



## Memorandum

**TO:** DRIVING A STRONG ECONOMY  
COMMITTEE

**FROM:** Paul Krutko

**SUBJECT:** Sports Progress Report

**DATE:** February 18, 2005

---

At the Committee meeting, the Office of Economic Development will summarize the work of the Sports Facilities Task Force and discuss next steps. In addition, attached is an update of the Sports Authority activities in attracting a variety of sports events to San Jose. Dean Munro, Executive Director will be in attending this meeting and making a presentation.

Paul Krutko  
Director, Office of Economic Development

Attachments (1)



February 10, 2005

To: Driving a Strong Economy Committee  
Fr: Dean Munro  
Re: San Jose Sports Authority Year End Report

The year 2004 was an extremely productive one for the San Jose Sports Authority. Major accomplishments included being selected to host three major events, successfully hosting nine events during the year, including two Olympic Trials (a first for the City), and the continued vibrant health of the organization's three major programs: San Jose Sports Hall of Fame, First Tee Youth Golf Program (formerly Eagles Youth Golf) and the REACH Youth Scholarship Program chaired by Ronnie Lott.

Below is a list of the Authority's major accomplishments last year:

- Selected to host the 2007 NCAA Regional Finals in men's basketball, the inaugural San Jose Grand Prix and the NBC Dew Action Sports Tour.
- Successfully hosted nine events in 2004 which brought approximately 16,500 travelers to San Jose's hotels and restaurants.
- Among the nine events successfully hosted last year were two Olympic Trials- a first for the City.
- Eagles Youth Golf Program signed a letter of intent with First Tee to become a chapter in 2005, expanded its programming to include an intermediate level, funded a competitive junior golf team and netted approximately \$50,000 from its annual golf tournament.
- The Tenth Annual San Jose Sports Hall of Fame Induction Ceremony and Dinner had a marquee lineup of inductees and was an impressive civic event attended by 700 members of our community.
- The REACH Youth Scholarship with Ronnie Lott awarded approximately \$10,000 in scholarships to area high school seniors who had overcome adversity in their life. The total amount presented in scholarships since 1998 is \$62,000.

Despite 19% in budget cuts over the last two years, the organization continued to successfully market San Jose as a major player in the national world of sports. In 2005 our goals include the following:

- Support the San Jose Grand Prix by helping sell \$350,000 in suites and sponsorships. Facilitate relationships with a variety of media and local partners and help create and market the Canary Fund Annual Fundraiser held during the race.
- Support the NBC Dew Action Sports Tour event by facilitating partnerships with media partners, community organizations and local action sports organizations. Also, we will develop and implement a grass roots marketing plan help to sell tickets.



- Increase fundraising for our three annual local programs and the organization's operating budget.
- Successfully bid for most of the following events: NCAA Women's Volleyball Championship, USA Gymnastics Championships and six participatory events.

The current year and last year were terrific years for sports events in San Jose. The Sports Authority continues to be a strong and successful national advocate for San Jose as a sports destination.

Below is a list of the Authority's major accomplishments last year:

- Selected to host the 2007 NCAA Regional Finals in men's basketball, the inaugural San Jose Grand Prix and the NBC Dew Action Sports Tour.
- Successfully hosted nine events in 2004 which brought approximately 18,700 travelers to San Jose's hotels and restaurants.
- Among the nine events successfully hosted last year were two Olympic Trials - first for the City.
- Eagles Youth Golf Program signed a letter of intent with First Tee to become a chapter in 2005, expanded its programming to include an intermediate level.
- Funded a competitive junior golf team and netted approximately \$20,000 from its annual golf tournament.
- The Youth Annual San Jose Sports Hall of Fame Induction Ceremony and Dinner had a massive lineup of inductees and was an impressive civic event attended by 700 members of our community.
- The REACH Youth Scholarship with Ronnie Lett awarded approximately \$10,000 in scholarships to area high school seniors who had over one adversity in their life. The total amount presented in scholarships since 1998 is \$82,000.

Despite 19% in budget cuts over the last two years, the organization continued to successfully market San Jose as a major player in the national world of sports. In 2005 our goals include the following:

- Support the San Jose Grand Prix by helping sell \$350,000 in suite and sponsorships. Facilitate relationships with a variety of media and local partners and help create and market the Canary Fund Annual Fundraising held during the race.
- Support the NBC Dew Action Sports Tour event by facilitating partnerships with media partners, community organizations and local action sports organizations. Also, we will develop and implement a grass roots marketing plan help to sell tickets.