



Convention & Visitors Bureau

## News Release

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FOR IMMEDIATE RELEASE  
APRIL 29, 2003

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### **SILICON VALLEY FOOTBALL CLASSIC REORGANIZES MANAGEMENT TEAM**

#### **Greg Jamison Named Chairman of the Board and C. Jay Key Appointed Executive Director**

**SAN JOSE, CALIF.** – The Silicon Valley Football Classic (SVFC), an NCAA Division I Football Bowl Game, today announced the reorganization of its management team. Greg Jamison, president and CEO of Silicon Valley Sports and Entertainment Enterprises (known for its leadership with the San Jose Sharks hockey team and HP Pavilion Management), accepted his post as chairman of the board. C. Jay Key, founder of Key Concepts, a San Francisco-based marketing firm, has assumed the role of executive director.

The Bowl's restructured management team also includes board members: Karl Benson, commissioner of the Western Athletic Conference; Dr. Robert Caret, president of San Jose State University; Joe Guerra, budget and policy director for the Mayor; and Cindy Kenyon-Lazares, former Bowl president and founder of Shilling & Kenyon, a San Jose-based accounting and consulting firm. Dan Fenton, president and CEO of the San Jose Convention and Visitors Bureau, will serve as the Bowl's president.

"I am pleased to serve as chairman for the 2003 Silicon Valley Football Classic," said Greg Jamison. "I, along with the new management team, am committed to the success of Bowl IV. With a revamped Bowl organization, reaffirmed support from the WAC and Pac-10, a strong partnership with Silicon Valley Sports and Entertainment Enterprises, which is working diligently on acquiring a title sponsor, and unwavering, consistent support from ESPN2 we believe the SVFC is a banner event for the city."

The 4<sup>th</sup> Annual SVFC is scheduled tentatively for December 30, 2003 at 7:30 p.m. at San Jose State University's Spartan Stadium. The Bowl, which injects millions of dollars into the city, serves as an economic stimulus during one of the city's quiet time periods where occupancy rates are down and there is a lack of other compelling events that will draw visitors to San Jose.

"Our primary goal is to establish the Silicon Valley Football Classic as a premier Bowl Game," said C. Jay Key, executive director. "To accomplish this goal, over the next several months, we will continue to seek high-profile sponsorships, build partnerships with local community organizations, and implement new marketing strategies that will expand the Bowl's awareness."

#### **The Silicon Valley Football Classic Generates Significant Economic Impact to City**

The SVFC has generated an average of \$7.8 million in economic impact to the city for the last three years – a figure based on overnight stays at local hotels, transportation, restaurants, apparel sales, and ticket sales by attendees and teams.

The economic impact of SVFC was based on previous research that found 82% of the Bowl attendees came from outside of Santa Clara County, spending approximately \$209 per night and generating \$2.6 million, while the teams, bands, coaches and Bowl officials staying in San Jose generated another \$2.2 million.

“The Bowl is already becoming a solid tradition in San Jose,” said Mayor Ron Gonzales. “It brings both entertaining football and strong economic benefits to our community, and I look forward to its continuing success under the new management team with the Convention and Visitors Bureau.”

“For the last three years, the Silicon Valley Football Classic has attracted thousands of spectators and has helped stimulate the local economy,” said Dan Fenton, Bowl president. “But, to ensure the future of the Bowl, the local business community will need to play a more significant role. With that in mind, the Bowl’s management developed a new marketing plan that will take a grassroots approach to create more local awareness and rally community support.”

#### **About The Silicon Valley Football Classic (SVFC)**

The Silicon Valley Football Classic (SVFC) was conceived in 2000, to form an NCAA Division IA Football Bowl in San José, California. Since its inception, the SVFC has experienced overwhelming success, and has generated millions of dollars in economic impact to the city of San José. This year’s game will match up teams from the WAC and the PAC-10 Conferences, and is expected to be the most exciting college Bowl experience yet. Bowl IV of SVFC is scheduled for December 30, 2003 at 7:30 p.m. PT. The game will be held at San Jose State University’s Spartan Stadium, and will be televised nationally on ESPN2. For more information on the SVFC, visit <http://www.footballclassic.com>.

#### **About The San Jose Convention and Visitors Bureau (SJCVB)**

The San Jose Convention and Visitors Bureau (SJCVB) enhances the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau’s Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau’s Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau’s Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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