



# City of Morgan Hill

## Legislation Details (With Text)

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**Title:** AGREEMENT WITH SAN FRANCISCO SUPER BOWL 50 HOST COMMITTEE  
**Sponsors:** Edith Ramirez  
**Indexes:**  
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**Attachments:** 1. Super Community Contract Reso, 2. Super Community Agreement\_7 2 15

Date	Ver.	Action By	Action	Result
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## CITY COUNCIL STAFF REPORT MEETING DATE: SEPTEMBER 2, 2015

PREPARED BY: Edith Ramirez/Economic Development Manager  
APPROVED BY: City Manager

### AGREEMENT WITH SAN FRANCISCO SUPER BOWL 50 HOST COMMITTEE

#### RECOMMENDATION(S)

Adopt resolution authorizing the City Manager to enter into an agreement with the San Francisco Super Bowl 50 Host Committee to participate in the Super Communities Program.

#### COUNCIL PRIORITIES, GOALS & STRATEGIES:

##### 2015 Focus Areas

Stimulate Economic Development  
Actively Participate in Regional Issues

#### REPORT NARRATIVE:

The Bay Area will host the 50<sup>th</sup> Anniversary Super Bowl on Sunday, February 7, 2016 to be held at Levi Stadium in Santa Clara. This event is expected to bring one million visitors from around the world to the Bay Area. The Bay Area Super Bowl 50 Host Committee's responsibility is to raise funds for the planning, production, and management of Super Bowl 50 and its celebration events, as well as to ensure that the unique fabric of the Bay Area is woven throughout the entire experience. To this end, the San Francisco Bay Area Super Bowl 50 Host Committee has developed a "Super

Community” program to encourage widespread participation in activities in support of Super Bowl 50. The Super Bowl 50 Host Committee is inviting all nine Bay Area counties to participate.

While licensing rights strictly control the use of the term “Super Bowl,” the “Super Communities” program will allow cities to celebrate Super Bowl 50 and promote local celebrations. Participation in the Super Communities program is free and allows cities to self-identify as “Super Community”. Benefits of participation include:

- Inclusion on the Super Bowl website (sfbaysuperbowl.com/SuperCommunities)
- Promotion of local events on the Super Bowl website
- Free Development of personalized logo which can be used as banners or on official City website
- Opportunity to promote volunteer and grant opportunities
- Option to participate in bundled media-purchase at a group rate

To become a Super Community, the City of Morgan Hill must enter into the attached Super Community Agreement with the San Francisco Super Bowl 50 Host Committee. If the City Council approves the proposed Agreement, staff will work with the Tourism Alliance to identify events and activities which can be promoted in the Super Communities website. City staff is also working with the Tourism Alliance on a collaborative marketing piece that promotes the area.

## **COMMUNITY ENGAGEMENT: Collaborate**

The City team is working with the Tourism Alliance to evaluate ways to promote Morgan Hill during Super Bowl 50, using the "Super Communities" as a tool to raise awareness about our community and its offerings. The Tourism Alliance is a community-based organization made of members from the Chamber of Commerce, the Santa Clara Wineries Association, the Santa Clara County Farm Bureau, the Downtown Association, the Outdoor Sports Center, the Hotel Coalition and other at-large community members

## **ALTERNATIVE ACTIONS:**

An alternative Council action is not to approve the proposed Agreement, which would exclude Morgan Hill from use of the Super Bowl license and preclude the City from participating regionally with other Super Bowl related planning functions.

## **PRIOR CITY COUNCIL AND COMMISSION ACTIONS:**

None.

## **FISCAL AND RESOURCE IMPACT:**

The City would utilize approximately \$5,000 of its economic development funds for the production of a citywide marketing piece. City staff is working with the members of the Tourism Alliance to develop a collaborative fund that will pay for the mass production and distribution of this piece.

## **CEQA (California Environmental Quality Act):**

Not a Project

## **LINKS/ATTACHMENTS:**

Resolution

Super Community Agreement with San Francisco Bowl 50 Host Committee