

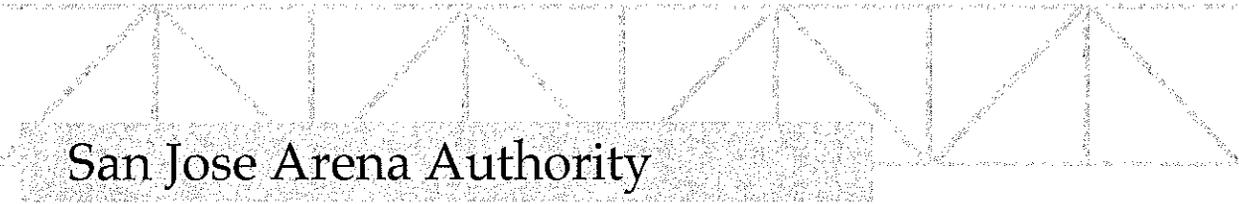
SAN JOSE ARENA AUTHORITY
CITY AND COMMUNITY EVENTS PROGRAM

Inventory of Funded Events

Fiscal Year 2011-12 (July 1, 2011 - June 30, 2012)

<u>EVENT</u>	<u>DATE</u>	<u>EVENT FUND</u>
1. Mexican Heritage Corporation 20th Annual San Jose Mexican Heritage Gala Contact: Marcela Davison Aviles	September 25, 2011	\$40,000
2. San Jose Sports Authority San Jose Sports Hall of Fame Contact: Carrie Benjamin	November 9, 2011	<u>\$50,000</u>
Total		\$90,000
Total of Event Funds Expended:		\$90,000
City and Community Events Fund Carryover:		\$147,560
August 1, 2011 City and Community Events Fund Allocation:		\$100,000
Beginning Balance, City and Community Events Program Fund:		\$247,560
Ending Balance, City and Community Events Program Fund:		\$157,650

Updated: March 7, 2012



San Jose Arena Authority

City and Community Events Program

Applicant and Event Information

Event: 21st Annual San Jose Mexican Heritage and Mariachi Festival (VivaFest)

Program Fund Amount: \$50,000

Organization Name: Mexican Heritage Corporation

Contact: Marcela Davison Aviles
Phone: 408-920-6071

Event Date: September 2012

Time of Event: 7:00 pm

Estimated Attendance: 10,000 people

Background: The Mexican Heritage Corporation of San Jose was founded in 1988 and has been committed to affirm, celebrate, and preserve the rich culture of Mexico by showcasing its multicultural music and art forms throughout the South Bay. It is the leading nonprofit arts organization in the region and is a cultural arts partner in the Mexican Heritage Plaza in San Jose.

Event Description: The event is a musical gala commemorating the 150th anniversary of Cinco de Mayo. VivaFest, San Jose's annual festival of Mexican heritage and mariachi music, is the largest Latino cultural event of its type in the nation and attracts thousands of visitors to San Jose. The musical gala is just one of the components to the annual festival. Proceeds from the concert will benefit cultural and educational programs in San Jose schools and community centers.



San Jose Arena Authority

City and Community Events Program

Applicant and Event Information

Event: 9th Annual Nights of Laughs to Benefit Youth
Recreation and Arts Programs

Program Fund Amount: \$25,000

Organization Name: San Jose Parks Foundation

Contact: Tanya Freudenberger
Phone: 408-509-0316

Event Date: June 1, 2012

Time of Event: 7:00 pm

Estimated Attendance: 600 people

Background: The vision of the San Jose Parks Foundation is to establish innovative parks, trails, and recreation programs by building a permanent charitable endowment that will provide sustainable resources in perpetuity for San Jose. The foundation works with the City's Department of Parks, Recreation and Neighborhood Services as well as other community partners in enhancing parks, trails and recreation programs in San Jose.

Event Description: The event is a comedy show and silent auction in which event proceeds will benefit San Jose youth recreation and arts programs.



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: 408-535-6190

Event Date: May 30, 2012

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 May 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, Herbert Hoover 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.