



# San Jose Arena Authority

## City and Community Events Program SAP Center at San Jose Policy Information July 2014

### Introduction

The San Jose Arena Authority's (SJAA) City and Community Events Program is designed to provide opportunities for nonprofit, educational, and service organizations to hold events at SAP Center at San Jose through a special event cost assistance program. Introduced in 1993, the purpose of the City and Community Events Program is to provide access to SAP Center at San Jose for purposes which have been deemed consistent with the City of San Jose's objectives of creating good will for the City, furthering national exposure, generating economic or community development, and offering applicants the opportunity to provide programs and funding that benefit the San Jose community.

### Event Applicant Definitions

For organizations interested in submitting an application for consideration, the following criteria has been created to aid in the application process:

#### 1. City Event Applicants

City Event applicants must have organizational headquarters in the city of San Jose or have a regional, national, or satellite office in San Jose or offer programs that directly benefit the San Jose community. Approved City Event applicants are awarded a non-conflicting event date that includes the use of SAP Center at San Jose *free of rental fees*. *Please note that approved City event applicants will incur other costs associated to conducting their event at SAP Center at San Jose.*

#### 2. Community Event Applicants

Organizations considering submitting an application for a Community Event need not be physically located in San Jose. Community Event applicants *will incur facility rental fees and other negotiated event costs*, must be approved for a non-conflicting event date, and provide an event appropriate for public access to SAP Center at San Jose.

### Eligibility Criteria for City and Community Event Applicants

Organizational use of SAP Center at San Jose under this City and Community Events Program will be subject to certain minimum qualifications and conditions of participation, including the following:

- Organizations must be nonprofit, educational, or public service in nature.
- Organizations must demonstrate a purpose consistent with the City's civic and community purposes.
- Organizations must be non-discriminatory in membership and participation.
- The requested event must be an event that would not otherwise be solicited and/or scheduled by Sharks Sports and Entertainment (San Jose Arena Management).
- The requested event cannot inhibit, benefit, or promote religious activities.
- The requested event cannot promote or benefit political advocacy activities, whether for or against a political candidate or ballot measure.

### Application Submittal Information

Interested applicants can submit event applications through the SJAA's website at sjaa.com (see City and Community Events Program) or by contacting the SJAA at 1-408-977-4780. Applicants are encouraged to submit event applications at least nine months to one year prior to their proposed event date. The SJAA also encourages applicants to list a number of alternative event dates to assist in the facilitation of the application date in relation to dates being booked or held by Sharks Sports and Entertainment for hockey games or commercial and /or franchise events.

Applications will be accepted by the SJAA on an ongoing basis. The SJAA Community Programs Committee will conduct a preliminary review of all event applications during the month of February for the upcoming fiscal year (July 1 to June 30). Following this review period, the Community Programs Committee may invite eligible program applicants to present details of their organization and information on their proposed event. Also at this time, the Community Programs Committee will evaluate the applicant's event-funding allocation. If an applicant is deemed appropriate for program consideration, the applicant will be invited to attend a SJAA Board of Directors meeting. At the Board meeting, the applicant will once again have the opportunity to share organizational and event information to the full SJAA Board and answer any questions that may come up during the evaluation process.

In the event that an interested organization submits a program application following the annual applicant review period in February, the Community Programs Committee will consider such applicants on a case-by-case basis.

### Event Scheduling

Applicant event scheduling is conducted with consideration given to Sharks Sports and Entertainment's priority rights respecting certain franchise events and family shows. *Please note that City and Community Events can be put on a tentative hold for up to one year prior to the scheduled event date with final confirmation being secured approximately 45 days prior to the event date.*

### Event Funding

The City and Community Events Program offers limited assistance with event cost to approved applicants. Applicant funding will be prioritized and determined by the level of benefit to the San Jose community. This fund was established to financially support applicants by offsetting certain costs associated solely with interior event production. Applicant funding levels are determined based on the availability of program funds as well as the number of active and pending program applications. Funding for each approved program applicant is limited to one time per fiscal year, July 1 to June 30.

The SJAA will consider event applications and applicant funding levels on a case-by-case basis. Please note that in the event that pending program application funding requests exceed available program funding, the SJAA will evaluate and prioritize applications based on their benefit to the San Jose community. The SJAA also advises applicants that in an effort to maximize the allocation of funds to approved applicants there could be situations where program funding could be reduced from year-to-year for returning program applicants.

