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San Jose Arena Authority						
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Memorandum

To: Sheila Tucker, City Manager's Office

From: Chris Morrissey, Executive Director

Subject: Recommendations for City and Community Events Applicants

Date: April 6, 2011

Please be advised that the San Jose Arena Authority Board of Directors has recently taken action on three recommendations to approve applications through the Pavilion's City and Community Events program. Information pertaining to the applicants is included below:

The first applicant considered and approved by the Arena Authority Board is the San Jose Unified School District. In June 2011, the school district plans to conduct commencement exercises for five middle schools. The middle schools include Peter Burnett, Castillero, Hoover, John Muir, and Willow Glen. The commencement exercises are all scheduled for one day with a recommended funding level not to exceed \$16,000. Please note that the date availability at the Pavilion is pending the 2011 Stanley Cup Play-offs schedule. In the event of a date conflict, the schools will conduct their graduations on school grounds.

The second applicant reviewed and approved by the Arena Authority Board is the Mexican Heritage Corporation. The Mexican Heritage Corporation is planning on conducting a 20th Annual San Jose Mexican Heritage Gala in September 2011. The event is a concert that will feature a number of diverse artists playing alongside Latino performers. The concert is intended to present a unified statement about the unique contributions of our nation's diverse communities to the fabric of our civic culture. The Arena Authority Board recommended funding for this event not to exceed \$40,000.

The third applicant is the Hispanic Chamber of Commerce, which is planning on holding Festiv 'ALL 2011 in October of this year. Festiv 'ALL 2011 is a multi-cultural exposition for an array of local ethnic and city chambers of commerce. The recommended funding for this event is \$25,000.

Sheila Tucker
April 6, 2011
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I have taken the liberty to attach pertinent event and organizational information from each applicant for your review. If you have any comments or questions relating to Arena Authority Board action or the program applicants, please contact me.

Thank you in advance for your consideration.

Approved, 

Date: 4/9/11

Office of the City Manager

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San Jose Arena Authority

City and Community Events Program

Applicant and Event Information

Event: Middle School Graduation Ceremonies

Program Fund Amount: Not to exceed \$16,000 for one event date

Organization Name: San Jose Unified School District

Contact: Judy Galindo
Phone: 408-535-6562

Event Date: June 1, 2011

Time of Event: 9:00 am to 7:00 pm

Attendance: 1,500 per event

Background: The San Jose Unified School District is returning to conduct June commencement exercises. The San Jose Unified School District has been active in San Jose since 1940 and serves a very diverse student population.

Event Description: The event includes eighth grade graduation ceremonies. Schools planning on conducting commencement exercises include Peter Burnett Middle School, Castillero Middle School, Hoover Middle School, John Muir Middle School and Willow Glen Middle School.

Note: Date availability pending NHL Stanley Cup Play-offs schedule. If date conflicts, schools will conduct commencement exercises on school grounds.

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San Jose Arena Authority

City and Community Events Program

Applicant and Event Information

Event: 20th Annual San Jose Mexican Heritage Gala

Program Fund Amount: Not to exceed \$40,000

Organization Name: Mexican Heritage Corporation

Contact: Marcela Davison Aviles

Phone: 408-928-5501

Event Date: September 2011

Time of Event: 8:00 pm to 11:00 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: The San Jose Mariachi and Mexican Heritage Festival is celebrating its 20th anniversary year. The festival will culminate in a concert at the Pavilion. The concert will serve as a music-based platform that will present diverse artists alongside Latino performers, creating a unified statement about the unique contributions of our nation's diverse communities to the fabric of our civic culture. In addition to using the power of music to connect the area's diverse community with the Latino experience in a positive way, the Festival is also about connecting Latino youth with their own roots, giving kids a sense of family history through the music.

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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.