

Memorandum

To: Ed Shikada, Chief Deputy City Manager
From: Chris Morrissey, Executive Director
Subject: Recommendation for City and Community Events Applicant
Date: June 1, 2010

Please be advised that the San Jose Arena Authority Board of Directors has recently taken action on a recommendation to approve a City and Community Events program application. Information pertaining to the applicant is included below:

The applicant is the Mexican Heritage Corporation. This organization is the resident arts partner at the Mexican Heritage Plaza, one of the largest Latino cultural centers in the United States. The event, American Dream Concert, is a music-based platform that will present diverse artists alongside Latino performers. The concert will include a number of headliners (pending confirmation) and will pay a special tribute to Dolores Huerta, the civil rights icon who will be celebrating her 80th birthday in 2010. The event is scheduled for September 2010. The Arena Authority Board of Directors approved funding of up to \$25,000 for this event.

At the Arena Authority Board of Directors May 26th meeting, the Board unanimously approved a recommendation by the Chair of the Authority's Community Programs Committee to support this City and Community Events program applicant. Following Board approval, the Board advised staff to forward the recommendation to the City Manager's Office for further consideration. Please note that the current balance in the City and Community Events Program fund can fully support this program-funding recommendation.

I have taken the liberty to attach pertinent event and organizational information for your review. If you have any comments or questions relating to Arena Authority Board action or the program applicant, please contact me.

Thank you in advance for your consideration.

Approved 
Office of the City Manager

Date: 6/2/10

City and Community Events Program

Applicant and Event Information

Event: American Dream Concert

Program Fund Amount: Not to exceed \$25,000

Organization Name: Mexican Heritage Corporation

Contact: Marcela Davison Aviles
Phone: 408-928-5501

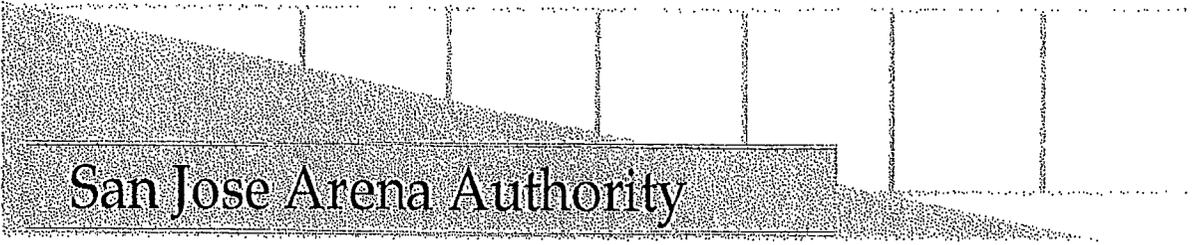
Event Date: September 26, 2010

Time of Event: 8:00 pm

Estimated Attendance: 10,000 people

Background: The Mexican Heritage Corporation is a resident arts partner of the Mexican Heritage Plaza, one of the largest Latino cultural centers in the United States. The mission of the Mexican Heritage Corporation is to affirm, celebrate and preserve the rich cultural heritage of the Mexican community and showcase the multicultural arts within the region.

Event Description: This concert is a music-based platform that will present diverse artists alongside Latino performers, creating a unified statement about the unique contributors of our nation's diverse communities to the fabric of our civic culture. The concert will include a number of headliners (pending confirmation) and will pay a special tribute to Dolores Huerta, the civil rights icon who will be celebrating her 80th birthday in 2010. Proceeds from the concert will benefit cultural and educational programs at the Mexican Heritage Plaza.



San Jose Arena Authority

Memorandum

To: Ed Shikada, Chief Deputy City Manager

From: Chris Morrissey, Executive Director

Subject: Recommendation for City and Community Events Applicant

Date: June 10, 2010

Please be advised that the San Jose Arena Authority is responding to a request to consider and forward a City and Community Events program application. Information pertaining to the applicant is included below:

The applicant is Charlie Wedemeyer Family Outreach which is a nonprofit organization committed to helping patients and their families dealing with amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease. Charlie Wedemeyer was diagnosed with ALS in 1978 and has since served as a national inspiration for his courageous battle against the disease. In 1995, Charlie and Lucy Wedemeyer were among the inaugural class of inductees to the San Jose Sports Hall of Fame. In 1985, Charlie and Lucy teamed up to coach Los Gatos High School to a Central Coast Section football championship. Additionally, the Charlie Wedemeyer High School All-Star Football Game, which features the top prep football seniors in the CCS, is played annually at Spartan Stadium.

On June 3, 2010, after a 32-year battle against ALS, Charlie passed away. A celebration and remembrance of Charlie's life is scheduled for June 19, 2010 at HP Pavilion at San Jose and is expected to attract thousands of people who were touched by Charlie. The Arena Authority is requesting funding of up to \$16,000 for this event, which is consistent with previous events conducted through the program. Please note that the current balance in the City and Community Events Program fund can fully support this program-funding request.

I have taken the liberty to attach pertinent event and organizational information for your review. If you have any comments or questions relating to the program applicant, please contact me.

Thank you in advance for your consideration.

Approved Edward K. Shikada

Edward K. Shikada, Chief Deputy City Manager

Date: June 10, 2010

Office of the City Manager

San Jose Arena Authority

City and Community Events Program Applicant and Event Information

Event Type: City and Community Event

Fund Amount: \$16,000

Organization Name: Charlie Wedemeyer Family Outreach
(a nonprofit organization committed to helping ALS patients and their families)

Contact: Carri Wedemeyer Andry
Phone: 408-891-3313

Event: Charlie Wedemeyer Service

Date: June 19, 2010

Time: 11:00 am

Attendance: 5,000

Background: In 1995, Charlie and Lucy Wedemeyer were among the inaugural class of inductees to the San Jose Sports Hall of Fame. Charlie has been called a "national inspiration" for his courageous battle against amyotrophic lateral sclerosis (ALS) also known as Lou Gehrig's disease. In 1985, Charlie and Lucy teamed up to coach Los Gatos High School to a Central Coast Section football championship. Additionally, the Charlie Wedemeyer High School All-Star Football Game, which features the top prep football seniors in the CCS, is played annually at Spartan Stadium. On June 3, 2010, after a 32-year battle against ALS, Charlie passed away.

Event Profile: The event is a remembrance and celebration of Charlie's life.