



COUNCIL AGENDA: 5-17-05  
ITEM: 29

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Paul Krutko

**SUBJECT:** See below

**DATE:** April 27, 2005

Approved

Date

May 3, 2005

**SUBJECT:** San Jose Arena Authority Recommendations For City Event Dates at HP Pavilion for San Jose Middle and High School Graduations for June 2005

The San Jose Arena Authority (SJAA) has received applications for three proposed City Event dates for middle and high school graduations at HP Pavilion in San Jose. One high school and four middle schools have applied to hold their graduation ceremonies at HP Pavilion in June.

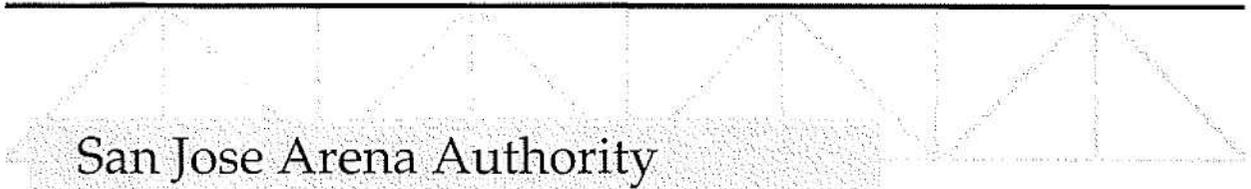
Recent revisions to the City and Community Events Policy as approved by the San Jose Arena Authority Board allow funding for up to two high and middle school graduation ceremony dates at \$16,000 per event date, not to exceed \$32,000 total.

The attached request from the SJAA requests approval for three middle school graduations and one high school graduation. The Arena Authority Board has approved the dates and is requesting approval from Council as it is nearly the close of the fiscal year and the Board would like to provide the support to the participating schools.

Staff has reviewed the recommended changes to the Policy and concludes that they support the goal of increasing the amount and variety of applicants to the program.

PAUL KRUTKO  
Director, Office of Economic Development

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San Jose Arena Authority

**MEMORANDUM**

**To:** Paul Krutko, Office of Economic Development  
**From:** Chris Morrisey, Executive Director *CM*  
**Subject:** Recommendations for City Event Dates at HP Pavilion at San Jose  
Middle and High School Graduations for June 2005  
**Date:** April 27, 2005

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**RECOMMENDATION**

It is recommended by the San Jose Arena Authority Board of Directors that three proposed City Event dates (five high school and middle school applicants within the three dates) be approved for use at HP Pavilion at San Jose. It is also recommended that each applicant date receive 100% program funding not to exceed \$16,000 per event date (total cost of \$48,000).

**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 organizations which have applied for City Event dates (see attached Exhibit A) are considered to be exceptional candidates for the City and Community Events program.

**ANALYSIS**

Five San Jose area schools have submitted applications requesting the use of HP Pavilion at San Jose for graduation ceremonies over a three day period in June 2005. The schools and commencement ceremony dates include the following: Piedmont Hills High School from the East Side Union High School District on June 8; Willow Glen Middle School from San Jose Unified School District on June 14; and Piedmont, Morrill and Sierramont Middle Schools from the Berryessa Union School District on June 17.

COORDINATION

Members of the Arena Authority's Community Programs Committee and Authority staff have reviewed these applications with representatives from HP Pavilion Management. As a result, the committee endorsed 100% support of costs associated with each commencement exercise (with the total cost not to exceed \$16,000 per each applicant date; total cost of \$48,000) and requested approval by the Arena Authority Board of Directors. Please be advised that at the Arena Authority's March 23 Board of Directors meeting, the Board unanimously approved the Community Programs Committee's recommendation to forward these applications to the Office of Economic Development for consideration of legislative approval by the San Jose City Council.

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. As mentioned, these applicants are eligible for funding from the City and Community Events Program Fund. For your reference, the City and Community Events Program Fund became available for qualified applicants on August 1, 2001. Preliminary event costs are estimated at \$16,000 for each event date, with 100% of program costs being allocated from the City and Community Events program fund. The total cost associated with the five commencement events during three event dates is estimated at \$48,000. This recommendation for 100% coverage of these event-related costs (not to exceed \$16,000 per event date and a total cost of \$48,000) is reflective of the Arena Authority's support for San Jose area schools to conduct commencement exercises through the City and Community Events program. For your reference, the current balance in the City and Community Events program fund is \$52,170. On August 1, 2005, HP Pavilion Management will credit the program account an additional \$100,000.

## SAN JOSE ARENA AUTHORITY

### CITY & COMMUNITY EVENTS PROGRAM

#### APPLICANT & EVENT INFORMATION

**Events:** (4) Middle and (1) High School Graduations

**Event Type:** City Events

**Anticipated Cost:** (not to exceed) \$16,000 per graduation date

**Event Fund Credit:** (not to exceed) \$48,000 (100% of event-related costs)

**Organization Names:** Piedmont Hills High School - East Side Union High School District; Piedmont, Morrill and Sierramont Middle Schools - Berryessa Union School District; Willow Glen Middle School - San Jose Unified School District.

**Contact/Phone:** Carol Blackerby, East Side Union School District - 378-3810  
John Tavella, San Jose Unified School District - 978-5312  
Joe Amelio, Berryessa Union School District - 923-1800

**Events:** Graduation Ceremonies

**Dates:**

June 8:	6:00 pm - Piedmont Hills High School
June 14:	6:00 pm - Willow Glen Middle School
June 17:	1:00 pm - Sierramont Middle School
	3:00 pm - Piedmont Middle School
	5:00 pm - Morrill Middle School

**Attendance:** 3,000 to 4,000 at each graduation

**Background:** In 2004, the Arena Authority conducted an extensive outreach campaign to area high schools and middle schools in San Jose to participate in the Authority's City and Community Events program. This outreach effort was implemented in conjunction with the revisions to the City Council-approved City and Community Events program policy document in which schools would receive full coverage of event-related costs (with expenses not to exceed \$16,000) for graduation ceremonies at HP Pavilion at San Jose. As a result, a number of San Jose area schools responded with applications to conduct commencement exercises at HP Pavilion at San Jose. Since then, the school graduation component to the City and Community Events program has become one of the most popular features to this exceptional community program.

Each of the schools which responded to the Arena Authority program outreach effort represent some of the finest educational programs in the East Side Union High School District, the Berryessa Union School District and the San Jose Unified School District.