

THE REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE

MEMORANDUM

TO: REDEVELOPMENT AGENCY BOARD	FROM: HARRY S. MAVROGENES EXECUTIVE DIRECTOR
SUBJECT: SEE BELOW	DATE: DECEMBER 3, 2009

INFORMATION

SUBJECT: RESPONSE TO REQUEST FOR INFORMATION ABOUT THE SAN JOSE MUNICIPAL STADIUM

The Redevelopment Agency's Adopted FY 2008-09 Capital Budget included \$600,000 for improvements to the San Jose Municipal Stadium. Of that budgeted amount, the Board approved an agreement with the San Jose Giants for up to \$375,000 in miscellaneous capital improvements to the facility to enhance the fan experience. The remaining funds were approved to develop a long-term capital plan and master plan for the facility using the design firm of Bocook Architects. The San Jose Arena Authority, responsible for development and implementation of a capital improvement program for the facility, was engaged by the design team and San Jose Giants, as well as the City and Redevelopment Agency, to participate in the programming process.

As part of the current Redevelopment Agency capital budget process, Council member Nguyen requested information (attached) on the impact of last year's improvements and recommendations moving forward. Six specific questions were raised:

1. What were the specific capital improvement projects that were developed because of the FY 2008-09 funding allocation? Please provide a breakdown of how much each of these improvements cost.
2. What effect, if any, did these improvements have on increasing revenues generated by the San Jose Giants? Please provide information about their total attendance rates (regular and post-season) as well as revenue figures.
3. What effect, if any, did these improvements have on fundraising activities by the San Jose Giants and other organizations using the stadium?

4. What other capital improvements need to be made at the San Jose Municipal Stadium for it to better serve the community? Provide a breakdown of how much funding is needed for these improvements.
5. What were the primary conclusions of the architectural study, funded by the Redevelopment Agency, whose purpose was to take a comprehensive view of improvements required at San Jose Municipal Stadium?
6. Were there any immediate public safety issues identified in the study or by the San Jose Giants?

Responses:

1. Specific Improvements and costs:

Bleachers	\$112,456.25
Concession Equipment	\$145,297.73
Lockers	\$29,412.35
Netting	\$32,855.61
Storage Sheds	<u>\$18,401.14</u>
Total	\$338,423.08

2. Effect on increasing San Jose Giants revenues. Information regarding total attendance.

The San Jose Giants report a revenue increase of 21% over the prior season directly related to improvements completed because of Redevelopment Agency funding. The attendance of 223,107 is an increase of 16% over the 2008 season.

3. Effect of improvements on fundraising.

The San Jose Giants report an increase in community organization fundraising opportunities. These improvements are the reason that the Giants were able to offer the community a venue to which people want to go, to use it to raise funds, and for the Giants to produce free events for public use. The costs of the 4th of July celebration were picked up by the Giants and saved the City \$100,000. Increased attendance on Little League fundraiser nights raised \$300,000 for youth sports; an additional \$100,000 was raised for nonprofit organizations such as the Susan G. Komen Breast Cancer Center, the Santa Clara County Alzheimer Foundation and the Make-A-Wish Foundation.

4. Capital improvements to better serve the community.

The San Jose Giants recommend additional seating to enable increased fan numbers associated with special events and fund raisers; improvements to the sound system not only for events, but for emergency communications, as well; additional concession areas to support the expanded spectator areas; new customer service and emergency response area; and a kid's activity center. The Giants have estimated the costs of each of these elements, but the details have not been designed nor budgets developed for confirmation. Their estimate for these projects is \$500,000.

5. Primary conclusions of the architectural study of the facility.

Electrical Upgrades/Computer & Phone Lines:

There have been no major electrical upgrades since 1942 when the building was constructed. The transformers are under stress and subject to catastrophic failure. Upgrade and add lines for computerization and installation of new phone/intercom system.

Renovate and upgrade two current substandard concourse food service areas:

Renovate and expand concourse food service areas to include upgrades to food preparation areas, cooking areas, food refrigeration and storage areas, and patron point of sale areas.

Add upper seating area suites adjacent to the game operations center/press box:

Add upper seating area suites for community group access and corporate sales, and add outfield seating, including restrooms and concessions.

Replace current substandard game operations center/press box:

Expand and replace game operations center/press box, including flooring, windows, doors and separate work space areas for game operations room, public address announcer booth and visiting team radio broadcast room; add air conditioning to the game operations center/press box, including stairs, elevator, handicap access.

