



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Jim McBride

SUBJECT: NAMING PROPOSAL - SAN JOSE
REPERTORY THEATRE

DATE: June 1, 2004

Approved

Date

COUNCIL DISTRICT: 3

RECOMMENDATION

Adoption of a resolution to rename the City-owned facility, the San José Repertory Theatre, as the “Susan and Phil Hammer Theater Center.”

BACKGROUND

San José City Council Policy 7-5, *Naming of City-Owned Land and Facilities*, outlines the procedure to be followed should a request be received to name City-owned land or facilities.

The Policy requires that a nomination form be filed with the City Clerk, who transmits the nomination to the appropriate City Commission for a public hearing and the Commission’s recommendation to Council on the matter.

On April 30, 2004, the City Clerk forwarded a nomination form proposing the renaming of a City-owned facility to the Office of Cultural Affairs, Conventions, Arts and Entertainment, and requested that the San José Arts Commission conduct a public hearing and formulate a recommendation for City Council on the matter.

ANALYSIS

Filed by Mayor Ron Gonzales and Chris Worrall, San Jose Repertory Theatre Board President, the nomination form proposes to rename the San Jose Repertory Theatre as the “Susan and Phil Hammer Theater Center” (see attached). The nomination details the dedicated leadership provided by Susan Hammer in supporting the arts in general, and specifically her leadership in the effort to build a permanent Downtown home for the San Jose Repertory Theatre. It also

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recognizes Phil Hammer's sustained guidance in fundraising efforts for the theater company, which have resulted in significant private sector support for the organization; and his leadership in securing the San Jose Repertory Theatre's role as a world-class theater company and a valuable local cultural resource.

On May 12, 2004, the Arts Commission conducted a public hearing on the naming proposal. After hearing public input in support of the proposal, and in recognition of the dedicated leadership and sustained efforts over time of both Susan and Phil Hammer in support for the arts, the Arts Commission voted to recommend that the City Council approve the naming proposal.

PUBLIC OUTREACH

An article in the San José Mercury News, published on April 29, 2004, announced that the Arts Commission would consider the naming proposal at its May meeting. The notice for the May 12, 2004 public hearing was mailed to the Office of Cultural Affairs' arts database, reaching over 150 arts and cultural organizations and other non-profit organizations that engage in arts and cultural activities and events. The public hearing was conducted at a publicly noticed meeting of the San José Arts Commission.

COORDINATION

This item has been coordinated with the City Clerk's Office and the City Attorney's Office.

COST IMPLICATIONS

There are no cost implications for this item.

CEQA

Not a project.

JIM McBRIDE
Acting Director, Conventions, Arts and Entertainment

Attachment