kickoff!



Super Celebration
February 6, 2016 · A Day-long Festival
Santa Clara University

Join Us for the Countdown to Kickoff!

As the host city for Super Bowl 50 and a designated “**Super Community**,” Santa Clara will be home to several exciting events leading up to the big game in February 2016. We hope you will catch the spirit and join us in these community-wide celebrations!

-  Commemorative Art Piece
(January 6)
-  Super Community Run
(January 10)
-  Pro Football Hall of Fame
Gridiron Glory Exhibit
(January 18)
-  STEM Innovation Bowl
(January 30)
-  Concert and Fireworks
(January 31)
-  Super Celebration
(February 6)

For more information on these events and more, visit our new website at SantaClaraCa.gov/supercommunity.



SANTA CLARA A SUPER COMMUNITY



Utility Bill Envelope



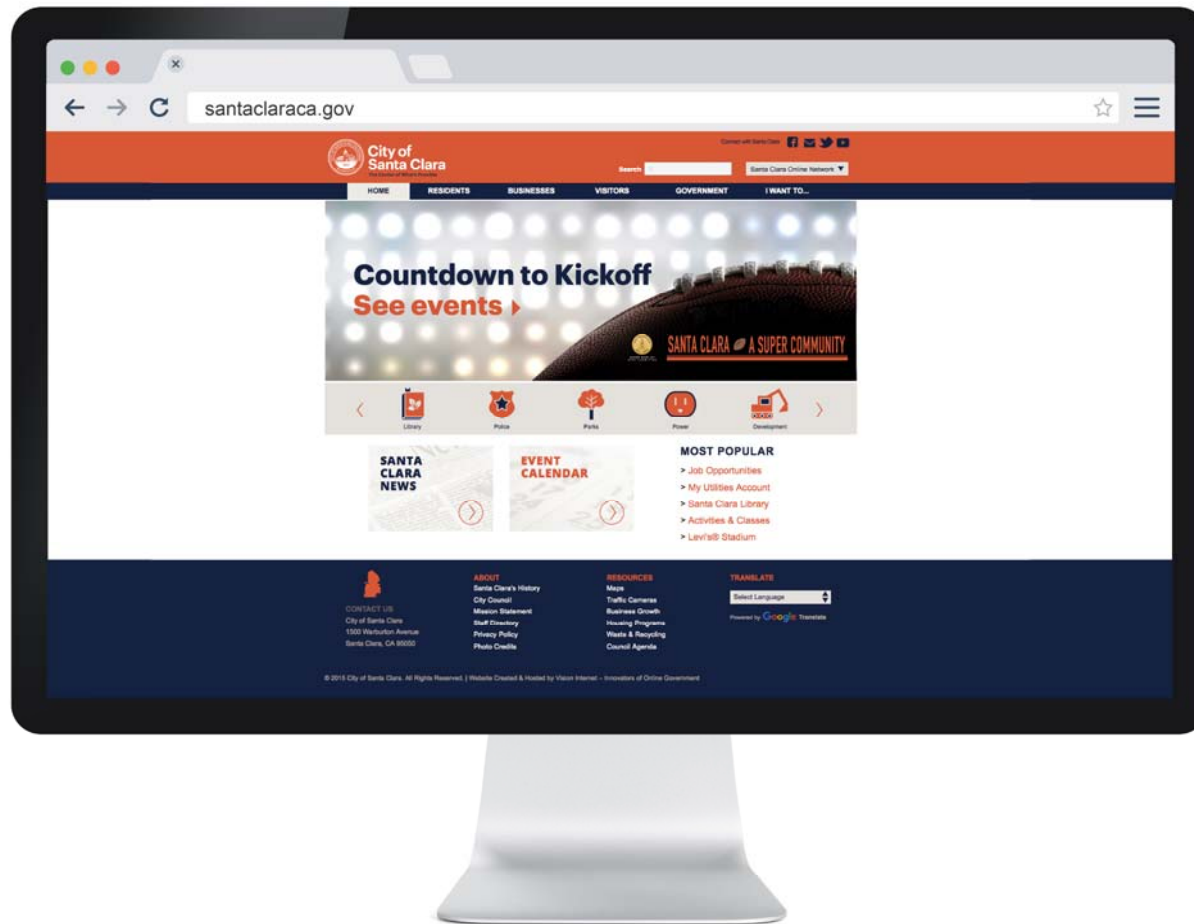
Volunteer T-Shirt & Sweatshirt



Staff T-Shirt & Sweatshirt



Website Graphics: Homepage



Website Graphics: Subpage





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City of
Santa Clara

Marketing Committee

**Update on local events for
Super Bowl 50**

November 18, 2015



**City of
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Super Community Event Updates

Tree Lighting & Ice Rink	Sheila Tucker
Concert & Fireworks	Sheila Tucker
Super Community Celebration	Butch Coyne
Anything's Possible Commemorative Art	Sheila Tucker
5k/10K/Fun Run	Jennifer Yamaguma
Exhibit	Jill Meyers
STEM Innovation Bowl	Sheila Tucker
Black & Gold Ball	Sheila Tucker
Budget	Sheila Tucker
Fundraising Prospects	Peggy Kennedy
Volunteers	Liz Brown

Super Community Event Budget & Sponsorship Update

Events	Current Budget
Super Community Events	
Tree Lighting & Ice Rink	\$ 65,000
Commemorative Public Art	\$ 100,000
Exhibit	\$ 300,000
5K/10K/Fun Run	\$ -
Concert & Fireworks	\$ 595,000
Volunteers	\$ 75,000
STEM Innovation Bowl	\$ 17,000
Super Community Celebration	\$ 750,000
Fireworks (3 events)	\$ 60,000
Fundraiser (monthly stipend)	\$ 49,000
Black and Gold Ball ¹ (cancelled)	\$ 32,500
Total Event Budget	\$ 2,043,500
Current Net Pledges²	\$ 322,300
Net City Costs	\$ 1,721,200

¹Event manager/sponsor compensation.

² Sponsors to date include Citation Homes, Devcon, Intel, Kaiser Permanente, Mission Trails, San Francisco Bay Area SB50 Host Committee, Silicon Valley Power, Vendini.



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