



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

MARKETING COMMITTEE

Santa Clara Police Department
First Floor Community Room
601 El Camino Real
Santa Clara, CA 95050

December 16, 2015
4:00 p.m. – 6:00 p.m.

MEETING MINUTES

| <u>Organization</u> | <u>Name</u> |
|--|---|
| City of Santa Clara | Debi Davis, Chair Hilary Keith Larry Owens James Teixeira Jennifer Yamaguma |
| Santa Clara Chamber of Commerce – Visitor's Bureau | David Andre |
| 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 4:06 p.m.

2. **Brand Implementation Update**

Staff updated the Committee regarding the branding initiative, including updated desktop and phone backgrounds at City workstations, the 2016 City Calendar and Annual Report, Inside Santa Clara, the Santa Clara Story Map outlining restaurants, hotels and places of interest and the 2015-16 budget brochure. In addition, the Super Community merchandise was highlighted, including t-shirts, sweatshirts and travel coffee tumblers. All merchandise is currently on sale at City Hall and will be available for purchase at the Super Community events.

3. **SB50 Local Event Branding and Marketing Strategy**

Articulate Solutions presented an update on brand implementation, such as newly designed street pole banners, a new banner for photograph opportunities in the Council Chambers, utilizing the digital billboard along Highway 101 near Great America and an insert within Discover Magazine, set to be distributed in February.

Articulate Solutions also presented some photographs from the selfie sleigh from the Super Community Tree Lighting and Ice Rink and provided an overview of all the marketing for the events, including flyers, social media, the website, television, and radio.

4. Update on Local Events for SB50

Commemorative Public Art: The commemorative art unveiling of “Anything’s Possible” is scheduled for January 6, 2016 at 2 pm in front of Tasman Garage. Staff shared a few photographs of the sculptures.

Exhibit: The installation of Gridiron Glory will begin in January at Triton Museum of Art. The opening is scheduled for January 18, 2016.

5K/10K/Fun Run: The run is scheduled for January 10, 2016 and will finish on the 50 yard line inside Levi’s Stadium. More information can be found at www.runsb50.com.

Concert & Fireworks: Heart has been confirmed as the headliner for the Concert on January 30, 2016 at Mission College. Staff is working on securing opening and community bands. Tickets will be available in the upcoming weeks.

Super Celebration: Huey Lewis and The News has been confirmed as the headliner for the concert at the Super Celebration on February 6, 2016 at Santa Clara University. Tickets will be available in the upcoming weeks.

STEM Innovation Bowl: The STEM Innovation Bowl will be on January 30, 2016 at Central Park Library. Seven companies have confirmed their presence and will be making presentations to attendees. The STEM Innovation Bowl will demonstrate the future of immersive technology and highlight virtual reality, augmented reality, telepresence robots, computer vision, 3D video, gaming and Santa Clara’s interactive map tool, Map Santa Clara.

Volunteers: Staff is excited to have a pool of volunteers for all the Super Community events but are still looking for more assistance. To volunteer, register at www.santaclaraca.gov/volunteer. Staff is specifically looking for a large number of volunteers at the Super Celebration event at Santa Clara University on February 6, 2016.

5. Sponsorship Update

Kennedy Event Marketing updated the Committee on Super Community Event fundraising efforts. To date, the City has raised approximately \$390,000 and \$150,000 in in-kind donations. 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 provided a brief update on continued work to help promote Santa Clara and the Super Bowl.

8. Adjournment

The Chair adjourned the meeting at 5:35 p.m.

