



COUNCIL AGENDA: 09-13-05

ITEM: 2.12

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Paul Krutko

**SUBJECT:** See below

**DATE:** August 22, 2005

Approved

Date

8/30/05

**SUBJECT:** Approval of San José Arena Authority ticket distribution for 2<sup>nd</sup> Quarter 2005

## **RECOMMENDATION**

Approval of Ticket Distribution Program Report of the San José Arena Authority for the 2<sup>nd</sup> Quarter of 2005.

## **BACKGROUND**

The Amended and Restated Management Agreement between the City of San Jose and HP Pavilion Management provides for that the San José Arena Authority will administer the Ticket Distribution Program and provide quarterly reports to Council.

## **ANALYSIS**

Staff has reviewed and recommends approval of the 2<sup>nd</sup> Quarter Distribution Report of the San José Arena Authority for the Ticket Distribution Program. During the period covered by the report, April 2005 through June 2005, 45 qualifying agencies and organizations recommended through five City Council districts participated in the program. 664 tickets were distributed to representatives from the qualifying agencies and organizations.

## **OUTCOMES**

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.

Honorable Mayor and City Council

August 22, 2005

**Subject: Ticket Distribution Program Report for 2<sup>nd</sup> Qtr 2005**

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**CEQA**

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

A handwritten signature in black ink that reads "Paul Krutko". The signature is written in a cursive style with a long horizontal flourish at the end.

PAUL KRUTKO

Director, Office of Economic Development

Council Agenda:

Item:

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San Jose Arena Authority

**MEMORANDUM**

**To:** Honorable Mayor and Members of the City Council  
**From:** Chris Morrisey, Executive Director *cmj*  
**Subject:** Council Policy on Distribution of Arena Tickets; 2Q2005 Report  
**Date:** August 1, 2005

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**RECOMMENDATION**

It is recommended by the San Jose Arena Authority that the 2Q2005 Arena Ticket Distribution Program Report be submitted to the City Manager's Office of Economic Development for consideration and subsequently forwarded to the Mayor and City Council for legislative approval.

**BACKGROUND**

As provided in the Amended and Restated San Jose Arena Management Agreement between the City of San Jose and HP Pavilion Management, the City has retained the use of sixteen (16) luxury suite seat tickets (City Box) as well as sixteen (16) seats in the Club seating level for events at HP Pavilion at San Jose. These tickets are available *solely* for municipal purposes which are specified in the Policy for Distribution of Arena Tickets adopted by the City Council. Under its Agreement with the City, the Arena Authority administers the use of the luxury suite and other tickets provided to the City under the terms of the Management Agreement.

In accordance with the Policy, this report will serve as the "mechanism for reporting to the City Council on the distribution of the tickets on a quarterly basis."

**ANALYSIS**

During 2Q2005 there were 23 events conducted at HP Pavilion at San Jose. For the quarter, Arena Authority staff distributed 664 of a possible 664 tickets for qualifying purposes. Ticket distribution for each month included the following: April, 376 tickets; May, 160 tickets; June, 128 tickets. There were no ticket sales during the quarter. Serving as the Responsible Party for qualifying community organizations were the Arena Authority; the City Council offices; Redevelopment Agency of San Jose, and Santa Clara County. It is worth noting that more than 45 organizations from the San Jose community received event tickets during the quarter.

**Honorable Mayor and Members of the City Council**  
**Subject: Ticket Distribution Program 2Q2005 Report**  
**August 1, 2005**  
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**COORDINATION**

This report, prepared by the Arena Authority Ticket Administrator, lists the events; Responsible Parties; users of the City Box and Club Seats tickets; the municipal purposes for each use; and the number of Club Seats tickets used or sold under the program.

With the exceptional support and cooperation from the City Council offices, the Arena Authority continues to identify a growing number of qualifying organizations within the ten City Council districts. During the quarter, 13 qualifying agencies and organizations recommended through the Council districts participated in the program.

