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								PEAK DATES		ESTIMATE ATTENDANCE (ACROSS ALL VENUES)	

EVENT	VENUE	PUBLIC OR PRIVATE EVENT	START DATE	END DATE	SHOWINGS	ESTIMATE ATTENDANCE PER SHOW	NOTES ON PROGRAM (Includes Demographics + Visitors)
USA Table Tennis Nationals 2026	San Jose McEnery Convention Center	Public Event	Friday, July 3, 2026	Thursday, July 9, 2026	N/A	1,703	New Client Attendees on their own for all meals- concessions provided at SJCC 60% Male / 40% Female 60% Local / 40% Out of Town
Disney's Newsies	Montgomery Theater	Public Event	Friday, July 10, 2026	Sunday, July 19, 2026	07/10/2026; 7:00pm 07/11/2026; 2:00pm 07/11/2026; 7:00pm 07/12/2026; 1:00pm 07/12/2026; 6:00pm 07/17/2026; 7:00pm 07/18/2026; 2:00pm 07/18/2026; 7:00pm 07/19/2026; 1:00pm	284	
Vishal & Shekar The Superhit Tour	San Jose Civic	Public Event	Saturday, July 11, 2026	Saturday, July 11, 2026	07/11/2026; 8:00pm	1,400	
Last Over - Urban Comedy Play	Center for the Performing Arts	Public Event	Friday, July 17, 2026	Friday, July 17, 2026	CANCELED	CANCELED	CANCELED
Oddities & Curiosities Expo	San Jose McEnery Convention Center	Public Event	Saturday, July 18, 2026	Sunday, July 19, 2026	N/A	8,000	Recurring Client Attendees on their own for all meals- concessions provided at SJCC 50% Male / 50% Female 70% Out of Town / 30% Local
Masters Games - Crossfit	San Jose McEnery Convention Center	Public Event	Tuesday, July 21, 2026	Thursday, July 23, 2026	N/A	4,000	New Client Attendees on their own for all meals- concessions provided at SJCC 50% Male / 50% Female 70% Out of Town / 30% Local 4000 Attendance reflects TSJ managed facilities, Heavy CrossFit activations anticipated throughout Downtown with CrossFit events taking place at SAP & SJSU July 21 - July 27.
The Sound of Music	Center for the Performing Arts	Public Event	Tuesday, July 21, 2026	Sunday, July 26, 2026	07/21/2026; 7:30pm 07/22/2026; 7:30pm 07/23/2026; 7:30pm 07/24/2026; 7:30pm 07/25/2026; 2:00pm 07/25/2026; 7:30pm 07/26/2026; 1:00pm 07/26/2026; 6:30pm	2,150	
Offkai Expo 2026	San Jose McEnery Convention Center	Public Event	Thursday, July 23, 2026	Sunday, July 26, 2026	N/A	9,000	Recurring Client 50% Local / 50% Out of Town 70% Male / 30% Female Attendees on their own for all meals. concessions provided at SJCC
HIMEHINA - with Offkai Expo	San Jose Civic	Public Event	Friday, July 24, 2026	Friday, July 24, 2026	07/24/2026; 8:00pm	1,300	
Densetu.EXE: Legends Anew	California Theatre	Public Event	Friday, July 24, 2026	Friday, July 24, 2026	07/24/2026; 8:00pm	1,100	
Legally Blonde	Montgomery Theater	Public Event	Friday, July 24, 2026	Sunday, August 2, 2026	07/24/2026; 7:00pm 07/25/2026; 2:00pm 07/25/2026; 7:00pm 07/26/2026; 1:00pm 07/26/2026; 6:00pm 07/31/2026; 2:00pm 08/01/2026; 2:00pm 08/01/2026; 7:00pm 08/02/2026; 1:00pm 08/02/2026; 6:00pm	240	
The Adaptive CrossFit Games	San Jose McEnery Convention Center	Public Event	Sunday, July 26, 2026	Monday, July 27, 2026	N/A	4,000	New Client Attendees on their own for all meals- concessions provided at SJCC 50% Male / 50% Female 70% Out of Town / 30% Local 4000 Attendance reflects TSJ managed facilities. Heavy CrossFit activations anticipated throughout Downtown with CrossFit events taking place at SAP & SJSU July 21 - July 27.
