



# Memorandum

**TO:** MAYOR LICCARDO  
**SUBJECT:** BUDGET DOCUMENT

**FROM:** Councilmember Rocha  
**DATE:** 5/20/2015

Approved

*Don Rocha*

Date

*5-20-15*

*PH*

## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: **San Jose Jazz, Tentnology**

Amount of City Funding Required: **\$105,000**

Fund Type (i.e. General Fund, C&C funds, etc.): **Parks City-Wide C&C Tax Fund**

This change is:

One-time       Ongoing

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

**The proposal would designate \$105,000 in one-time funding to be set aside for the purchase, shipping, design, and set up of a quality site-specific canopy/bandshell to replace the current inadequate rental canopy used at Plaza de Cesar Chavez for San Jose's largest festivals and cultural events.**

**This canopy would accommodate better stage lighting at the venue and improve the overall look of the park during these events, such as the annual San Jose Jazz Summerfest, which attracts 100,000 attendees annually. San Jose Jazz is working with multiple community organizations to improve the currently inadequate stage canopy structure that is erected each summer at Plaza de Cesar Chavez. Currently, the City and San Jose Jazz splits the cost of renting a canopy from Mussin Rental. The only rental canopy from Mussin that fits the stage at Plaza de Cesar Chavez is deteriorating and doesn't accommodate for new lighting and sound technology.**

**These improvements will enable numerous organizations to program activities that draw more and new visitors to the city center and customers to surrounding businesses. As our**

de facto town square, Plaza de Cesar Chavez projects our city's identity to the world. We believe diverse cultural programming and civic discourse should be core to that identity. At Plaza de Cesar Chavez we have the opportunity to create a signature summer venue for art placemaking in the middle of our city. That said, the park in recent years has seen significantly increased crime activity, vandalism, and loitering. It is at risk of deteriorating further. Quality events at the park caused by this new stage canopy can be an effective catalyst for positive community activation in the area. A quality, canopy/bandshell that is custom fit to our stage at Plaza de Cesar Chavez would provide us with the necessary infrastructure improvements to produce performances with up to date stage and sound technology fitting for the Capitol of Silicon Valley.

The total cost of purchasing the canopy, shipping, and design was estimated by staff to cost \$210,000. By setting aside the investment of half the cost of the canopy, San Jose Jazz and other partner cultural organizations will have time to match the remaining cost in the upcoming year.

**Funding Source**

Essential Services Reserve (\$2.5 million)

**Other (Program/Project/Fund):**  
**Parks City-Wide C&C Tax Fund**

Department or Organization: **Parks Recreation and Neighborhood Services**

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

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