



COUNCIL REPORT

DATE: December 16, 2025

CATEGORY: Consent

DEPT.: Community Development

TITLE: **Downtown Activations for Major Sports Events in 2026**

RECOMMENDATION

1. Receive and file the report on proposed event activations.
2. Adopt a Resolution of the City Council of the City of Mountain View Amending the Fiscal Year 2025-26 Budget to Appropriate the Following Funds from the General Non-Operating Fund to the Community Development Department for Activations and Promotions Related to the 2026 Super Bowl and World Cup in the amounts of: 1) \$295,000 for City Activations and Promotions and 2) \$30,000 for a Grant to the Mountain View Chamber of Commerce to Support Chamber and Mountain View Business Activations and Promotions, to be read in title only, further reading waived (Attachment 1 to the Council report). (Five votes required)

BACKGROUND

Two major sporting events – Super Bowl LX and Fédération Internationale de Football Association (FIFA) World Cup 2026 – will have gameplay at Levi’s Stadium in Santa Clara in 2026. Super Bowl LX will take place first, on Sunday, February 8, 2026. The FIFA World Cup will have games in several states across the United States, as well as in Canada and Mexico. The World Cup will take place from June 11 through July 19, with games scheduled to be played in Santa Clara during two stages of the tournament: the Group Stage, on June 13, June 16, June 19, June 22, and June 25; and, the Round of 32 on July 1 (see Figure 1 – Bay Area Hosted World Cup Matches).



Figure 1: Bay Area Hosted World Cup Matches

The Super Bowl and World Cup typically generate significant domestic and international travel by those attending the games. Many others who do not attend the games also travel to be “near the action” and enjoy festivities planned on the periphery of the games themselves. Given the proximity of Santa Clara to Mountain View, and Mountain View’s convenient transit access from across the region to Levi’s Stadium, the Super Bowl and World Cup events present significant opportunities to attract visitors to the Downtown and other locations in the city. Staff has started planning for activations in the Downtown to capitalize on the economic development potential of these events.

ANALYSIS

The Super Bowl and World Cup sporting events have distinct characteristics that require different approaches to planned activations. The following sections of the staff report will summarize the planned activations for each event.

Super Bowl LX

Super Bowl-related events across the Bay Area will primarily take place in the week leading up to the game on February 8, 2026. Accordingly, the planned activation for the Super Bowl will focus on a one-day event in the Downtown.

The primary activation for the Super Bowl will be an event on the day prior to the game on Saturday, February 7, 2026. The event concept is still being developed, but will focus on drawing visitors to Downtown and will feature placemaking elements such as oversized games and decorative football-themed decals, as well as other decorations distributed along the 100-, 200-, and 300-blocks of Castro Street in the Downtown (see Figure 2 – Sample Map of Super Bowl Activations). Staff is also working to secure a band to perform to add a focal point for the event and establish a festive environment.