Woodz	San Jose Civic	Public Event	Monday, July 27, 2026	Monday, July 27, 2026	07/27/2026; 800pm	2,300	
Simple Plan - BiggerThan You Think	San Jose Civic	Public Event	Tuesday, July 28, 2026	Tuesday, July 28, 2026	07/28/2026; 7:00pm	2,800	
Calle 24	San Jose Civic	Public Event	Thursday, July 30, 2026	Thursday, July 30, 2026	07/30/2026; 8:00pm	2,000	
Nawazuddin Siddiqui - Comedy Thriller	California Theatre	Public Event	Saturday, August 1, 2026	Saturday, August 1, 2026	08/01/2026; 8:00pm	TBD	
Converge26	San Jose McEnery Convention Center	Private Event	Tuesday, August 4, 2026	Thursday, August 6, 2026	N/A	700	New Client TBD
San Jose Jazz Summer Fest	Montgomery Theater	Public Event	Friday, August 7, 2026	Saturday, August 29, 2026	08/07/2026; 7:00pm 08/07/2026; 9:00pm 08/08/2026; 1:00pm 08/08/2026; 3:00pm 08/08/2026; 7:00pm 08/08/2026; 9:00pm 08/09/2026; 1:00pm 08/09/2026; 3:00pm 08/09/2026; 7:00pm 08/09/2026; 9:00pm	300	
The Beths & Beach Bunny	San Jose Civic	Public Event	Tuesday, August 11, 2026	Tuesday, August 11, 2026	08/11/2026; 7:00pm	1,800	
George Lopez	San Jose Civic	Public Event	Friday, August 14, 2026	Friday, August 14, 2026	08/14/2026; 8:00pm	1,500	
90's Corridos Tour	San Jose Civic	Public Event	Friday, August 21, 2026	Friday, August 21, 2026	08/21/2026; 8:00pm	1,600	
Girls Gone Bible	California Theatre	Public Event	Friday, August 21, 2026	Friday, August 21, 2026	08/21/2026; 8:00pm	600	
Wobbleland 2026	San Jose McEnery Convention Center	Public Event	Friday, August 21, 2026	Saturday, August 22, 2026	N/A	17,000	Attendees on their own for all meals- EDM Concert concessions provided at SJCC, Activations Live 6pm - 1am; No in-and-out privileges. 50% Male / 50% Female 80% Local / 20% Out-of-Town
Ronstadt Revolution	Montgomery Theater	Public Event	Saturday, August 22, 2026	Saturday, August 22, 2026	08/22/2026; 7:00pm	200	
Marc Maron	California Theatre	Public Event	Saturday, August 22, 2026	Saturday, August 22, 2026	08/22/2026; 8:00pm	900	
Undertale Symphony	San Jose Civic	Public Event	Sunday, August 23, 2026	Sunday, August 23, 2026	08/23/2026; 3:00pm 08/23/2026; 8:00pm	2,400	
Hermanos Espinoza	San Jose Civic	Public Event	Thursday, August 27, 2026	Thursday, August 27, 2026	08/27/2026; 8:00pm	1,600	
GalaxyCon 2026	San Jose McEnery Convention Center	Public Event	Friday, August 28, 2026	Sunday, August 30, 2026	N/A	17,000	Recurring Client Attendees on their own for all meals- concessions provided at SJCC 75% Male / 25% Female 90% Local / 10% Out-of-Town
Gary Owen	San Jose Civic	Public Event	Saturday, August 29, 2026	Saturday, August 29, 2026	08/29/2026; 8:00pm	1,300	
Motown Mania	Montgomery Theater	Public Event	Saturday, August 29, 2026	Saturday, August 29, 2026	08/29/2026; 7:30pm	200	
El Tri	San Jose Civic	Public Event	Sunday, August 30, 2026	Sunday, August 30, 2026	08/30/2026; 8:00pm	1,700	

Watch parties scheduled for each FIFA World Cup game in San Pedro Square. 2000-3000 estimated attendees on a flow in San Pedro Square for game days.						
Event	Host Organization Partner	Public or Private Event	Location	Start Date	End Date	Time
Hometown Heroes	San Jose City Hall	Public Event	San Jose City Hall	Tuesday, January 20, 2026	Friday, July 31, 2026	N/A
Galescope	Office of Cultural Affairs	Public Event	Circle of Palms	Friday, May 22, 2026	Tuesday, August 18, 2026	N/A
Music In The Square Summer Series	Evergreen	Public Event	Evergreen Village Square	Friday, June 5, 2026	Friday, August 28, 2026	6:00 PM
The Row Cup	Santana Row	Public Event	Santana Row	Thursday, June 11, 2026	Wednesday, August 19, 2026	N/A
Lasers: Pink Floyd	The Tech Interactive	Public Event	The Tech Interactive	Friday, June 19, 2026	Saturday, August 29, 2026	NA
Lasers: Bad Bunny	The Tech Interactive	Public Event	The Tech Interactive	Friday, July 3, 2026	Saturday, July 11, 2026	N/A
Lasers: KPop Demon Hunters	The Tech Interactive	Public Event	The Tech Interactive	Friday, July 3, 2026	Friday, July 10, 2026	N/A
Soccer Celebration: FIFA World Cup™ Round of 16 Portugal vs. Spain Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Monday, July 6, 2026	Monday, July 6, 2026	12:00 PM
USA vs. Belgium Watch Party at Silver Creek BBQ	Silver Creek BBQ	Public Event	Silver Creek BBQ	Monday, July 6, 2026	Monday, July 6, 2026	5:00 PM
