

# Memorandum

**TO:** HONORABLE MAYOR AND CITY COUNCIL  
**FROM:** Kim Walesh  
**SUBJECT:** UPDATE ON HAMMER THEATRE REUSE ACTIVITIES AND PUBLIC PROCESS  
**DATE:** November 18, 2014

Approved



Date

11/18/14

## INFORMATION

This memo provides an update to Council on the activities pertaining to the reuse of the Susan and Phil Hammer Theatre Center, including the public process to help identify a new permanent operating model.

### **Framework for a Public Process and Hammer Theatre Advisory Committee**

A public process is beginning now to help identify a permanent operating model for the Hammer Theatre Center. The City Administration has established a Hammer Theatre Advisory Committee to advise staff and inform recommendations to the City Council. The advisory group is composed of ten people with demonstrated experience in performing arts, entertainment, nonprofit management, downtown issues, and facility management who are volunteering their time and expertise for this effort. Advisory Committee members include: Rich Braugh, Brad Erickson, Julie Fry, Chris Esparza, Richard James, Connie Martinez, Michael Miller, Elisa Orona, Eva Terrazas, and Geri Wong. Staff from the Office of Cultural Affairs and Department of Public Works will work with the HTAC.

The HTAC will meet monthly to consider information about the theater and the local market and to provide advice on the goals and criteria associated with potential permanent operating models. The committee will hold its meetings in public and related information will be posted on the City's website. By attending these meetings and reviewing meeting materials, the public can participate in this process and provide input.

The first meeting of the HTAC will be on Tuesday, November 18, from 5:00 p.m. to 7:00 p.m. in Wing Room 119 of San José City Hall, 200 E. Santa Clara Street. Subsequent meetings will be held on the second Tuesday of each month at the same time and place. All meetings will be open to the public. The agenda and meeting materials can be found [here](#) or at the San José Office of Cultural Affairs' webpage, [www.sanjoseculture.org](http://www.sanjoseculture.org) (click on the *Arts Commission & Committees* link on the left navigation pane and then select *Hammer Theatre Advisory Committee*.)

People who have already expressed interest in the future reuse of the Hammer Theatre have been notified of the November 18 HTAC meeting and will receive future notifications related to the facility or forthcoming Request for Interest for the Hammer Theater Center.

### **Request for Interest (RFI) for the Hammer Theatre Center**

The City intends to issue an RFI for the Hammer Theatre Center in early 2015. The RFI can be written broadly to explore potential options for the facility's reuse. The HTAC will be involved with the RFI starting with its development and criteria, review RFI responses with the Administration, and provide advice to the administration about the future of the facility. Staff's goal is to complete this process as soon as practical, ideally by June 2015.

There are several characteristics of a permanent operator that already have been identified, including:

- Ability to activate the theater as much as possible.
- Offering of programs that meet market/audience demand.
- Experience in facility operations and management.
- Financial sustainability.

As the RFI is further developed, additional theater and community objectives and desirable operator characteristics likely will be identified.

### **Interim Facility Reuse: Holiday "Pop-Up" Retail Stores**

To further enliven the downtown area during the popular winter holiday season, the Office of Economic Development launched a "pop-up" retail stores initiative in partnership with the San Jose Downtown Association. One of the sites for this temporary retail project is the lobby of the Hammer Theatre and the plaza immediately outside the theater on Paseo de San Antonio. The activation of the theater has the additional benefit of protecting this valuable asset while the building is otherwise not in use.

The Hammer Theatre Center is an important facility in our vibrant downtown. The administration is committed to working with the Council and community to identify a long-term solution to ensure that this facility remains a viable community asset. Informational memoranda pertaining to the reuse of the Hammer Theatre Center will be provided to the Council approximately every two months. Updates will also be provided to the Community and Economic Development Committee at critical milestones during the coming year.

/s/

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For questions, please contact Kerry Adams Hapner, Director of Cultural Affairs, at (408) 793-4333.