



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Paul Krutko

SUBJECT: HP Pavilion at San Jose
Advertising Plan

DATE: March 17, 2008

Approved

Christine J. Shippey

Date

3/25/08

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Approval of the biennial advertising plan for HP Pavilion at San Jose as submitted by HP Pavilion Management.

OUTCOME

The outcome of City Council approval of this biennial advertising plan will support the City's obligation to review and approve HP Pavilion Management's advertising plan as required in the Amended and Restated San Jose Arena Management Agreement.

BACKGROUND

Per the terms of the Arena Management Agreement, HP Pavilion Management is obligated to submit an advertising plan to the City for approval at least every two years. As a result, HP Pavilion Management has formally submitted an advertising plan for the display of advertising signs at HP Pavilion at San Jose. The advertising plan presented by HP Pavilion Management is comparable to the last advertising plan submitted to the City approximately two years ago.

ANALYSIS

On January 24, 2008, members of the Arena Authority's Facilities Committee met to discuss the Pavilion advertising plan (Attachment A). Components to the advertising plan were presented and the Committee was advised that no changes to the plan have been recommended. The Committee was further advised that the methods for advertising in the Pavilion seating area had

been upgraded with the recent installations of the scoreboard and fascia display but that there were no substantive changes to the plan as submitted.

On January 30 2008, the chair of the Arena Authority Facilities Committee made a recommendation to the Arena Authority Board of Directors to approve the advertising plan as submitted by HP Pavilion Management. Please note that the Arena Authority Board of Directors unanimously approved the plan and advised Authority staff to forward the recommendation to the City Manager's Office of Economic Development for review and consideration.

EVALUATION AND FOLLOW-UP

Per the terms of the Arena Management Agreement, HP Pavilion Management is required to provide details of an advertising plan every two years to the City for consideration. Additionally, HP Pavilion Management is obligated to follow advertising guidelines as specified in *Attachment 8 Arena Advertising* of the Arena Management Agreement. Every two years, the Arena Authority's Facilities Committee, and subsequently the Arena Authority Board, reviews components to the plan as well as modifications submitted for consideration by HP Pavilion Management.

PUBLIC OUTREACH/INTEREST

No public outreach was required in the submittal of this biennial advertising plan.

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

COORDINATION

At the January 30 Arena Authority Board of Directors meeting, the Board reviewed and approved the advertising plan as submitted by HP Pavilion Management. The Authority Board advised staff to submit the plan to the City Manager's Office of Economic Development for consideration and subsequently forward the recommendation to the Mayor and City Council for legislative approval.

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COST SUMMARY/IMPLICATIONS

There are no costs to the City of San Jose associated with the submittal of the Pavilion advertising plan.

CEQA

This is not a project.



Paul Krutko
Chief Development Officer

For questions please contact Chris Morrisey, Executive Director of the San Jose Arena Authority at 977-4783 or at morrisey@sjaa.com.

Attachment

Advertising, Trade Marks and Trade Names

Paid Advertising

Concourse Level

- 16 –two sided back lit pendant mounted ad signs in the concourse –each panel 14’X12”
- 8 single faced exterior illuminated ad panels above exits –each panel 16’X16’
- 8 single faced exterior illuminated ad panels above concessions stands – each panel approximately 16’X16’
- 32 back lit signs, each measuring 4’X8’ affixed to gray brick areas adjacent to food and beverage service carts per November 26, 2003 Arena Authority memo.

Seating Area

- 8 sided center hung large screen video scoreboard
 - 16 back lit ad panels 12 panels 3’X12’ each and 4 panels 3’X9’ 6” each
- 8 front lit ad panels 6’X18’ each
- Hockey dashers –36 ad panels 2’ 6”X12’ each
- Balcony fascia
 - 40 back lit ad panels –3X13’ each
- Scorers table and penalty box
- Team benches
- Ice resurfacing machines
- Ads in the ice according to NHL rules
- 1 back lit ad panel 2’X5’ above Sharks vomitory
- 1 back lit ad panel 2½’X12’ above Zamboni vomitory
- 4 back lit ad panels 2’X4’6” above arena level vomitories

Advertising, Trade Marks and Trade Names

Trade Marks and Trade Names

City approval is sought only for the locations (and not the design or graphics) of the following trade marks and trade names.

Arena Level

- Sharks logo at Sharks dressing room entrance in the arena level corridor
- SVSE and related trademarks behind the reception desk in the administrative office

Club Level

- Store front at Sharks Store inside southeast entry
- Club entrances at southeast and northwest entries
- Above Club vomitories in seating area

Concourse Level

- One (1) automated teller machine inside each entrance
- One (1) automated teller machine outside next to Tickets South
- Merchandise associated with events at the Arena
 - Four (4) permanent merchandise locations –concourse level
 - Four (4) semi-permanent merchandise locations –concourse level
 - Two (2) auxiliary merchandise locations –(penthouse level)
 - Portable auxiliary merchandise locations –(concerts and some other events)
- Brand name/trade name above concession locations per Agreement to Enter and including concession area enhancements as outlined in November 26, 2003 Arena Authority memo.

Exterior

- Restaurant entry at Santa Clara St.
- Store front at Sharks Store on Santa Clara St.

Penthouse Level

- Suite holder identification per November 26, 2003 Arena Authority memo.

Advertising, Trade Marks and Trade Names

Seating Area

- Championship banners
- Retired uniform numbers of players
- Broadcast company/station identification
- Event related banners
 - -Banners
 - -Banners suspended from structure
 - -Other locations

Various Areas

- “ARA Serves You Right” at all alcoholic beverage points of sales (all levels)
- Product identification on beverage dispensers, menu boards, warming cabinets, glasses, etc.
- Sharks logo banner
- Advertising on admission and parking tickets/passes
- Handout items i.e., pocket schedules, posters, etc.
- Manufacturer identification on food service equipment, restroom dispensers, etc.

Advertising, Trade Marks and Trade Names

City/Arena Name Locations:

- Prominently displayed under the ice per Agreement to Enter requirements.
- Prominently displayed on the basketball floor per agreement to Enter requirements.
- Prominently displayed on the scoreboard per Agreement to Enter requirements.
- Southeast entrance facing Santa Clara.
- Northwest entrance facing Julian.
- Exterior marquee along Santa Clara Street.
- Roof