City of
Santa Clara

Marketing Committee

December 16, 2015

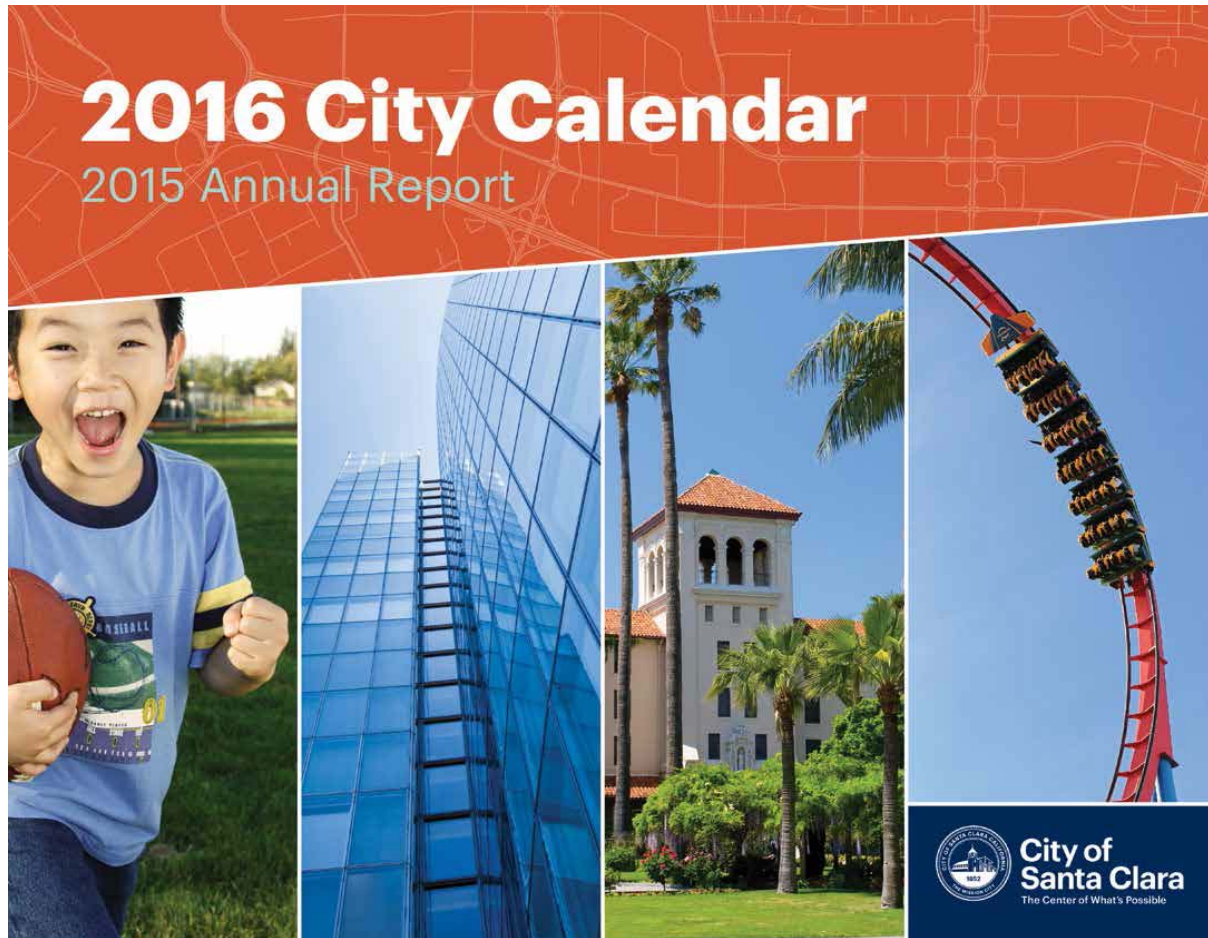


**City of
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Desktop Background/Phone



City Calendar – December 21



Inside Santa Clara

- Super Community Events
- Celebrity Sightings
- Ice Rink
- About the Host Committee
- Welcome Visitors to Santa Clara
- A memory from the past



Santa Clara celebrates Super Bowl 50 with fun community events

Every Santa Clara resident will have the opportunity to experience the excitement of the 50th anniversary of the Super Bowl – even if not at the game at Levi's Stadium on February 7, 2016.



See inside for details about these events.

In the weeks leading up to one of the world's most highly anticipated sporting events, a series of community activities has been planned by the City of Santa Clara as part of a regional consortium with the National Football League, the Super Bowl 50 Host Committee and other cities to ensure that it is a spectacular event.

Santa Clara was appropriately the first official "Super Community" since the big game takes place here. Two years of planning have created a varied menu of activities for all ages. While visitors fill local hotels and restaurants counting down the days until kick off, Santa Clara residents can enjoy family-friendly events throughout their hometown created with their delight in mind.

Inside this insert are overview descriptions of each local Super Community activity and residents are encouraged to frequently visit the website SantaClaraCA.gov/supercommunity for more details as they are confirmed.

Commemorative public art unveiling is Jan. 6

Artist Linda Serrao is accustomed to having her sculpture leave a lasting mark. The beautifully articulated bronze pieces are designed to be a legacy for a community to enjoy for generations to come.

What Linda didn't expect when she started the commemorative public art piece for the City of Santa Clara is that it would have such a personal impact on her.

Anything's Possible

For the past few months, Linda has been hard at work on "Anything's Possible," two life size bronze figures depicting a professional football player passing a football to a young sweetrack fan. Both will be installed on a public walkway across from Levi's Stadium, with the unveiling scheduled for Jan. 6.

Linda begins her sculptures by working with a real life model and that led her to Ryan O'Hara, the quarterback football coach at Mt. San Antonio College in Walnut, California where she has her studio. Her original intent was to use the measurements of his athlete's body to create a "skeleton" for the sculpture mold.

But along with information on the lengths of bones in his muscular arms and legs, she also learned about the intricacies of football and became an enthusiastic fan of O'Hara's college team. They formed a friendship bond that both call "transformative."



Artist Linda Serrao with one of the two sculptures pieces she created for the City of Santa Clara, and her real life model Ryan O'Hara.

That unexpected outcome is what Linda hopes will be similar to what happens to people who see and interact with her sculpture. She looks forward to watching people touch the pieces, pose for selfie photos and be inspired by the sculpture to dream big about their future.

"It was clear from the beginning what the City was looking for," she said. "The art needed to celebrate Super Bowl 50 and to reflect the City's brand - the center of what's possible. It was easy to come up with the idea."

Creating the sculpture itself wasn't so easy. It's a long process involving many excruciatingly detailed steps before bronze is finally poured into a shell then produces the life size pieces.

Capturing a moment in time

"Life size bronze sculptures are my passion," Linda said. "They are meant to capture a moment in time. Thousands of people will be passing by this sculpture during Super Bowl and millions more over the years. I hope it becomes a fond part of their memories of visiting Santa Clara and Levi's Stadium."



Story Map

Discover more dining, shopping, and hotel spots with our web map application at: santa.claraca.gov/discover

Muralto Santa Clara
15, 47, 54, 73, 86

Rivermark Plaza
25, 28, 38, 40, 50, 55, 65, 83

COUNTDOWN TO KICK-OFF EVENTS

Commemorative Public Art
January 8, 2016
@ Levi's Stadium

Run the Road to SB50 10K/5K run/walk
January 10, 2016
@ Levi's Stadium
4900 Marie P DeBartolo Way
Register at runs50.com

Pro Football Hall of Fame
Gridiron Glory Exhibit
January 18 to February 2016
@ Triton Art Museum
1505 Warburton Avenue

STEM Innovation Bowl
January 30, 2016
10 am to 5pm
@ Central Park Library
2635 Homestead Road