If you have any questions or comments concerning the Arena Ticket Distribution Program or the 2Q2005 report, please feel free to contact the Arena Authority at [linda@sjaa.com](mailto:linda@sjaa.com) or at 977-4780.

DATE	EVENT	RESPONSIBLE		CITY	TICKETS		
		PARTY	USER (MUNICIPAL PURPOSE)		BOX	USED	TICKETS SOLD
4/3/05	SaberCats vs Arizona	Council District 6	Retired Firefighters/Police Officers Assn. (4)	X			16
		Arena Authority	Bellarmino Le Grande Golden Bell Fund-raiser (4)		4		12
		Arena Authority	UJIMA Adult & Family Services (4)		12		0
4/8/05	Stealth vs Rochester	Arena Authority	Santa Clara Co. Foster Parents (4)	X			16
		Arena Authority	Boys & Girls Club - Cunningham Ave. (4)		8		8
		Arena Authority	PRNS Anti Graffiti/Litter Program (4)		8		0
4/9/05	U2 Concert	RDA	Downtown Parking Board (4)	X	N/A		0
4/10/05	U2 Concert	Council District 6	Palm Haven Restoration Committee (4)	X	N/A		0
4/12/05	Slipknot Concert	Arena Authority	PRNS Anti Graffiti/Litter Program (4)	X			16
		Arena Authority	Autumn/Montgomery Area Residents (4)		2		14
		Arena Authority	San Jose State University Prof. Deve. Day (4)		8		6
		Arena Authority	City of San Jose Right Connection (4)		6		0
4/14/05	Miller Lite Fight Night at the Tank	Council District 6	Police Athletic League (4)	X			16
		Arena Authority	Boynton Continuation High School (4)		8		8
		Arena Authority	UJIMA Adult & Family Services (4)		4		4
		Arena Authority	Autumn/Montgomery Area Residents (4)		4		0
4/15/05	SaberCats vs Dallas	Arena Authority	San Jose Sports Hall of Fame Committee (4)	X	12		4
		Arena Authority	Monroe Middle School Fund-raiser (4)		4		0
4/16/05	Jimmy Buffett Concert	Arena Authority	San Jose Sports Hall of Fame Supporters (4)	X	N/A		0
4/21/05	The Wiggles 3:00 pm			N/A			26
		Arena Authority	Child Advocates 2005 Annual Fund-raiser (4)		4		22
		Council District 1	Child Advocates Volunteers (4)		16		6
		Arena Authority	PRNS. Anti Graffiti Program (4)		6		0
4/21/05	The Wiggles 6:30 pm			N/A			26
		Arena Authority	San Juan Bautista CDC (4)		16		10
		Arena Authority	Santa Clara Co. Foster Parent Assoc. (4)		10		0
4/22/05	The Wiggles 11:00 am			N/A			26
		Council District 1	Almaden School Smart Start Students (4)		16		10
		Arena Authority	Parents Helping Parents (4)		10		0

DATE	EVENT	RESPONSIBLE PARTY	USER (MUNICIPAL PURPOSE)	CITY	CLUB	CLUB	CLUB
				BOX	TICKETS USED	TICKETS SOLD	TICKETS REMAINING
4/22/05	The Wiggles 2:30 pm	Arena Authority	Autumn/Montgomery Area Residents (4)	N/A			26
		Arena Authority	Evelyn S. Cox CDA (4)		8		18
		Arena Authority	Treatment Plus Care (4)		8		10
4/29/05	SaberCats vs Nashville	Arena Authority	Frank Rimerman Co. (4)	X			8
		Arena Authority	San Jose NAACP Freedom/Friendship Gala (4)		4		4
		Arena Authority	San Juan Bautista CDC (4)		4		0
4/30/05	Champions on Ice	Council District 2	Christopher Neighborhood Association (4)	X			16
		Arena Authority	Hope Services (4)		4		12
		Arena Authority	Pathway House (4)		4		8
		Arena Authority	Eastfield Ming Quong (4)		4		4
		Arena Authority	Right Connection Program (4)		4		0
<b>LEGEND: MUNICIPAL PURPOSE</b>							
<b>1 Ceremonial Occasion</b>		<b>3 Economic Development/Outreach</b>					
<b>2 Visiting Dignitaries</b>		<b>4 Recognition for Direct Involvement in City Project/Program</b>					

