



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Paul Krutko

SUBJECT: San José Sports Hall of Fame
Induction Ceremony at
HP Pavilion at San José

DATE: September 24, 2007

Approved

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Date

10/3/07

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Approval of a recommendation by the San José Arena Authority to conduct a City Event (the San José Sports Hall of Fame Induction Ceremony on November 14, 2007) at HP Pavilion at San José.

OUTCOME

City Council approval of this recommendation recognizes the San José Sports Authority's application for an athletic recognition event at HP Pavilion at San José (Pavilion). This event, the San José Sports Hall of Fame Induction Ceremony, would be considered one of the Pavilion's City Events as defined in the Arena Management Agreement. Proceeds from the event will benefit the San José community.

BACKGROUND

The Amended and Restated Arena Management Agreement between the City of San José and HP Pavilion Management provides for up to 10 dates each year for City Events and an unspecified number of Community Events dates at the Pavilion. 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 José'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.

ANALYSIS

The applicant is the San José Sports Authority, submitting a request for the San José Sports Hall of Fame induction ceremony. The San José Sports Hall of Fame has been honoring the great sports legends of the South Bay for over ten years. This year, the Sports Hall of Fame will be inducting track coaching legend Bert Bonanno; Olympic figure skating gold medalist Brian

Boitano; U. S. Olympic volleyball team captain Kim Oden; Santa Clara University basketball greats Bud and Ralph Ogden; and Olympic swimming legend Mark Spitz. Additionally, the

Sports Hall of Fame will be honoring the top prep and amateur athletes from the county as well as the outstanding Special Olympian. The event is currently scheduled for November 14, 2007.

EVALUATION AND FOLLOW-UP

The San José Sports Hall of Fame Committee, which includes representatives from the San José Arena and Sports Authorities, meets annually following the induction ceremony to evaluate program components and event operations. Additionally, both the Arena and Sports Authorities confer with representatives from HP Pavilion Management to conduct post-event review and analysis. Through this evaluation process, potential modifications to the event are identified, considered and implemented.

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater.
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City.
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach.

While this project does not meet the above-referenced criteria, the Arena Authority has historically conducted considerable public outreach to promote the City and Community Events program. This is accomplished through direct contact with potential program applicants; working jointly to promote the program with HP Pavilion Management; through word of mouth; distribution of program collateral materials; support from the City Council offices; and through the Arena Authority's web site. In addition, this memorandum will be posted on the City's website for the October 23, 2007 Council agenda.

COORDINATION

Following preliminary event planning meetings that included the applicant, the Arena Authority and HP Pavilion Management, Arena Authority staff advanced the application for consideration to the Arena Authority Board of Directors. As a result of this activity, the Arena Authority Board unanimously approved a recommendation by the chair of the Authority's Community Programs Subcommittee to forward the application for City Council consideration. The Board advised staff to send the recommendation to the City Manager's Office of Economic Development for consideration with the intention of the recommendation being forwarded to the City Council for approval. The program funding level approved by the Arena Authority Board for the applicant to conduct this event is \$25,000, which would be provided from the City and Community Events program fund by HP Pavilion Management.

COST SUMMARY/IMPLICATIONS

As previously stated, this event applicant is eligible to receive funding from HP Pavilion Management's City and Community Events program fund. On August 1st of each year during the term of the Arena Management Agreement, HP Pavilion Management makes available \$100,000 in the City and Community Events program fund. This recommendation is for \$25,000 to be made available from the City and Community Events program fund for the program applicant. This recommended amount is consistent with funding levels approved for previous City and Community Events program applicants. Funding levels for approved program applicants are based on the balance in the City and Community Events program fund as well as the number of pending and potential program submittals considered during the fiscal year. Following completion of this event, the balance in the City and Community Events program fund (which includes funds carried over from the previous fiscal year) will be approximately \$151,000.

CEQA

This is not a project.



Paul Krutko

Director, Office of Economic Development

For questions, please contact Paul Krutko, Director of Economic Development, at (408) 535-8181.