Titus Art Museum

Santa Clara Tree Cuts
21, 31, 81

Shopping & Dining
Westfield Valley Fair
South! Santase Now

Concert and Fireworks
January 31, 2016
@ Mission College
3000 Mission College Blvd

Community Celebration
February 6, 2016
@ Santa Clara University
500 El Camino Real


Learn more about these Super Community Events on:
<http://santaclaraca.gov/residents/countdown-to-kick-off/super-community-events>

City of Santa Clara
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SANTA CLARA A SUPER COMMUNITY

2015-16 Budget Brochure

Your City Budget 2015-16



City of Santa Clara
The Center of What's Possible

A Balanced Budget

To ensure an open, efficient, and fiscally sound budget, the City Council held the following public meetings on the 2015-16 Budget: study sessions on May 19, 2015 and June 16, 2015, and a Public Hearing on June 16, 2015. Following the Public Hearing, the Council adopted the fiscal year 2015-16 City budget of \$720.2 million, excluding the Successor Agency, Sports & Open Space Authority, Housing Authority, and Stadium Authority. This budget includes:

- \$ 647.3 million City Operating Budget (including the \$ 182.5 million General Fund Budget)
- \$ 72.9 million Capital Improvement Project Budget

Budget Highlights

The City's adopted budget for 2015-16 is \$720.2 million. This represents an increase of 9.0% from the fiscal year 2014-15 adopted budget of \$660.5 million. The increase is primarily the result of growth in funded positions, negotiated salary increases, and benefit cost increases; along with higher resource and production costs in the utility enterprise funds. Further review and explanation of the changes and funding impacts can be found later in this brochure and in the City Manager's Transmittal Letter of the 2015-16 Annual Budget document.

While actual costs are increasing, the City is taking steps to rebuild reserve levels by budgeting a contribution of \$7.0 million to the Working Capital Reserve.

Budget Brochure

What you'll find inside –

- Details on City Services
- Total City revenues and expenditures
- Distribution of your tax and fee dollars
- Community enhancement projects

The budget is now available online!

Please visit www.santacalarca.gov/finance. Printed copies of the adopted budget are also available for review at City libraries and at the City Clerk's Office.



City Council deliberated budget issues during a study session held in May 2015.

2015-16 Rate and Fee Impacts - Enterprise Funds

Santa Clara's Rates Are Still the Lowest in the Region!*

There is no change in Municipal Solar Utility rates for 2015-16. Rates that were changed include:

| | Average Residential \$ Impact |
|--------------------------------------|---|
| Electric Utility | up to 3.5% increase (proposed for 1-1-2016) |
| Water Utility | \$4.32/month |
| Sewer Utility | \$3.29/month |
| Recycled Water Rate | 10.8% depending on type of service |
| Garbage Collection and Disposal Rate | \$0.46/month |
| Clean Green Charge | \$0.22/month |
| Residential Curbside Recycling Rate | \$0.07/month |
| Clean-Up Campaign Charge | \$0.52/month |
| Storm Drain Rate | \$0.88/month |

* The City of Santa Clara's combined refuse rates are still among the lowest in Santa Clara County and our combined water, sewer and electric rates remain the lowest in the nine (9) Bay Area counties.

1500 Warburton Ave., Santa Clara, CA 95050
www.SantaClaraCA.gov



Merchandise

- T-shirts
- Sweatshirts
- Rain Poncho
- Travel Coffee Tumbler
- Teddy Bear

Super Community merchandise

A variety of items sporting images and phrases reflective of the exciting activities planned in the City of Santa Clara leading up to Super Bowl 50 will be available for purchase at Super Community events and at the City Store in the Chamber of Commerce office, 1880 Warburton Ave. Items may also be purchased at City Hall in both City Manager's and Human Resources Offices.





**City of
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City of Santa Clara

Super Community Marketing Goals & Implementation

December 2015



**City of
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Street Pole Banners: El Camino

**Celebrating
What's
Possible**



 **City of
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**All Roads
Lead To
Santa Clara**



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

**A Place For
Inspired
Minds**



 **City of
Santa Clara**
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**Where Great
Ideas Become
Reality**



 **City of
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**Find Your
Mission in
Santa Clara**



 **City of
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Street Pole Banners: El Camino



City of Council Pull Up Banner

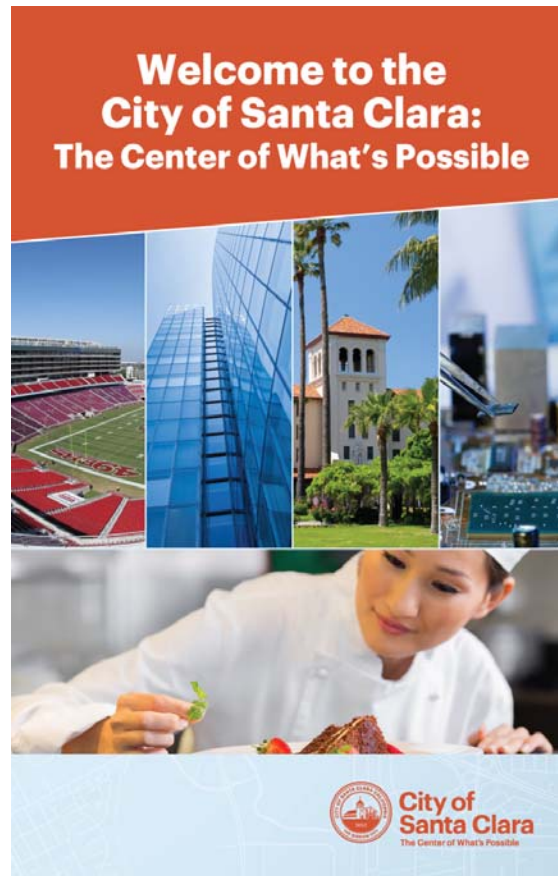


Great America: Electronic Sign



Guide to Santa Clara: Discover Front & Back of the Cover

Draft Version:



