

REDEVELOPMENT AGENCY
BOARD

HARRY S. MAVROGENES
EXECUTIVE DIRECTOR

SEE BELOW

FEBRUARY 9, 2007

INFORMATION

SUBJECT: THEATRE ON SAN PEDRO SQUARE

The purpose of this memo is to update the Board on the status of the Agency's Use Agreement with Theatre on San Pedro Square. On April 25, 2006, the San Jose 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. In addition, there is no charge to community arts organizations for either the use of the house sound/lighting systems or for TOSPS-provided technical support to operate the equipment. Community arts organizations must have a minimum of one year of performance experience. A tiered-priority scheduling system gives preference to San Jose based non-profit community arts organizations.

The five-year agreement with TOSPS requires that the facility be made available to the Agency for non-profit use during the following periods:

- August through October 2006
- January through September 2007
- April through September 2008-2011

During the three months of Agency use in 2006, TOSPS theatre hosted 57 different events by eleven different organizations. The venue was utilized by organizations such as the Zero One Arts Festival, the San Jose Jazz Festival, and the San Jose Chamber Orchestra.

TOSPS is providing the Agency with regular updates on its scheduling calendar and general activities, such as site tours with potential users and incoming letters of interest to allow Agency staff to monitor usage of, and demand for, the theatre by community arts organizations. The 2007 season has just begun and, to date, TOSPS has confirmed reservations with 12 different organizations for a combined

total of 80 event days through June. Not included in these numbers are several other non-profit organizations who are currently interested in the venue and in the process of submitting a letter of interest.

In addition to these community arts uses, Arts Express, a high school educational program administered by the Office of Cultural Affairs, had three performances in TOSPS during 2006 and currently has four scheduled dates during the 2007 season.

While the early outreach to the arts community has been successful, outreach efforts continue. Since the previous update to the Board on September 29, 2006, the following activities have occurred:

- The attached flyer was created and distributed to non-profit community arts organizations to announce the theatre's availability in 2007.
- An announcement of the theatre space opportunity was sent to more than 350 contacts on the Arts Council Silicon Valley contact list on January 16, 2007.
- A follow-up email announcement of the theatre space opportunity for the 2007 season was sent to 200 names on the Office of Cultural Affairs contact list on January 16, 2007.

The Agency's agreement with TOSPS has increased the number of performances and exhibitions taking place in the Downtown. The TOSPS space provides an excellent opportunity for community arts groups to enliven downtown with their performances, and removes the largest economic barrier for smaller arts groups to showcase their work by providing them with free performance space.

Agency staff will continue to monitor use of the theatre 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

Attachment



THEATRE SPACE

is available for non-profits at the Theatre on San Pedro Square located in the heart of downtown San Jose.

FREE! There is no charge to community arts organizations for use of the box office and house systems, which includes free technical support and basic cleaning of the theater.

Available timeframes:

- **January through September 2007**
- **April through September 2008-2011**

Space is limited, so book your events as soon as possible!

Reservation Contact:

Theatre on San Pedro Square
Gary A. De Mattei, Producing Director
29 North San Pedro Street, Suite 200
San Jose, CA 95110
(408) 460-1696 (Phone)
(408) 283-0295 (fax)
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www.tosps.com



Free Theater space for non-profits program is made possible by the San Jose Redevelopment Agency. For more information, contact Bryant Adleson at (408) 795-1893 or bryant.adleson@sanjoseca.gov.