

REDEVELOPMENT AGENCY
BOARD

HARRY S. MAVROGENES
EXECUTIVE DIRECTOR

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SEPTEMBER 29, 2006

INFORMATION

SUBJECT: THEATRE ON SAN PEDRO SQUARE

On April 25, 2006, the Redevelopment Agency and the Theatre on San Pedro Square (TOSPS) entered into a Property Use Agreement that allows non-profit community arts organizations to use the 200-seat TOSPS venue with no facility rental cost. Among other items, the five-year agreement requires that the facility be made available a minimum of 180 days a year to community arts groups.

Since the execution of the agreement, the following activities have occurred:

- On June 14, 2006, Agency staff and theater operator, Gary De Mattei, made a presentation to the Arts Commission advising them of the available opportunities at TOSPS. Agency staff prepared the enclosed handout, which was distributed at the Commission meeting.
- On July 31, 2006, an open house was held at the TOSPS venue to showcase the facility and its capabilities. An invitation was sent by e-mail to all addressees on the Office of Cultural Affairs (OCA) contact list and over 100 representatives from area arts organizations attended the event. The open house included a presentation about the facility and the Agency's agreement with TOSPS. Agency staff offered a Power Point presentation and assisted in the event. The program included three vignettes of different types of performances to showcase the versatility of the TOSPS theater space.

TOSPS is providing the Agency with weekly updates on its scheduling calendar and general activities, such as site tours with potential users, which in turn allows Agency staff to monitor interest in and use of the theater by community arts

organizations. The month of August 2006 was the first month of theater availability under the Agency agreement. To date, TOSPS has confirmed reservations with eleven different arts organizations and has booked 46 days of use for the three month period between August and October 2006. In addition Arts Express, the high school educational program overseen by the Office of Cultural Affairs, has toured the facility and has reserved five days for its program.

Marketing of the space continues to be an ongoing effort. Anticipated outreach efforts over the next two months include:

- Announcements of the theater space opportunity to the Arts Council Silicon Valley contact list.
- Follow-up email announcements of the theater space opportunity to the OCA contact list.
- The TOSPS website will include information about the availability of the theater space to community arts organizations.

Initial interest by community arts organizations has been strong and a number of these groups are currently making requests for the theater space for the 2007 season.

Agency staff will continue to monitor use of the theater and provide the Board with periodic updates. If you have any specific questions, please contact Ruth Shikada, Director, Transactions Division, at 795-1882.

HARRY S. MAVROGENES
Executive Director

Encl.



Theatre on SAN PEDRO SQUARE

On April 25, 2006 the San Jose Redevelopment Agency and the Theatre on San Pedro Square (TOSPS) entered into an agreement which allows community arts organizations to use the 200-seat TOSPS venue at no facility rental cost. Key provisions of the agreement include:

- The facility will be available to community arts groups at no rental cost during the following timeframes:
 - August through October 2006
 - January through September 2007
 - April through September 2008-2011
- There is no charge to community arts organizations for use of the house sound/lighting systems or TOSPS-provided technical support to operate the equipment. There will be no fees charged for ordinary cleaning of the theatre or to use the TOSPS box office.
- Community arts organizations must have a minimum of one year of performance experience.
- A tiered-priority system for scheduling dates is included in the agreement.
 - **The first tier -**
 - San Jose non-profit arts organizations without a primary theatre space, and any use by the City of San Jose for an Arts Express event. These organizations may schedule dates no earlier than 12 months in advance.
 - **The second tier -**
 - San Jose non-profit arts organizations with a primary theatre space. These organizations may schedule dates no sooner than nine months in advance, pending availability.
 - **The third tier -**
 - Non-San Jose non-profit arts organizations. These organizations may schedule dates no sooner than seven months in advance.
 - **The last tier -**
 - Non-profit arts organization for an event other than a performing arts event (e.g., a fundraising event) and use by the City and/or the Redevelopment Agency.
- Groups may reserve a maximum of seven consecutive days. When reserving consecutive days, all must be used for performances, with the exception that a maximum of one day may be for load-in, and a maximum of one day may be for load-out.

For more information and scheduling please contact:

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