Expand and renovate current substandard team player dugout areas:

Expand and renovate components to the home and visiting team dugouts, including seating areas, equipment storage areas, flooring, lighting, electrical, and water sources and player safety fencing.

Upgrade and expand current substandard public restrooms to include ADA:

Expand current stadium public restroom capacity; upgrade concourse restroom partitions, toilets, sinks, urinals, glass and flooring; remove portable restrooms in stadium seating areas and build additional, permanent public restrooms in the vicinity of the right and left field seating areas.

Replace current substandard perimeter fence that encloses the stadium:

Upgrade and replace current chain linked and other perimeter fencing to more properly secure the stadium premises; remove old, leaning outfield wall damaged in 2007 storm.

Construct a new home team locker room and home training/rehabilitation area and renovate the visiting locker room:

Included in the replacement would be new flooring, ceilings, lockers, lighting, fixtures, showers, players, restrooms, laundry room equipment, player equipment storage areas, manager/coaches room and restroom, and player training/rehabilitation room upgrades.

Based on the architectural study, the Arena Authority Municipal Stadium subcommittee established the following items as the highest priority for improvements:

Electrical Upgrades/Transformer	\$370,000
There have been no significant electrical upgrades since the stadium was constructed in 1942.	
Sanitary Sewer Improvements	\$90,000
Upgrade current substandard sanitary sewer lines from public restrooms.	

Waterproofing the Seating Bowl	\$710,000
Apply waterproofing to original concrete structure to eliminate leaks and potential mold issues.	
Field Drainage	<u>\$375,000</u>
Repair existing field drainage system to alleviate flooding in the dugout areas and on the playing field.	
Total:	\$1,545,000

6. Any immediate public safety issues identified.

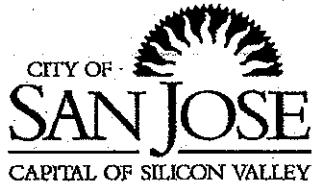
The study and the San Jose Giants have identified the need to upgrade the existing electrical service, especially the transformers. Plans for the relocation of the transformers from inside the facility to street side have been developed and are under review by PG&E. The Redevelopment Agency has paid for the design of the transformer relocation and the permit review by PG&E. Relocation of the transformers is considered a health and safety priority. It is worth noting that the City's General Services Department has spent approximately \$60,000 over the past few months addressing electrical problems within the facility. These funds were provided by the City's Department of Parks, Recreation and Neighborhood Services. Exiting ramps and stairs will be brought up to code.

This response has been coordinated with the San Jose Giants, the Arena Authority, the City's Department of General Services and the City Manager's Office.



HARRY S. MAVROGENES
Executive Director

Attachment



Memorandum

**TO: REDEVELOPMENT AGENCY
EXECUTIVE DIRECTOR**

FROM: Councilmember Madison Nguyen

SUBJECT: SEE BELOW

DATE: November 4, 2009

Approved

Malisa Ngoy

Date

11/4/09

SUBJECT: REQUEST FOR INFORMATION ABOUT THE SAN JOSÉ MUNICIPAL STADIUM

The San José Municipal Stadium has been the home of the San José Giants for the past 60 years, and has been a central venue for many family activities. The FY 2008-2009 Redevelopment Agency budget allocated \$600,000 for various capital improvements that upgraded amenities at Municipal Stadium.

As the Redevelopment Agency Board prepares to discuss the Joint/Redevelopment Agency Proposed FY 2009-2010 Operating and Capital Budgets and FY 2010-2014 Five-Year Capital Improvement Program, I would like to request that staff provide responses to the following questions:

1. What were the specific capital improvement projects that were developed because of the FY 2008-2009 funding allocation? Provide a breakdown of how much each of these improvements cost.
2. What effect, if any, did these improvements have on increasing revenues generated by the San José Giants? Please provide information about their total attendance rates (regular and post-season) as well as revenue figures.
3. What effect, if any, did these improvements have on fundraising activities by the San José Giants and other organizations using the stadium?
4. What other capital improvements need to be made at the San José Municipal Stadium for it to better serve the community? Provide a breakdown of how much funding is needed for these improvements.
5. What were the primary conclusions of the architectural study, funded by RDA, whose purpose was to take a comprehensive view of improvements required at San José Municipal Stadium?
6. Were there any immediate public safety issues identified in the study or by the San José Giants?

cc: Lee Price
City Clerk