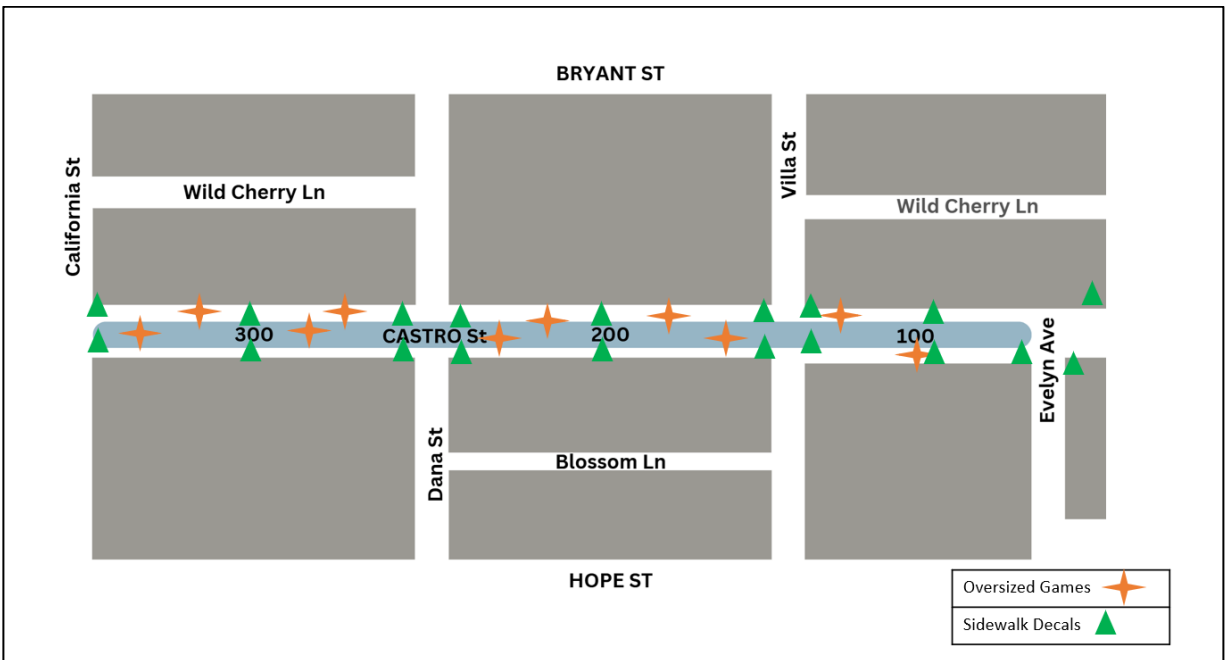


Figure 2: Sample Map of Super Bowl Activations

The event is planned to last approximately three to four hours in the early afternoon. Specific placement of event components is still being evaluated by staff. Placement of the band may require a street closure to achieve optimal acoustics. Staff will bring a separate request for approval of a street closure to City Council if determined necessary for the event.

All decorations and promotional materials will have event-themed colors and graphics, and will help to create a defined sense of place for the event as well as a ready-made backdrop for photographs and social media posts.

The City and Mountain View Chamber of Commerce (Chamber) have already begun business outreach to encourage Mountain View businesses to plan their own activation activities around the Super Bowl event. The City and Chamber are working together to provide resources to help businesses promote themselves and take advantage of the City's marketing efforts. The City will promote the Super Bowl activation through its own marketing channels (social media, newsletters, press releases, etc). The City will also establish an event webpage that will be promoted as part of the City's overall communications plan for the Super Bowl, and will list watch parties and other Super Bowl-related activities and promotions planned by Mountain View businesses.

FIFA World Cup 2026

The longer duration and geographic distribution of the World Cup tournament require identification of activation opportunities that balance staff capacity and budgetary resources. The strategy identified by staff has three main components:

- 1) Event-themed decoration of the Downtown to create a special sense of place associated with the tournament;
- 2) A coordinated marketing and promotion campaign to highlight special events and promotions planned by Mountain View businesses; and,
- 3) One or more watch party events in the Downtown for the semi-final and/or final games.

Event-themed Downtown Decorations Marketing and Promotion Campaign

Staff intends to undertake a similar set of decorative and promotional activities for the World Cup as for the Super Bowl activation event described above. Soccer-themed decals and other decorations would be installed in the 100-, 200-, and 300-blocks of Castro Street. Staff anticipates installing these decorative features approximately one week prior to the start of the World Cup tournament in early June 2026.

Staff is evaluating the potential to decorate bollards (other than those associated with a forthcoming mural project) in a soccer ball-type wrap to enhance the World Cup-related theme of the Downtown activations. Due to the longer duration of the World Cup, staff does not anticipate having oversized games set up along Castro Street (the City's typical summer game installations will be in place). However, the World Cup's duration does present additional opportunities for public art installations along Castro Street as part of event promotions. Staff is evaluating the potential of installing mural decals on walls in select locations of the Downtown if willing property owners can be identified and appropriate agreements for the installations can be executed. Figure 3 – Sample Map of World Cup Activations, demonstrates an example layout of decorative elements.

