



COUNCIL AGENDA: 6-28-05
ITEM: 2.56

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Ed Shikada
Paul Krutko

SUBJECT: SEE BELOW

DATE: 06-23-05

Approved

Date

6-23-05

SUBJECT: DESIGNATION OF THE CITY OF SAN JOSE AS AN OFFICIAL SPONSOR AND ACCEPTANCE OF INVITATIONS FROM SAN JOSE GRAND PRIX, THE CANARY FUND, AND CANARY ENTERPRISES, LLC RELATED TO THE SAN JOSE GRAND PRIX

RECOMMENDATION

Adoption of a resolution designating the City as an official sponsor of the San José Grand Prix, and authorizing the City Manager to accept access passes and invitations from the San José Grand Prix, the Canary Fund, and Canary Enterprises, LLC to attend the San José Grand Prix and to distribute to City and Redevelopment Agency officials and staff for the purpose of official duties and economic development.

BACKGROUND

On April 26, 2005, the City Council and Agency Board approved the Amended and Restated Agreement with Canary Enterprises, LLC, to conduct the San José Grand Prix. The "2005 Taylor Woodrow Grand Prix of San José" will be held on July 29-31, 2005. As a part of the Agreement, the City will receive 220 tickets to the event, the distribution of which is being managed by the Office of Economic Development.

ANALYSIS

In recognition of the services and cooperation provided by the City, Race organizers have offered to identify the City of San José as an official sponsor of the Grand Prix of San José.

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Designation as an official sponsor will allow the City's logo to be displayed along with other sponsors of the event.

In addition to the tickets provided in the Agreement, it is anticipated that Race organizers (which includes the entities San Jose Grand Prix, Canary Enterprises, LLC, and the Canary Fund) will provide passes and invitations for City and Agency officials and employees to the Grand Prix and various related events. Specifically, City and Agency staff from various departments are expected to provide operational and management support to the event, and plans are being developed for a business attraction and retention hospitality program to be located within the event perimeter. Based on these activities, Race organizers will provide access credentials to the City. Approximately fifty access credentials will be provided to City officials and staff to monitor event operations and participate in economic hospitality programs.

In addition, Race organizers may be providing additional passes to the City for other race-related events that are being planned. However, since the details of these events are not yet known and will occur during the Council recess, staff recommends that the City Council authorize the City Manager to accept on behalf of the City any passes or invitations from Race organizers to attend San Jose Grand Prix related events.

OUTCOME

The assignment of City and Agency representatives to the San José Grand Prix event will allow the City to capitalize on the international exposure and promotional opportunities provided by the event, pursue business attraction and retention initiatives, and assist in ensuring the successful management of this major event.

PUBLIC OUTREACH

Not applicable.

COORDINATION

This memo has been coordinated with the City Attorney's Office.



Raul Krutko
Director of Economic Development



Ed Shikada
Deputy City Manager