



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Paul Krutko

SUBJECT: SEE BELOW

DATE: June 5, 2006

Approved

Deana Antua

Date

6/9/06

COUNCIL DISTRICT: City Wide

SUBJECT: Community Event Date at HP Pavilion for the Mexican Heritage Corporation

RECOMMENDATION

Approval of funding in the amount of \$16,000 from the City and Community Events Program and use of the HP Pavilion for a Community Event date for the Mexican Heritage Corporation on October 6, 2006 for a concert to celebrate the 16th anniversary of the annual San Jose International Mariachi Festival.

OUTCOME

Approval of the October 6, 2006 event will allow a first time applicant of the Community Events Program to promote a cultural music event at HP Pavilion with proceeds benefiting the San Jose community. The City and Community Events Program is aligned with Strategy Initiative No. 4, Evolve and Position Downtown as a Unique Creative and Cultural Center of Silicon Valley.

BACKGROUND

The Amended and Restated Management Agreement between the City of San Jose and HP Pavilion Management provides for up to 10 (10) dates each year for City Events and an unspecified number of Community Events at HP Pavilion at San Jose. The City and Community Events program provides for use of the Pavilion for purposes that have been deemed qualified and consistent with the City's objectives of creating goodwill for the City, furthering national exposure, generating economic development and providing assistance to co-sponsors activities of qualifying community groups to support community development.

ANALYSIS

The Mexican Heritage Corporation has applied for a City and Community Events date, and the San Jose Arena Authority Board of Directors has recommended approval of the event. The Mexican Heritage Corporation is the non-profit operator of the Mexican Heritage Plaza, a multi-disciplinary visual and performing arts center that provides art programming to the South Bay. The event, a gala concert celebrating the 15th anniversary of the annual San Jose International Mariachi Festival, is expected to feature music legends Juan Gabriel, Linda Ronstadt and Mariachi Col.

ALTERNATIVES

Not applicable.

PUBLIC OUTREACH

The Arena Authority regularly conducts public outreach to promote the City and Community Events Program through coordination with HP Pavilion Management, the Arena Authority's website, word of mouth, and direct contact with potential program applicants. Potential program applicants are identified and encouraged to submit a program application. The Mexican Heritage Corporation was referred to the City and Community Events Program by the City of San Jose's Convention and Visitors Bureau.

COORDINATION

This report has been coordinated with the City Attorney's Office and the San Jose Arena Authority Board of Directors.

COST IMPLICATIONS

It is anticipated that there will be no direct cost to the City except for the cost of event-related police and fire personnel, as necessary. The annual budget of \$100,000 received from HP Pavilion Management for the City and Community Events program is credited each year on August 1. The recommended funding amount for the Mexican Heritage Corporation event is \$16,000.

BUDGET REFERENCE

Not applicable.

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CEQA

San Jose Arena Facility, Resolution No. 60199, adopted October 21, 1987.

A handwritten signature in black ink, appearing to read "Paul Krutko", with a long horizontal stroke at the end.

PAUL KRUTKO

Director, Office of Economic Development

For questions please contact Paul Krutko, Director, Office of Economic Development,
at 408-535-8182.