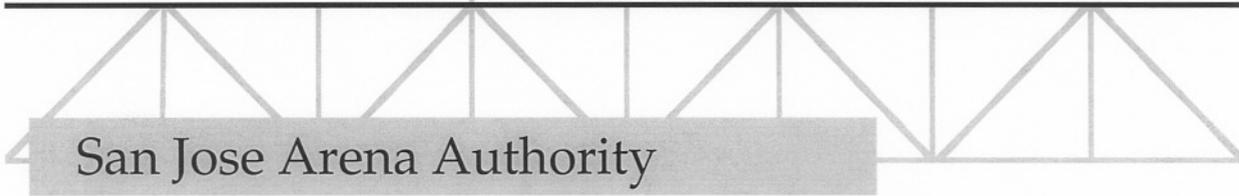


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San Jose Arena Authority

**MEMORANDUM**

**To:** Honorable Mayor and Members of the City Council

**From:** Chris Morrissey, Executive Director *cm*

**Subject:** Recommendation for Community Event Date at HP Pavilion at San Jose  
Joint Venture: Silicon Valley Network

**Date:** September 24, 2004

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**RECOMMENDATION**

It is recommended by the San Jose Arena Authority Board of Directors that one proposed City Event date be approved for use at HP Pavilion at San Jose. It is also recommended that the applicant receive 75% of program funding, not to exceed \$30,000, in accordance with the current program policy.

**BACKGROUND**

The Amended and Restated Management Agreement between the City of San Jose and HP Pavilion Management provides for up to ten (10) dates each year for City Events and an unspecified number of Community Events at HP Pavilion at San Jose. 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 Jose'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. The organization which has applied for a Community Event date (see attached Exhibit A) is considered to be an eligible candidate for the City and Community Events program.

**ANALYSIS**

The applicant is Joint Venture: Silicon Valley Network, a nonprofit organization that provides analysis and action on issues affecting the economy and quality of life in Silicon Valley. The organization brings together new and established leaders from business, labor, government, education, nonprofits, and the broader community to build a sustainable region that is poised for competition in the global economy. The event is the Annual Index Briefing and Celebration, a morning breakfast and presentation event scheduled for January 27, 2005.

COORDINATION

In July, the Arena Authority received an application from Joint Venture: Silicon Valley Network. Following the application review, the Authority, in discussions with Joint Venture: Silicon Valley Network, determined to hold the application until an event date could be identified. In September, Authority staff received notice that an event date had been identified. Please be advised that at the Arena Authority's regular meeting on September 22, 2004, the Authority Board unanimously approved the recommendation to forward this application for consideration to the Mayor and City Council.

COST IMPLICATIONS

It is expected that there will be no direct cost implications to the City except for the cost of event-related police and fire personnel, as necessary. This event is eligible for funding from the City and Community Events Program Fund. As you know, the City and Community Events Program Fund is supplemented annually on August 1 in the amount of \$100,000. This recommendation is for 75% of event-related costs, not to exceed \$30,000 to be funded from the City and Community Events Program Fund in accordance with the current event fund policy. As of September 24, 2004, the balance in the City and Community Events program account was \$132,000.

**CITY & COMMUNITY EVENTS PROGRAM**  
**APPLICANT & EVENT INFORMATION**

**Event Type:** Community Event

**Event Fund:** 75% of Event-Related Expenses (Not to Exceed \$30,000)

**Organization Name:** Joint Venture: Silicon Valley Network

**Contact:** Lisa Bruner

**Phone:** 408-271-7213

**Event:** Annual Index Briefing and Celebration

**Date:** January 27, 2005

**Time:** 6:30 am to 11:00 am

**Attendance:** 1,000

**Background:** Joint Venture: Silicon Valley Network is a nonprofit organization that provides analysis and action on issues affecting the economy and quality of life in Silicon Valley. The organization brings together new and established leaders from business, labor, government, education, nonprofits, and the broader community to build a sustainable region that is poised for competition in the global economy.

**Event:** The event is a breakfast celebration and presentation. At the event the Index of Silicon Valley, which provides critical information on the regional progress made within Silicon Valley's economy, environment and communities, is presented and reviewed. Hosting the event in San Jose will provide a showcase for many of the City's amenities, including the Pavilion and Downtown San Jose.