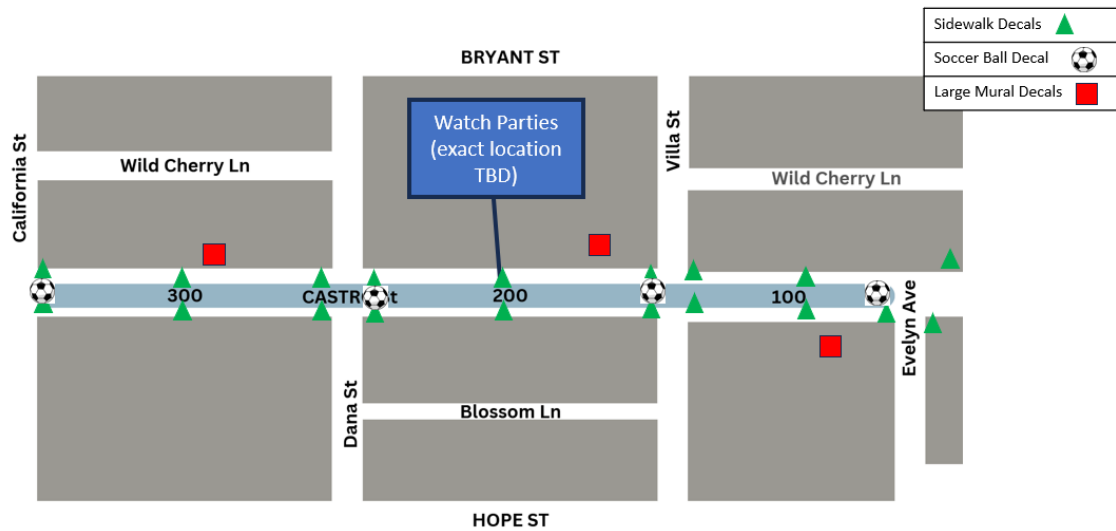


Figure 3: Sample Map of World Cup Activations

The marketing and promotion campaign for the World Cup will include the same opportunities for existing businesses to list their planned watch parties and other World Cup-related activities. Staff will again partner with the Chamber to provide resources to businesses to support their participation. As described in the Fiscal Impact section below, staff proposes providing a \$30,000 grant to the Chamber of Commerce to support the Chamber and Mountain View businesses in planning their own activities and promotions to attract visitors to Mountain View for the Super Bowl and World Cup events. The longer duration of the World Cup presents an enhanced opportunity for businesses to capture activity from interested fans.

Watch Party Event(s)

Differences in licensing rights between FIFA and the National Football League present an opportunity for the City to potentially host one or more watch party events in the Downtown as the culmination of its World Cup activation efforts. The number of games over the more than month-long World Cup duration requires the City to focus its efforts on a watch party for a small number of games. Currently, staff is evaluating the potential to host at least one and potentially up to three watch party events, provided the City is able to secure licensing rights for the public broadcast from FIFA.

Staff's goal at this time is to hold a watch party for the World Cup final (i.e., championship) game on July 19, 2026. Staff is also evaluating the possibility of holding one or two additional watch parties, either for the "bronze final" on July 18, which will determine the third-place team from the World Cup tournament, or for the two semi-final games on July 14 and July 15, which will determine which teams play in the final and bronze final games. The City will rent commercial-grade audio and video display equipment to be installed in Downtown to display the games. The ability to hold more than one watch party will depend on event costs once an event planning and

production services company has been onboarded, licensing rights and costs are confirmed, and the available budget for the World Cup activation has been finalized. Similar to the Super Bowl event, staff will return to the City Council to seek approval of a street closure if one is deemed necessary for the watch party setup.