Tree Lighting & Ice Rink



Tree Lighting & Ice Rink



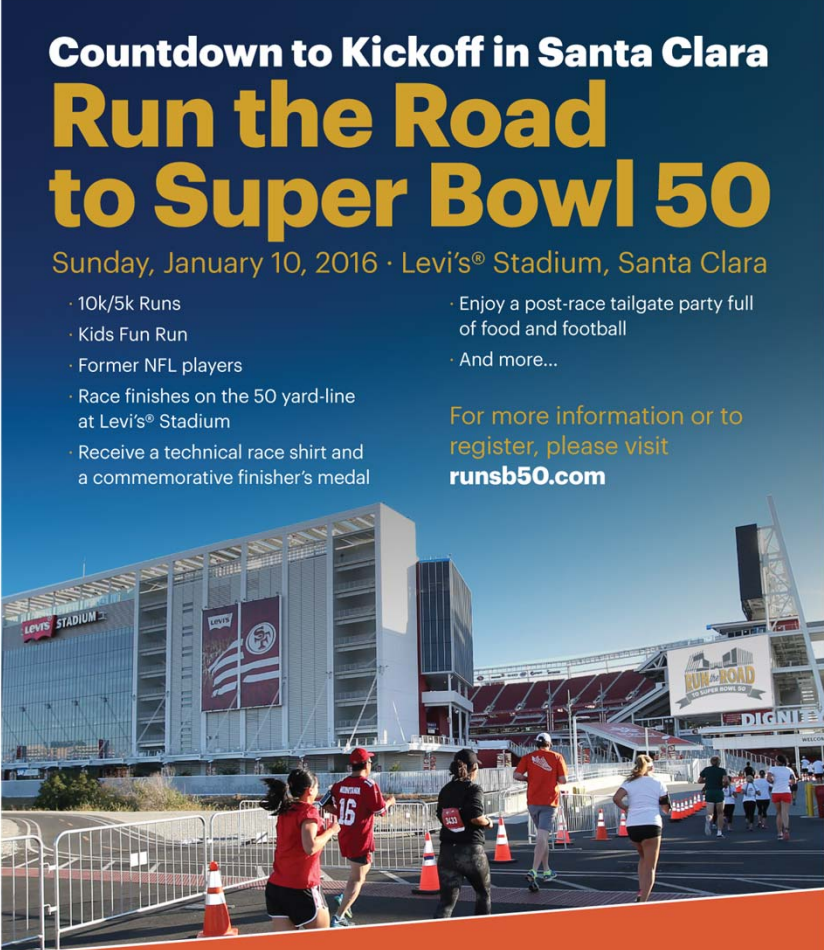
Tree Lighting & Ice Rink



Tree Lighting & Ice Rink



Poster



Countdown to Kickoff in Santa Clara
Run the Road to Super Bowl 50
Sunday, January 10, 2016 · Levi's® Stadium, Santa Clara

- 10k/5k Runs
- Kids Fun Run
- Former NFL players
- Race finishes on the 50 yard-line at Levi's® Stadium
- Receive a technical race shirt and a commemorative finisher's medal
- Enjoy a post-race tailgate party full of food and football
- And more...

For more information or to register, please visit runs50.com

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 **SANTA CLARA** A SUPER COMMUNITY

