



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Paul Krutko

SUBJECT: See below

DATE: February 3, 2005

Approved

Date

2.3.05

SUBJECT: Community Event Date at HP Pavilion at San Jose for the India Community Center

Staff recommends approval of a Community Event application forwarded by the San Jose Arena Authority Community Programs Committee for Mayor and Council consideration. The applicant, the India Community Center, has applied to hold a Community Event at HP Pavilion on February 20, 2005. The proposed event is a vigil intended to raise funds for victims of the recent tsunami disaster in the Indian Ocean. The Arena Authority further recommends that the applicant receive 50% percent of event-related costs from the City and Community Events Program Fund up to \$20,000.

On January 26, 2004, the Arena Authority Board approved the Committee's recommendation to forward the application of the India Community Center for Mayor and Council's consideration.

The San Jose Arena Authority report incorrectly indicates recommended changes to the event fund policy guidelines are agendized for the February 8th Council meeting. These recommendations will come before Council at a later date, not yet determined, to allow staff opportunity for a full review of the Authority's recommendations.

PAUL KRUTKO
Director, Office of Economic Development



San Jose Arena Authority

MEMORANDUM

To: Honorable Mayor and Members of the City Council

From: Chris Morrisey, Executive Director *CM*

Subject: Recommendation for Community Event Date at HP Pavilion at San Jose:
India Community Center

Date: January 19, 2005

RECOMMENDATION

It is recommended by the San Jose Arena Authority's Community Programs Committee that one proposed Community Event date be approved for use at HP Pavilion at San Jose. It is also recommended that the applicant receive 50% of program funding, not to exceed \$20,000, in accordance with recommended program guidelines.

BACKGROUND

The Amended and Restated Management Agreement between the City of San Jose and HP Pavilion Management provides for up to ten (10) dates each year for City Events and an unspecified number of Community Events at HP Pavilion at San Jose. As stated in the City and Community Events Policy, the purpose of the City and Community Events program is to provide for use of the Pavilion for purposes which have been qualified and deemed consistent with the City of San Jose's objectives of creating good will for the City, furthering national exposure, generating economic development and providing assistance to co-sponsored activities in furtherance of general community development. The organization which has applied for a Community Event date (see attached Exhibit A) is considered to be an eligible candidate for the City and Community Events program.

ANALYSIS

The applicant is the India Community Center. Located in Milpitas, the India Community Center provides cultural, artistic, health/wellness and educational activities to the South Bay community. The India Community Center serves the multicultural population of the South Bay with classes in health and fitness, language, dance and music and academic enhancement. The community center also provides social and recreational opportunities for low-income seniors, families and youths. The event is a vigil to raise funds for tsunami victims in the Indian Ocean region and is scheduled for February 20, 2005.

COORDINATION

In early January, the Arena Authority received an application from the India Community Center for a mid to late February event. Following a review of the application by the Authority's Community Programs Committee, it was determined that due to the short lead time to this event, the application be forwarded with a recommendation from the committee to the San Jose City Council for review and consideration. Additionally, the Community Programs Committee advised Authority staff to include this application for consideration at the Arena Authority Board of Directors regular meeting on January 26th. Please be advised that any action taken by the Authority Board on January 26th will be forwarded to the Mayor and City Council prior to the February 8th City Council meeting.

COST IMPLICATIONS

It is expected that there will be no direct cost implications to the City except for the cost of event-related police and fire personnel, as necessary. This event is eligible for funding from the City and Community Events Program Fund. As you know through the terms of the management agreement, the City and Community Events Program Fund is supplemented by HP Pavilion Management annually on August 1st in the amount of \$100,000. This recommendation is for 50% of event-related costs, not to exceed \$20,000 to be funded from the City and Community Events Program Fund in accordance with the recommended event fund policy guidelines (to be approved by the City Council on February 8th). As of January 18, 2005, the balance available in the City and Community Events program account was \$73,335.

CITY & COMMUNITY EVENTS PROGRAM

APPLICANT & EVENT INFORMATION

Event Type:	Community Event
Event Fund:	50% of Event-Related Expenses (Not to Exceed \$20,000)
Organization Name:	India Community Center
Contact:	Amor Santiago
Phone:	408-507-7332
Event:	Asian Tsunami Vigil
Date:	February 20, 2005
Time:	2:00 pm to 5:00 pm
Attendance:	10,000 anticipated
Background:	The India Community Center is located in Milpitas and provides cultural, artistic, health/wellness and educational activities to the South Bay community. The India Community Center serves the multicultural population of the greater San Jose area with classes in health and fitness, language, dance and music and academic enhancement. The community center also provides social and recreational opportunities for low-income seniors, families and youths.
Event:	The event is a vigil to be conducted at HP Pavilion at San Jose. The event will feature prominent speakers and musicians. Proceeds from the event will benefit Asian tsunami victims with all proceeds being used locally and internationally to aid the families impacted by this recent tragedy.


San Jose Arena Authority

MEMORANDUM

To: Honorable Mayor and Members of the City Council

From: Chris Morrisey, Executive Director *cm*

Subject: Arena Authority Board of Directors Approval for Community Event
Applicant: India Community Center

Date: January 28, 2005

On January 19, Arena Authority staff, following the direction of the Authority's Community Programs Committee, forwarded a memorandum to the Mayor and City Council recommending approval of a Community Event applicant, the India Community Center. The India Community Center had approached the Authority in early January about conducting a Community Event to raise funds for those adversely impacted by the tsunami tragedy in the Indian Ocean region. The India Community Center had identified February 20 as the date for a fund-raising event to be conducted at HP Pavilion at San Jose.

The Community Programs Committee recommendation was expedited to the Mayor and City Council in an effort to facilitate the applicant's request due to the short lead time between the applicant's initial submittal and the anticipated event date. The committee's recommendation was also sent to the Mayor and City Council prior to the Arena Authority's regular January Board meeting in which the application was to be considered.

On January 26, the Arena Authority Board of Directors met and reviewed the India Community Center application. Please be advised that the Arena Authority Board of Directors unanimously approved the Community Programs Committee recommendation to forward this application to the Mayor and City Council for review and consideration.

If you have any additional comments or questions relating to this memorandum, or the India Community Center application, please contact the Arena Authority office at 977-4780 or at morrisey@sjaa.com.

cc: Members of the San Jose Arena Authority Board of Directors