		5/05		CLUB	CLUB	CLUB	
DATE	EVENT	RESPONSIBLE PARTY	USER (MUNICIPAL PURPOSE)	CITY BOX	TICKETS USED	TICKETS SOLD	TICKETS REMAINING
5/5/05	Maroon 5 Concert	Arena Authority	East S.J. Kiwanis Turn Your Life Around Prog. (4)	X			16
		Council District 9	Youth Commission (4)		8		8
		Santa Clara Co.	High School Cleanup Volunteers (4)		8		0
5/7/05	SaberCats vs Los Angeles	Arena Authority	The Bill Wilson Center (4)	X			16
		Council District 9	City Call Center Employees (4)		4		12
		Arena Authority	John Muir Middle School Fund-raiser (4)		4		8
		Arena Authority	Hacienda Science Magnet School (4)		4		4
		Arena Authority	Autumn/Montgomery Area Business (4)		4		0
5/15/05	Larry the Cable Guy	Council District 9	San Jose Retired Police/Firefighter Volunteers (4)	X			16
		Council District 1	Employee Recognition (4)		8		8
		Arena Authority	Treatment Plus Care (4)		8		0
5/21/05	SaberCats vs Georgia	Council District 1	EES Residential Group Home (4)	X			16
		Arena Authority	Alum Youth Center (4)		8		8
		Arena Authority	Autumn/Montgomery Area Residents (4)		4		4
		Arena Authority	EMQ Mentor Program (4)		4		0
5/25/05	Bomb Veinte Concert	Arena Authority	Washington Youth Center (4)	X			16
		Arena Authority	Autumn/Montgomery Area Residents (4)		2		14
		Arena Authority	Partisquad (4)		8		6
		Santa Clara Co.	McKee/White Rd. Cleanup Volunteers (4)		6		0
<b>LEGEND: MUNICIPAL PURPOSE</b>							
1 Ceremonial Occasion		3 Economic Development/Outreach					
2 Visiting Dignitaries		4 Recognition for Direct Involvement in City Project/Program					

		6/05		CLUB	CLUB	CLUB	
DATE	EVENT	RESPONSIBLE PARTY	USER (MUNICIPAL PURPOSE)	CITY BOX	TICKETS USED	TICKETS SOLD	TICKETS REMAINING
6/3/05	Return of the Champions Concert	Council District 1	Group Home Residents (4)	X			16
		Arena Authority	PRNS, Anti Graffiti Program (4)		8		8
		Arena Authority	EMQ, Mentor Program (4)		8		0
6/4/05	Strike Force Kick Boxing	Arena Authority	U.S. Marines Toys for Tots Program (4)	X			16
		Arena Authority	Gardner Community Center (4)		12		4
		Arena Authority	Autumn/Montgomery Area Residents (4)		4		0
6/26/05	WWE Smackdown	Arena Authority	Boys & Girls Club - Northside Unit (4)	X			16
		Arena Authority	The Right Connection (4)		8		8
		Arena Authority	Rebekah Children's Svs.- Compadres Program (4)		8		0
6/30/05	Mormon Tabernacle Choir	Council District 3	San Jose Fire Dept. Choir (4)	X			16
		Arena Authority	Santa Clara Co. Mother's of Twins Fund-raiser (4)		2		14
		Arena Authority	Notre Dame High School Fund-raiser (4)		2		12
		Arena Authority	Autumn/Montgomery Area Residents (4)		10		2
		Arena Authority	EMQ, Mentor Program (4)		2		0
<b>LEGEND: MUNICIPAL PURPOSE</b>							
	<b>1 Ceremonial Occasion</b>		<b>3 Economic Development/Outreach</b>				
	<b>2 Visiting Dignitaries</b>		<b>4 Recognition for Direct Involvement in City Project/Program</b>				