Great America: Electronic Sign



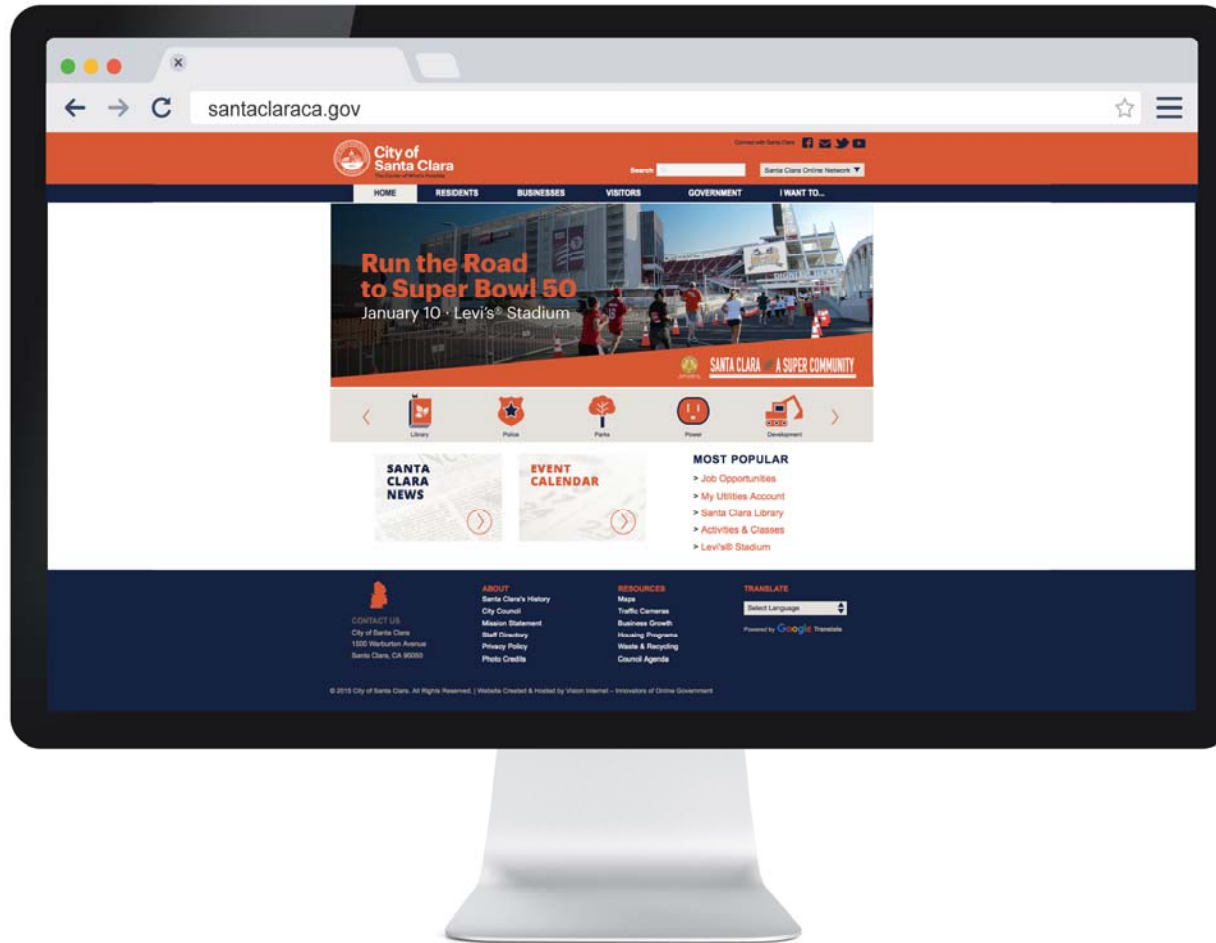
Social Media: Facebook



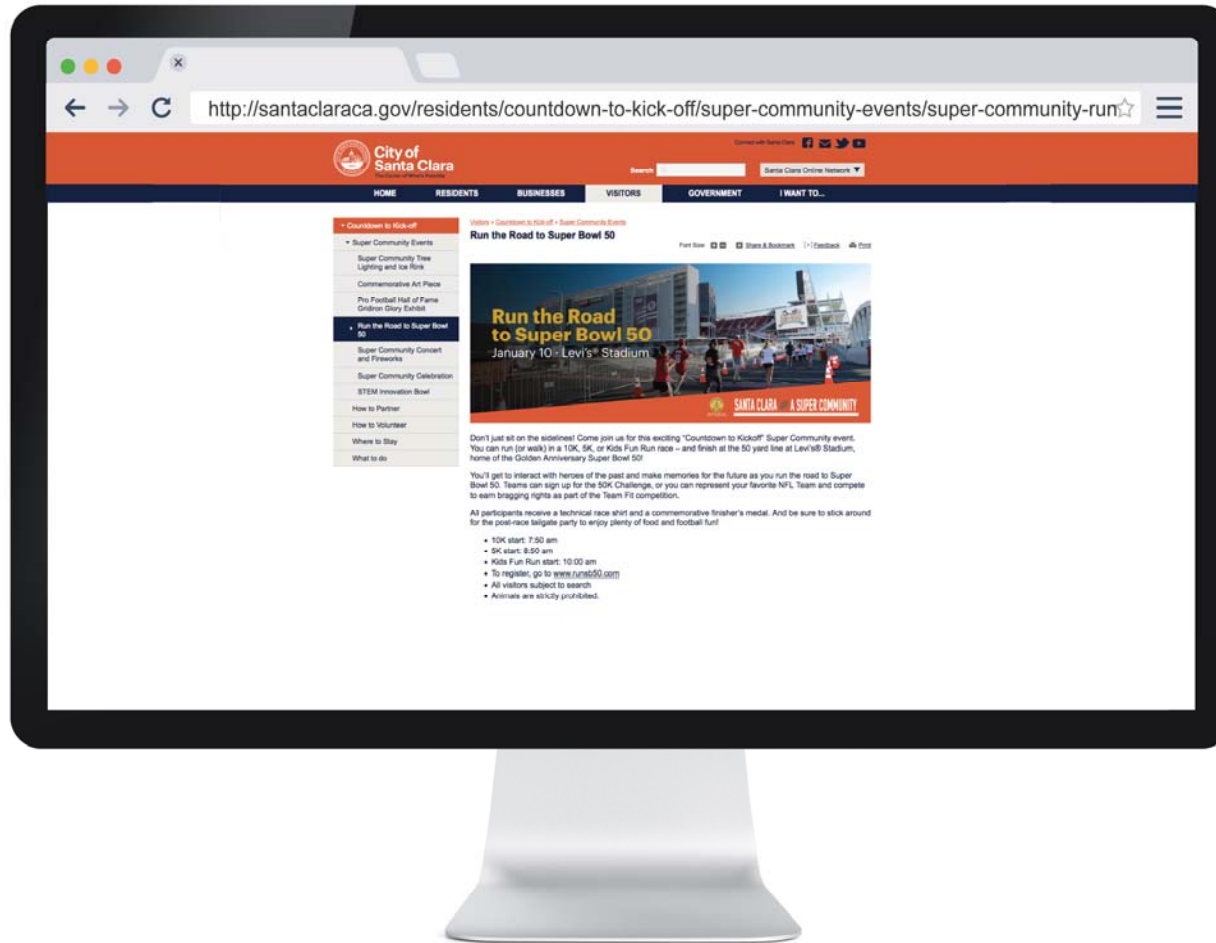
Social Media: Twitter



Website Graphics: Homepage



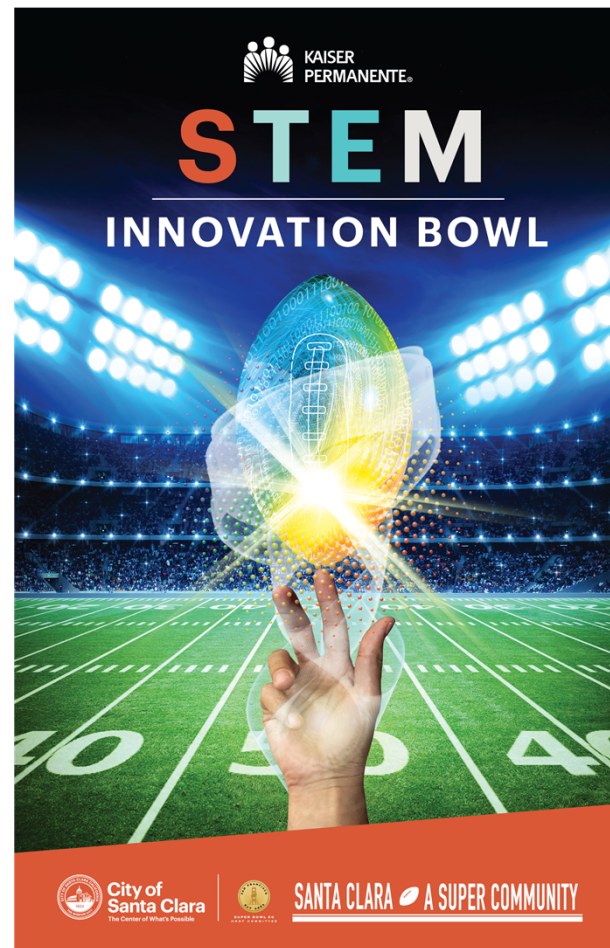
