



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Raul Peralez

SUBJECT: San José Stage Company
Equipment Assistance Agreement

DATE: September 24, 2018

Approved by:

Date:

9/24/18

RECOMMENDATION

Accept staff recommendation approving an equipment assistance agreement with the San José Stage Company (the Stage) in an amount not to exceed \$1,000,000 for modern theater equipment and furniture to be installed in a new mixed-use renovated facility located at 490 South First Street.

BACKGROUND

In the Mayor's Budget message for Fiscal Year 2016-2017, the City Council approved these funds from the Cultural Facilities Maintenance Reserve Fund (TOT) to support the Stage's facility project. As staff stated in their memorandum, the Stage has an economic impact of \$1.9 million annually with a regional audience of 30,000.

I was pleased that the Successor Agency to the Redevelopment Agency (SARA) supported the San José City Council's direction and approved the sale of 490 South First Street to the Stage Company on May 15, 2018. The Stage Company has been a long time arts venue in the South of First Avenue (SoFA) Arts District. The support of their institution should transcend beyond a real estate transaction and include support for the modernization of their facilities. Upgrade of the Stage's equipment infrastructure will hopefully increase the overall economic impact for the district and Downtown at large.

Thank you to the Stage for their efforts in preserving the arts and we hope this \$1 million agreement will be used to leverage additional private funding in the future.