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The SJAA Board with scheduling and cost input from Sharks Sports and Entertainment will recommend funding levels, which will be forwarded to the City Manager's Office for final approval. Upon approval by the City Manager's Office, the SJAA will advise the applicant of the approved level of event funding.

**Application Approval and Next Procedural Steps**

**1. City Events Applicants**

After the notification to the applicant that their City Event has been approved and a funding level has been determined, the SJAA will direct the applicant to begin event-planning discussions with representatives from Sharks Sports and Entertainment. It is imperative that approved event applicants establish regular contact with Sharks Sports and Entertainment to ensure the successful implementation of their event. Throughout the course of event planning and implementation, representatives from the SJAA and Sharks Sports and Entertainment will be available to assist applicants in the administration of the event.

**2. Community Event Applicants**

All Community Event applicants who are determined to be qualified will be referred to Sharks Sports and Entertainment to identify and agree on costs associated with the proposed event. ***Please note that Community Events include program costs and rental fees.***

**Use of Exterior Space Around SAP Center at San Jose**

Applicants contemplating the use of exterior space adjacent to SAP Center at San Jose (Autumn Street, Montgomery Street, W. St. John Street, Arena Green, sidewalks, and other areas adjacent to or in the vicinity of the Center) may incur additional costs by the City of San Jose and other organizations (permits and other event-related expenses). Please note that these costs are not covered under the SJAA's City and Community Events program.

**Event Collateral Materials**

The SJAA requires that any approved applicant include the SJAA and City of San Jose's logos on any collateral materials associated with the event. (The SJAA will provide the logo graphics.) Collateral materials include, but are not limited to, the event website, event programs, event flyers, press releases, advertisements, and posters. In the event that no collateral materials are produced, the SJAA requests that the event applicant recognize the SJAA and the City of San Jose in any public announcements made at the event.

**Post Event Follow-Up**

Following completion of the event, the SJAA requires that the applicant complete and submit the attached post-event evaluation form to the SJAA within 90 days. Applicants may be asked to attend a SJAA Board of Directors meeting to provide a verbal post-event summary. Discussion topics will include the following:

- Applicant's organizational goals for the event
- Event attendance
- Event sponsors and other sponsor donations
- Event Revenue and Expenses
- Programs/activities receiving funds from the event
- Details of the community benefit (financial or other)

**Applicant Event and Insurance Costs**

Applicants receiving City or Community Events program funding are advised that additional event costs (out-of-pocket expenses) will be incurred. With respect to both City and Community Events, the applicant organization must have the financial wherewithal to fund the additional event-related expenses. Examples of event-related costs include security personnel, ushers, ticket takers, parking attendants, event set up and clean up, audio/visual personnel and other professional and trade services as provided by Sharks Sports and Entertainment. Additionally, the applicant will be obligated to meet the mandated minimum insurance requirements as determined by Sharks Sports and Entertainment.

**Other Facility Options**

In the event that a City or Community Events applicant is not selected for the financial assistance program or cannot secure a date at SAP Center at San Jose, the SJAA recommends that the applicant contact other facility management organizations, such as Team San Jose and/or San Jose State University. Each of these organizations offers a number of facilities that may be available or more appropriate for the applicant.

Revised: July 10, 2014



**City and Community Events Program  
Post Event Evaluation  
Please Respond Within 90 Days After Your Event**

Organization: \_\_\_\_\_

Organization Contact: \_\_\_\_\_

Contact Phone Number and Email Address: \_\_\_\_\_

New Applicant: \_\_\_\_\_ Returning Applicant: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Event Date: \_\_\_\_\_ Event Attendance: \_\_\_\_\_

Total Event Cost: \_\_\_\_\_ Program Funding Allocation: \_\_\_\_\_

Funding Allocation Cost Per Person Attending Event: \_\_\_\_\_

Amount of Funds Raised for the San Jose Community (if applicable): \_\_\_\_\_

Organizations Receiving Proceeds from the Event: \_\_\_\_\_

Communities Served by the Event: \_\_\_\_\_

Other Organizations Providing Funding for the Event: \_\_\_\_\_