Website Graphics: Subpage



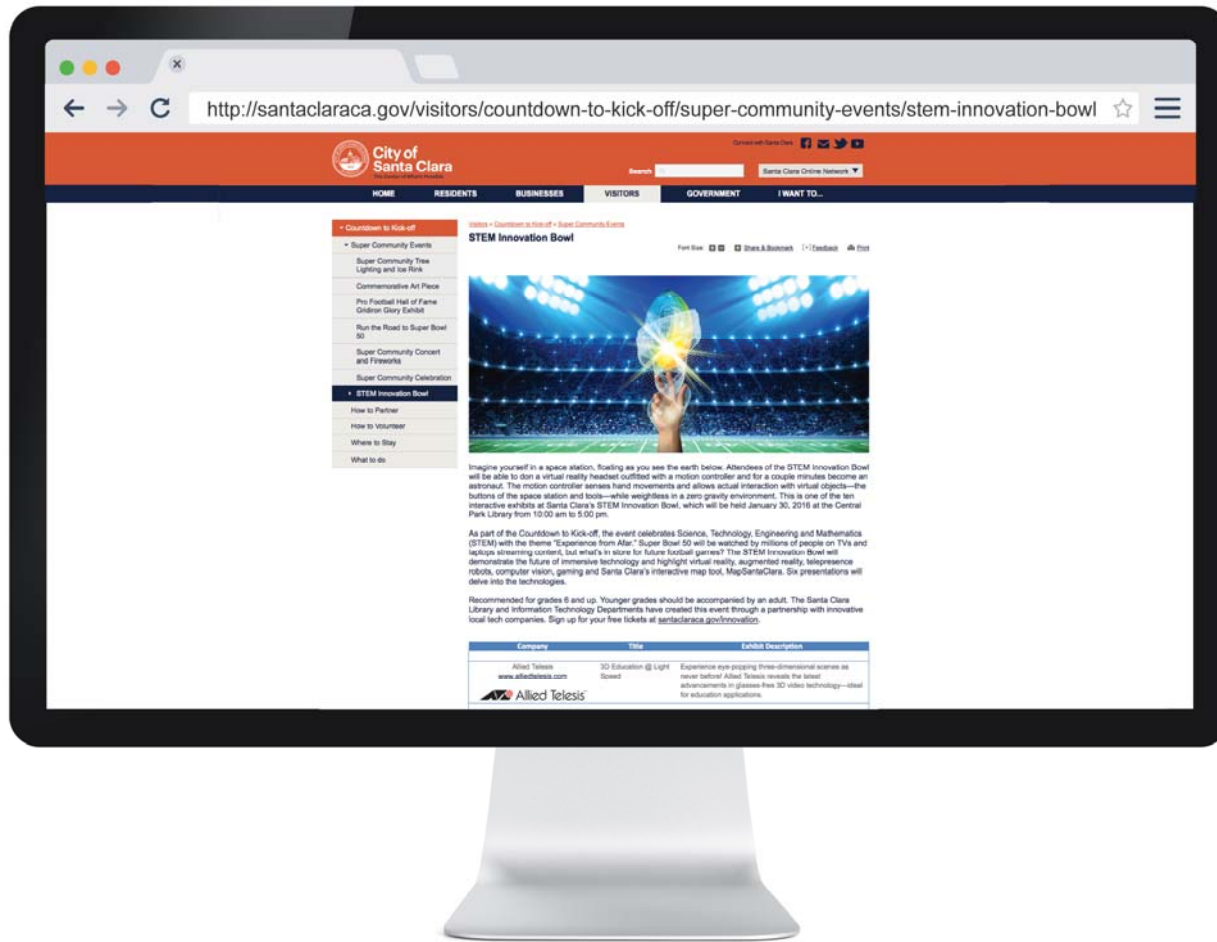
Website Graphics



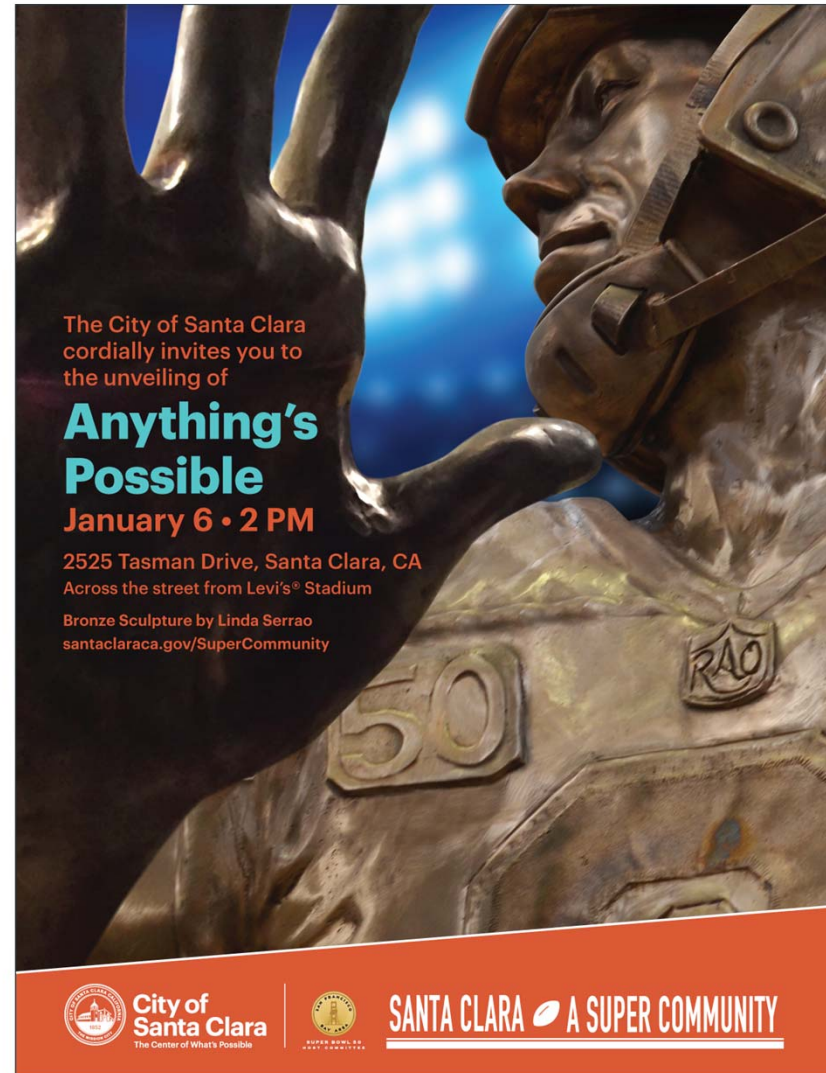
Logo & Poster



Website Graphics: Subpage



Flyer




The City of Santa Clara cordially invites you to the unveiling of


