



San Jose Arena Authority

City and Community Events Program

Applicant and Event Information

Event: Festiv' ALL 2011

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

Organization Name: Hispanic Chamber of Commerce Silicon Valley

Contact: Dennis King
Phone: 408-351-3613

Event Date: October 2011

Time of Event: 5:00 pm to 8:00 pm

Attendance: 2000

Background: The Hispanic Chamber of Commerce provides educational and training opportunities as well as resource and economic development in partnership with the City of San Jose. The Chamber also serves San Jose-based small business owners and entrepreneurs.

Event Description: The event is a multi-cultural exposition for an array of local ethnic and city chambers of commerce. Although this is the first year the event is requesting use of the Pavilion, it is the sixth annual event. Hosted by the City of San Jose, the event has grown significantly to promote diversity and vitality of local small businesses. The Mayor and several City Council members have participated in outreach activities to the region's community leaders and small business owners to promote participation in the program.