

Council Agenda: November 18, 2003

Item: 2.21

SAN JOSE ARENA AUTHORITY

MEMORANDUM

To: Honorable Mayor and Members of the City Council
From: Chris Morrissey, Executive Director *Ca*
Subject: Recommendation for Community Event Date at HP Pavilion at San Jose
Date: October 23, 2003

RECOMMENDATION

It is recommended by the San Jose Arena Authority Board of Directors that one proposed Community Event date be approved for use at HP Pavilion at San Jose.

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 Community Events program.

ANALYSIS

The applicant is the Viet ET Foundation, which will be presenting a Winter Concert at HP Pavilion at San Jose. The event is to benefit the work of the Viet ET Foundation in their continuing efforts to help the Vietnamese American community in Silicon Valley. Proceeds from this event will be used to fund college scholarships and nonprofit cultural events throughout Santa Clara Valley. The Winter Concert is scheduled for December 7, 2003.

Honorable Mayor and Members of the City Council
October 23, 2003
Page 2

COORDINATION

San Jose Arena Authority staff have reviewed this application with representatives from HP Pavilion Management and members of the Authority's Community Relations Committee. The Community Relations Committee made a formal recommendation for approval to the Arena Authority Board of Directors on October 22, 2003. Please be advised that the Arena Authority Board unanimously approved the recommendation at the October 22nd Board meeting and directed staff to forward the recommendation to the offices of 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. Please note that this event qualifies for funding from the City and Community Events Program Fund. For your reference, the City and Community Events Program Fund became available for qualified applicants on August 1, 2001. Preliminary costs for this event are estimated at \$29,890 for event set up and \$28,237 for facility rental, for a total of \$58,127. This recommendation is for 50% of these event-related costs, or \$29,064, be credited to the City and Community Events Program Fund in accordance with the current event fund policy. The Arena Authority will continue to monitor the status of event-related costs and report on significant developments as appropriate.

SAN JOSE ARENA AUTHORITY
CITY & COMMUNITY EVENTS PROGRAM
APPLICANT & EVENT INFORMATION

Event Type: Community Event

Anticipated Cost: \$29,890 (set up)
\$28,237 (rental)

Fund Credit: \$29,064

Organization Name: Viet ET Foundation

Contact: Tuy Le

Phone: 408-272-7356
Fax: 408-729-3265

Event: Winter Concert

Date: December 7, 2003

Time of Event: 4:00 pm to 9:30 pm

Attendance: 7,000 people

Background: The Viet ET Foundation is a nonprofit organization that provides and plans Vietnamese American Cultural events in Silicon Valley.

Event: The event is the First Annual Winter Concert to benefit the work of the Viet ET Foundation in providing college scholarships and cultural events for the Vietnamese American Community throughout Santa Clara County.