Anything's Possible

January 6 • 2 PM

2525 Tasman Drive, Santa Clara, CA
Across the street from Levi's® Stadium

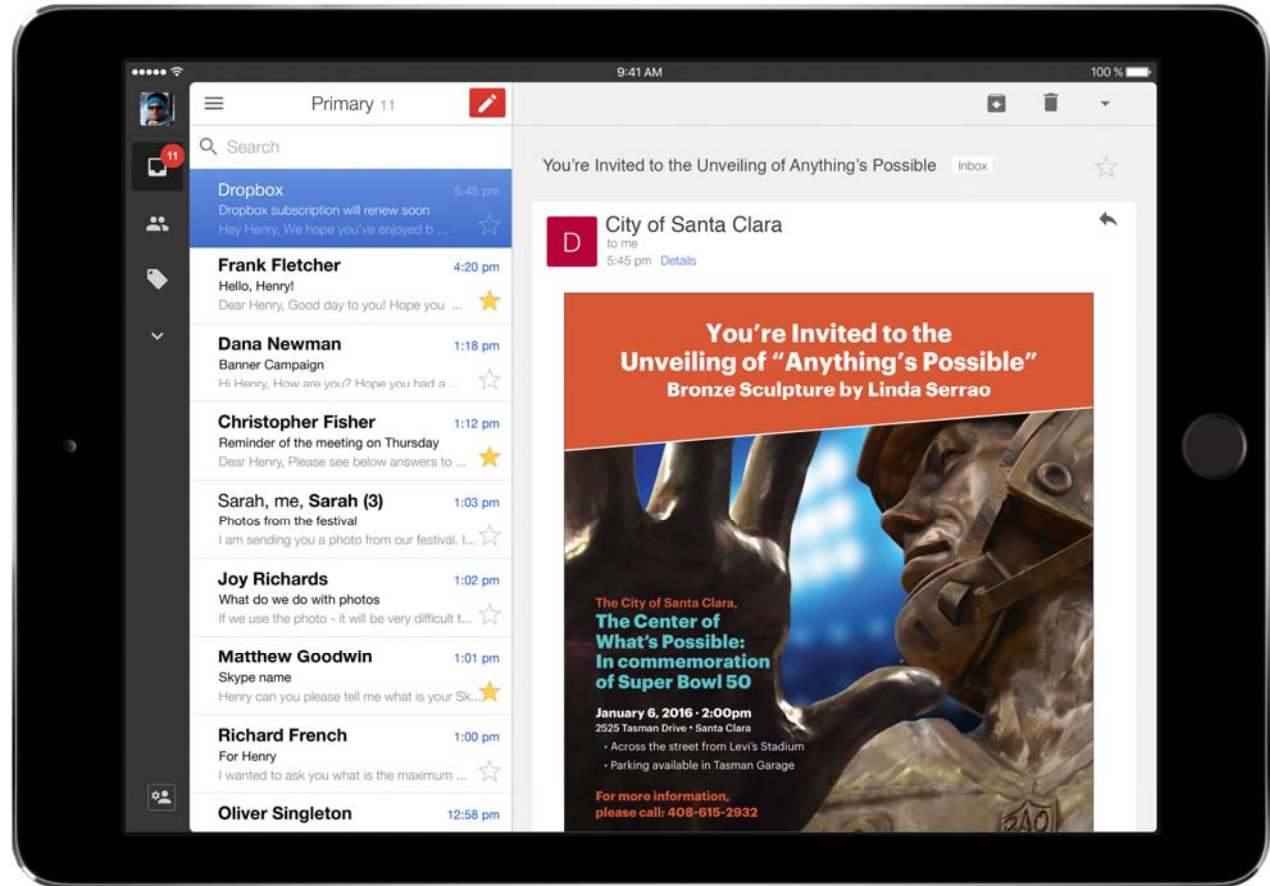
Bronze Sculpture by Linda Serrao
santaclaraca.gov/SuperCommunity

