



HAMMER

THEATRE CENTER

Arts Commission Update

February 26, 2018

SJSU SAN JOSE STATE
UNIVERSITY

Background



- In December 2015, City Council approved a 3-year O & M agreement with SJSU
- \$285,000 annually to fund operating City-owned asset
- Hammer Theatre Advisory Group providing valuable guidance
 - Meets bi-annually prior to CEDC presentation
- City provided funding:
 - elevator refurbishment
 - exterior lighting
 - HVAC study
 - exterior electronic signage
 - exterior finish maintenance
 - stage floor resurfacing

Background (continued)

- SJSU provided funding:
 - Stage lighting upgrades
 - State of the art theatre sound system
 - State of the art electro-acoustic orchestra "shell"
 - Office, Café, Mercury News Lounge refurbishments
 - Hammer4 (rehearsal room) activation as performance space



Ongoing

- Capital Projects by City include:
 - Theatre emergency backup power and lighting system
 - Building HVAC refurbishment (5 year plan)
 - Theatre and Lobby carpet replacement
 - Theatre seating refurbishment or replacement
 - Public restroom refurbishment

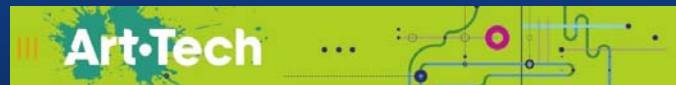


Leadership & Staffing

- University-level leadership: Vice President Faas
- Academic leadership:
Dean of Humanities and the Arts, Dr. Shannon Miller
- Administration, programming & operations leadership:
Hammer Theatre Executive Director Christopher Burrill
- Permanent staff:
Technical Production Manager, Client Services and Patron Services
Directors; associated production, box office, front-of-house full-
time, part-time students; volunteer community ushers
- Student marketing team led by full-time Marketing Director

Diversified Programming Model

- Sub Brands



SJSU @ Hammer

Premiere San José State University music, theatre, dance and guest speaker events



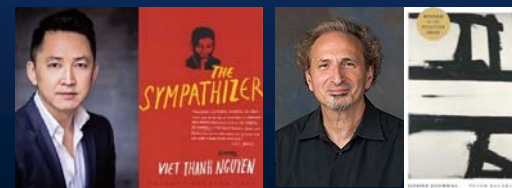
Mendelssohn's Elijah - May 2017



Kaleidoscope! - October 2017



Picasso at the Lapin Agile
November 2017



Pulitzer Prize-Winning Authors
October 2017 & April 2018

Music w/o Borders

Music from around the world, including jazz, blues, reggae, latino, country & world music



Dee Dee Bridgewater w/ SJSU Jazz Orchestra
February 2018



Cuarteto Latinoamericano w/ Daniele Biondi & Tango
February 2018



Catalyst Quartet - February 2018

Art-Tech

Performances that connect arts, technology and/or multimedia



ElevenPlay - January 2018



JOURNEY (the Video Game) LIVE - May 2018



Bella Gaia - May 2018

Lights & Action



Live theatre, dance and off-Broadway theatrical productions. Also includes National Theatre Live screenings and other films



Shakespeare, *His Wife & the Dog* – February 2018



National Theatre Live Screenings – Year-Round



Off-Broadway Touring Shows – Spring 2018

Hammer Speaks



National Geographic Live!, Sundance Film Institute and other educational lectures



National Geographic LIVE! Speaker Series
Spring 2017



Sundance Institute Master Classes
April & August 2017



Holidays @ Hammer



Music, dance and theatrical events related to the holiday season



Reduced Shakespeare Co.
December 2018



Tandy Beal & Co.
December 2017 & 2018



The San Jose Nutcracker - December 2017 & 2018



An Irish Christmas - December 2018



Also @ Hammer



Corporate, cultural or other events that are "also at the Hammer"



Carla Dirlikov Canales
November 2017 & May 2018



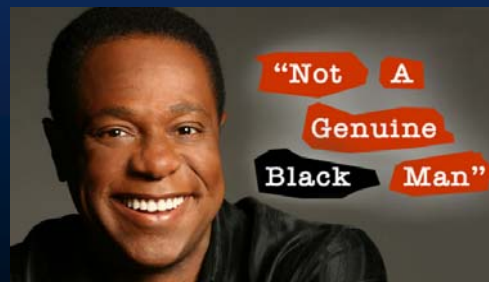
Cinequest
March 2016, 2017 & 2018



Apple Student Scholar Event
June 2017



ComedySportz World Championship
June 2017



Brian Copeland in *Not a Genuine Black Man*
June 2017 & February 2018



Cornerstone of the Arts Awards
October 2016, 2017 & 2018

Also @ Hammer



Corporate, cultural or other events that are "also at the Hammer"



Asian Youth Orchestra – August 2017

BLACK LEGEND AWARDS
SILICON VALLEY

Black Legend Awards
February 2017 & 2018



Legacy of Bhangra – September 2017



The Parting – March 2018



Grupo Folklórico and Los Laureles
multiple performances 2016-2018



Peace on Your Wings – October 2017





Discussion

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Diversified Programming Model

- Sub Brands

- **SJSU@Hammer**
 - Premiere San Jose State University music, dance, and guest speaker events
- **Music w/o Borders**
 - Music from around the world, including jazz, blues, reggae, Latino, country, and world music
- **Art-Tech**
 - Performances that connect arts, technology
- **Lights & Action**
 - Live theatre, dance, and off-Broadway; National Theatre Live
- **Hammer Speaks**
 - National Geographic Live, Sundance Film
- **Holidays @ Hammer**
 - Music, dance, theatre for the holidays
- **Also @ Hammer**
 - Corporate, cultural, or other events