As an enhancement to the visitor attraction and economic development opportunities presented by the watch party(ies), staff is researching the possibility of establishing an entertainment zone along Castro Street. Senate Bill 969 (enacted in 2024) provides expanded opportunities for local jurisdictions to authorize existing licensed sellers of alcohol, such as bars and restaurants, to permit customers to take alcoholic beverages outside of the businesses into a defined entertainment zone established by the local jurisdiction. Additional research on the process to create an entertainment zone specifying the days and hours of operation coinciding with the planned Downtown events and coordination with the Police and Fire Departments is necessary before pursuing the creation of an entertainment zone for the World Cup activations.

Event Security

The Mountain View Fire Department (MVFD) and the Mountain View Police Department (MVPD) are actively preparing for Super Bowl LX and the World Cup through a comprehensive and coordinated approach. MVFD and MVPD have focused on training and operational readiness efforts, and are planning additional staffing, enhanced physical presence, and strengthened response capabilities to meet the heightened demands of these major events. The departments are working closely with City staff on event logistics, safety planning, and resource coordination to ensure a safe and welcoming experience for Mountain View residents and visitors. MVFD and MVPD are collaborating with local and Federal law enforcement and safety agencies through numerous working committees and engaging in intelligence sharing to support a unified, well-informed, and regionally coordinated safety plan.

FISCAL IMPACT

Direct and indirect activities to support activations in the Downtown for the Super Bowl and World Cup will require a significant level of effort that exceeds current staff capacity. To successfully plan and execute these events, staff intends to engage an event planning and production services company to augment staff resources and provide specialized expertise.

The total estimated cost for contract support and event-related purchases and rentals for the Super Bowl and World Cup activations is approximately \$295,000. In addition, the partnership between the City and the Chamber to support local businesses will cost an additional \$30,000, provided to the Chamber of Commerce in the form of a grant. The City Manager requests an appropriation amending the Fiscal Year 2025-26 budget to fund these activation costs.

The Super Bowl and World Cup sporting events are expected to generate increased transient occupancy tax (TOT) and sales tax revenues due to the influx of visitors associated with the events. Likewise, the planned activations and promotional activities are anticipated to attract additional visitors to Downtown Mountain View and further boost sales tax receipts. At this time, staff is unable to quantify the potential increases in TOT and sales tax revenues.

LEVINE ACT

California Government Code Section 84308 (also known as the Levine Act) prohibits city officials from participating in any proceeding involving a “license, permit, or other entitlement for use” if the official has received a campaign contribution exceeding \$500 from a party, participant, or agent of a party or participant within the last 12 months. The Levine Act is intended to prevent financial influence on decisions that affect specific, identifiable persons or participants. For more information see the Fair Political Practices Commission website: www.fppc.ca.gov/learn/pay-to-play-limits-and-prohibitions.html

Please see below for information about whether the recommended action for this agenda item is subject to or exempt from the Levine Act.

SUBJECT TO THE LEVINE ACT

- ☐ Contract or franchise agreement (*Chamber Grant*)

EXEMPT FROM THE LEVINE ACT

- ☒ General policy and legislative actions (*Event Activation Strategies*)

ALTERNATIVES

1. Provide input to staff on changes to the proposed activation plan for one or both events.
2. Provide other direction.

PUBLIC NOTICING

The City Council agenda is advertised on Channel 26, and the agenda and this Council report appear on the City’s website. In addition, staff has started coordination with Downtown businesses through the Downtown Committee, the Downtown Business Association, and the Chamber of Commerce. Staff has also started coordination of its overall activation efforts for both sporting events with the Bay Area Host Committee (BAHC). The BAHC, whose main office is located in Downtown Mountain View, was founded in 2022 with a mission to unite the Bay

Area through sport by building pride, connecting communities, and reenergizing the entire region.

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Attachment: 1. Resolution