HAMMER THEATRE
RFI PRESENTATION

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We believe that San José and the university:

① Benefit from high-quality, diversified cultural programming downtown.

② Suffer when an important performance and cultural landmark such as the Hammer Theatre is left vacant.

③ Have the potential to work together to create a vibrant collaborative model.
① Create a framework to program the Hammer with SJSU as a **facility incubation partner**
② Activate downtown economic corridors near Hammer
③ Diversify the city’s cultural programming
④ Raise the profile of the city and the university as public entities committed to high-quality, high-impact arts and culture programming
⑤ Develop an economically sustainable model for operating the Hammer (e.g., likely will include tiered rentals pricing)
Must be financially sustainable
City offset for operating costs (~$285K)
Diversified programming to include:
  - SJSU programming
  - Co-production model (SJSU + Partner)
  - Rentals program (market rate + non-profit discounted)
Advisory Council to support robust, diversified programming
① Quick activation possible:
   ✮ SJSU can move existing programming
   ✮ We then phase in other programming
② Hammer = enhancement
   ✮ Will not replace any existing campus facilities
③ Student involvement key to mobilize SJSU funding
① Some SJSU programming to Hammer
  - Theatre & opera (~2-4/year)
  - Listening Hour
  - Music Camp Concerts

② Student involvement
  - Co-production model
  - Outreach / programming with community partners

③ Co-created programming and presenting model through rentals
  - Professional theatre presence
  - Diversified & dynamic programming

Annual Marion Cilker Arts Conference in partnership with K-12 and arts organizations.
Partnership is a win for all
① Provides framework for operation of the Hammer with commitment to economic and cultural vibrancy and diversity.
② Builds future audience for arts and culture as part of educational mission.
③ Ensures ongoing community involvement and professional theatre presence.