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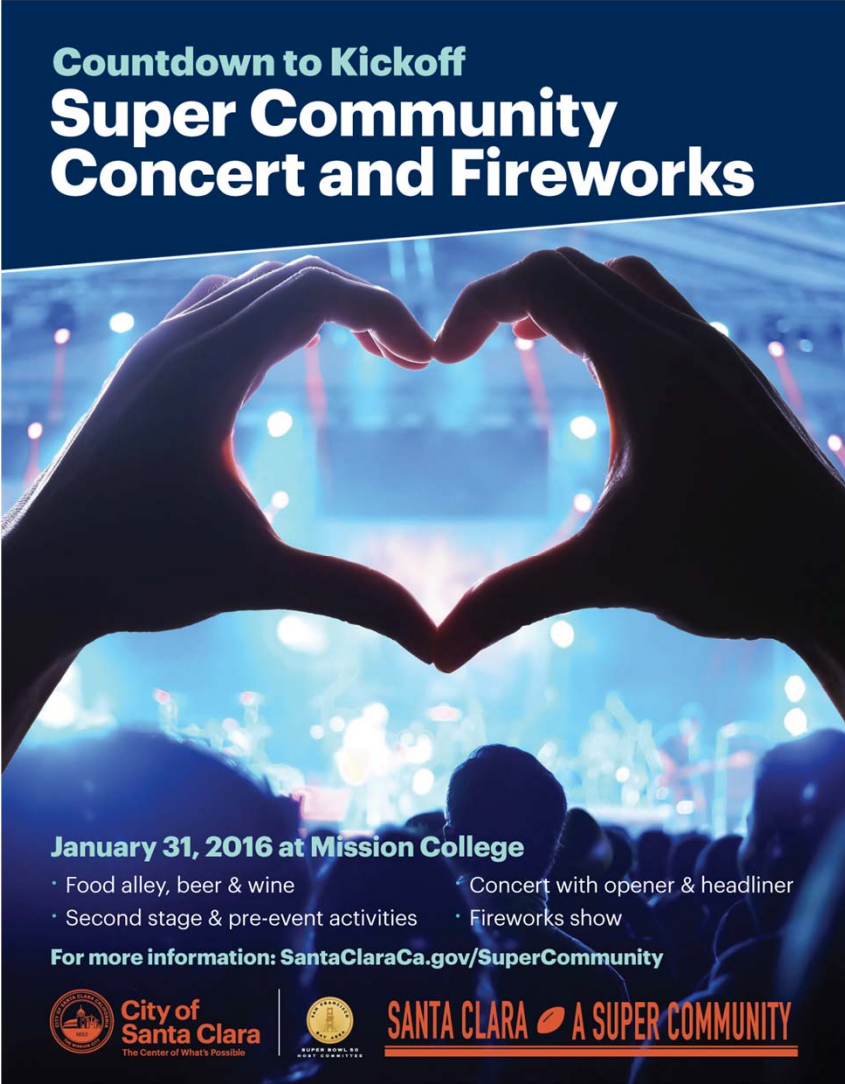
 **SANTA CLARA** A SUPER COMMUNITY



Email Invitation



Flyer





**Countdown to Kickoff
Super Community
Concert and Fireworks**

January 31, 2016 at Mission College

- Food alley, beer & wine
- Concert with opener & headliner
- Second stage & pre-event activities
- Fireworks show

For more information: SantaClaraCa.gov/SuperCommunity

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 **SANTA CLARA** A SUPER COMMUNITY



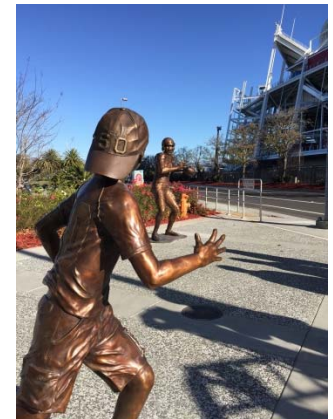
Anything's Possible

In Commemoration
of Super Bowl 50

Linda Serrao, Sculptor
February 7, 2016



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STEM Innovation Bowl

- 12 immersive technology exhibits: virtual reality, augmented reality, telepresence robots, computer vision, 3D video, gaming and more
- Presentations and demos from innovative companies including Allied Telesis, Leap Motion, LiveLike, NVIDIA, Osmo, Pley, Suitable Technologies and Arini Geographics
- 10 Innovation stations: Hands-on areas where kids can learn about circuit boards, build with blocks and straws, create mosaics using math, interact with robots and launch rockets (activities which the Library and IT department have developed)
- <http://santaclaraca.gov/visitors/countdown-to-kick-off/super-community-events/stem-innovation-bowl>