Soccer Celebration: FIFA World Cup™ Round of 16 USA vs. Belgium Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Monday, July 6, 2026	Monday, July 6, 2026	5:00 PM
USA vs. Belgium Watch Party at Hapa's Creekside	Creekside Social	Public Event	Hapa's Creekside	Monday, July 6, 2026	Monday, July 6, 2026	5:00 PM
Soccer Celebration: FIFA World Cup™ Round of 16 Argentina vs. Egypt Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Tuesday, July 7, 2026	Tuesday, July 7, 2026	9:00 AM
Soccer Celebration: FIFA World Cup™ Round of 16 Switzerland vs. Colombia Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Tuesday, July 7, 2026	Tuesday, July 7, 2026	1:00 PM
Global Soccer Watch Party at King Library	King Library	Public Event	King Library	Tuesday, July 7, 2026	Tuesday, July 7, 2026	1:00 PM
Soccer Celebration: FIFA World Cup™ Quarter Final Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Thursday, July 9, 2026	Thursday, July 9, 2026	1:00 PM
Global Soccer Watch Party at Biblioteca Latinoamericana	Biblioteca Latinoamericana	Public Event	Biblioteca Latinoamericana	Thursday, July 9, 2026	Thursday, July 9, 2026	1:00 PM
Global Soccer Watch Party at Edenvale Library	Edenvale Library	Public Event	Edenvale Library	Thursday, July 9, 2026	Thursday, July 9, 2026	1:00 PM
Soccer Celebration: FIFA World Cup™ Quarter Final Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Friday, July 10, 2026	Friday, July 10, 2026	12:00 PM
Global Soccer Watch Party in Alum Rock Village	Alum Rock Village	Public Event	Alum Rock Village	Saturday, July 11, 2026	Saturday, July 11, 2026	TBD
Soccer Celebration: FIFA World Cup™ Quarter Final Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Saturday, July 11, 2026	Saturday, July 11, 2026	2:00 PM
Soccer Celebration: FIFA World Cup™ Quarter Final Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Saturday, July 11, 2026	Saturday, July 11, 2026	6:00 PM
3rd Annual AAPI Playwright Festival	Contemporary Asian Theater Scene (CATS)	Public Event	San Jose Statge	Saturday, July 11, 2026	Saturday, July 11, 2026	7:30 PM
Soccer Celebration: FIFA World Cup™ Semi Final Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Tuesday, July 14, 2026	Tuesday, July 14, 2026	12:00 PM
Soccer Celebration: FIFA World Cup™ Semi Final Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Wednesday, July 15, 2026	Wednesday, July 15, 2026	12:00 PM
Global Soccer Watch Party at King Library	King Library	Public Event	King Library	Wednesday, July 15, 2026	Wednesday, July 15, 2026	12:00 PM
Soccer Celebration: FIFA World Cup™ Play-Off for Third Place Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Saturday, July 18, 2026	Saturday, July 18, 2026	2:00 PM
Global Soccer Watch Party at Grand Century Mall	Grand Century Mall	Public Event	Grand Century Mall	Saturday, July 18, 2026	Saturday, July 18, 2026	TBD
Soccer Celebration: FIFA World Cup™ Final Watch Party	SJSA, BAHC, Earthquakes	Public Event	San Pedro Square	Sunday, July 19, 2026	Sunday, July 19, 2026	12:00 PM
Global Soccer Watch Party at Grand Century Mall	Grand Century Mall	Public Event	Grand Century Mall	Sunday, July 19, 2026	Sunday, July 19, 2026	TBD
Movie Nights in the Park	Viva Calle SJ	Public Event	Hellyer County Park	Friday, July 24, 2026	Friday, July 24, 2026	8:00 PM
2026 CrossFit Games	CrossFit	Public Event	SAP & SJ Convention Center	Friday, July 24, 2026	Sunday, July 26, 2026	N/A
Key Choice Ensemble	Levitt Pavilion	Public Event	Levitt Pavilion	Sunday, July 26, 2026	Sunday, July 26, 2026	TBD
San Jose Jazz Summer Fest 2026	San Jose Jazz	Public Event	Plaza Park	Friday, August 7, 2026	Sunday, August 9, 2026	N/A
Movie Nights in the Park	Hellyer County Park	Public Event	Hellyer County Park	Saturday, August 8, 2026	Saturday, August 8, 2026	8:00 PM
The Purple Ones, Prince Tribute Band	Levitt Pavilion	Public Event	Levitt Pavilion	Sunday, August 16, 2026	Sunday, August 16, 2026	TBD
5th Annual Chicano Soul Fest	Mas Dulce Productions	Public Event	History Park San Jose	Saturday, August 29, 2026	Saturday, August 29, 2026	11:00 AM
DJ Leydis and Los Calderones	Levitt Pavilion	Public Event	Levitt Pavilion	Sunday, August 30, 2026	Sunday, August 30, 2026	TBD
Peach Tree Rascals	Levitt Pavilion	Public Event	Levitt Pavilion	Sunday, September 6, 2026	Sunday, September 6, 2026	TBD
2026 Viva CalleSJ	Viva Calle SJ	Public Event	South San Jose	Sunday, September 13, 2026	Sunday, September 13, 2026	N/A