

REDEVELOPMENT AGENCY
BOARD

HARRY S. MAVROGENES
EXECUTIVE DIRECTOR

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FEBRUARY 13, 2007

INFORMATION

SUBJECT: KALEID GALLERY

During the 2006 Holiday Season, the Redevelopment Agency provided the San Jose Downtown Association with free space in the former Artist & Craftsman store in the Fourth Street Garage to operate the annual Holiday Gallery of Gifts program. The Holiday Gallery of Gifts is part of the Phantom Gallery program administered by the San Jose Downtown Association. The Fourth Street Garage location provided a substantial increase in foot traffic for the Gallery compared to previous years.

With the success of the Holiday Gallery of Gifts, the San Jose Downtown Association approached the Redevelopment Agency with interest in extending the concept of a gallery beyond the holiday season. By allowing a gallery to remain in the space, street-level storefront will be kept active while the Redevelopment Agency continues the search for a permanent tenant. The Redevelopment Agency and Downtown Association have agreed to a six-month Property Use Agreement to extend operation of a gallery at the space until such time as the Redevelopment Agency has secured a permanent tenant. The Downtown Association has agreed to hire sales staff to work at the gallery and the Redevelopment Agency will provide utilities (except phone service), marketing, and signage for the gallery.

The KALEID Gallery will showcase fine art, limited editions and creative gifts from over 60 local artists who would not otherwise have an opportunity to display and sell their work. The Gallery's Grand Opening was held on February 2, 2007, from 7 p.m. to 9 p.m., in conjunction with the First Fridays Art series with more than 300 people attending KALEID's opening night. The KALEID Gallery is open Tuesday through Friday, noon to 7 p.m. and Saturday noon to 5 p.m.

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