



COUNCIL AGENDA: 2/27/2024

ITEM: 2.12

FILE NO: 24-73482

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Toni J. Taber, CMC
City Clerk

SUBJECT: SEE BELOW

DATE: February 27, 2024

SUBJECT: Approval of NVIDIA GTC Conference Tower and Rotunda Lighting from March 16-22, 2024 Sponsored by the Mayor's Office as a City Council Sponsored Special Event to Expend City Funds and Accept Donations of Materials and Services for the Event

Recommendation

As recommended by the Rules and Open Government Committee on February 14, 2024:

- (a) Approve the NVIDIA GTC Conference Lighting from March 16 to March 22, 2024 as a City Council sponsored Special Event and approve the expenditure of funds; and
- (b) Approve and accept donations from various individuals, businesses, or community groups to support the event.

CEQA: Not a Project, File No. PP17-011, Temporary Special Events resulting in no changes to the physical environment. (Mayor)

[Rules Committee referral 2/14/2024 - Item B.3]



Memorandum

TO: RULES AND OPEN
GOVERNMENT COMMITTEE

FROM: Mayor Matt Mahan

SUBJECT: SEE BELOW

DATE: February 7, 2024

APPROVED

Date: 02/07/2024

SUBJECT: Approval of NVIDIA GTC Conference Tower and Rotunda Lighting from March 16-22, 2024, sponsored by the Mayor's Office as a City Council Sponsored Special Event to Expend City Funds and Accept Donations of Materials and Services for the Event.

RECOMMENDATION

1. Approve the NVIDIA GTC Conference Lighting from March 16 to March 22, 2024, as a City Council sponsored Special Event and approve the expenditure of funds; and
2. Approve and accept donations from various individuals, businesses, or community groups to support the event; and
3. Place the item on the Tuesday, February 27, 2024, Council Agenda for action.

BACKGROUND

Lighting City Hall green will honor and acknowledge the NVIDIA GTC Conference. The conference takes place from March 17 to March 21, 2024, and commemorate the return of the conference to Downtown San Jose for the first time since 2019.

During the GTC conference, approximately 20,000 attendees are expected to descend on Downtown San José. These attendees are expected to contribute to the local economy by patronizing small businesses, booking hotel rooms, and increasing ridership on public transit.

The City of San José is actively spearheading initiatives to expand its artificial intelligence ecosystem and propel Silicon Valley into the future. Through strategic partnerships with tech companies and academic institutions, San José is fostering innovation in AI research and development. This concerted effort underscores the City's commitment to positioning itself as a leading hub for cutting-edge technology, driving economic growth and societal advancement in the region. The NVIDIA GTC Conference is yet another part of this effort to expand San José's AI ecosystem.

This effort to light City Hall serves as a visible and impactful gesture of recognition for the conference, underlining the city's appreciation for the technological advancements and innovation around artificial intelligence showcased by NVIDIA.

The green lighting serves as a symbol of collaboration between the city and NVIDIA, showcasing the mutual commitment to fostering innovation and technological progress.

During the week of NVIDIA's GTC Conference, other buildings throughout San José are expected to be lit up in green, acknowledging NVIDIA's presence in the city. These buildings include but are not limited to: San José Civic, SJC Airport, The Tech Interactive, San Pedro Square Arch, Post Street, 87 Highway Sensing You Art Display.

Adding City Hall to this list of buildings lighting green enhances the conference's visibility, creating a memorable and iconic backdrop that reinforces the city's reputation as the Capital of Silicon Valley during the event.

ANALYSIS

City Council Policy 7-14, City Hall Event Lighting Policy, Sections B.1 and C.1 allows Tower lighting in conjunction with proclamations for official actions or ceremonial items as approved by City Council. It also allows for extended lighting beyond one cycle between sundown and sunrise.

Approval by the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events. In observance of existing fundraising disclosure requirements, Mayor Mahan will report any cash or in-kind donations received for the event on their Disclosure of Fundraising Report (DFR-1). Approval of this memorandum will enable the Mayor's Office, City departments and the Office of the City Clerk to proceed with the event. Any cash donations received will be processed pursuant to the City's normal financial and budgetary procedures.

PUBLIC OUTREACH/INTEREST

The Office of the City Clerk will post the item on the City's Website for the February 14, 2024, Rules Committee Agenda and the Tuesday, February 27 City Council Agenda.

CEQA

Not a Project, File No. PP17-011, Temporary Special Events resulting in no changes to the physical environment.