



T H E A T R E C E N T E R

Hammer Theatre Center Operations and Maintenance Agreement

City Council Presentation, March 10, 2020

City Presenters: Kerry Adams Hapner, Director of Cultural Affairs; Karen Park, Senior Arts Program Coordinator

SJSU Presenters: Christopher Burrill, Executive Director, Hammer Theatre Center; Dr. Shannon Miller, Dean, College of Humanities and the Arts



Recommendation

Recommend to the City Council to adopt a resolution authorizing the City Manager to negotiate and execute an agreement with San Jose State University for the operations and maintenance of the Hammer Theatre Center for a 15 year term with two additional 10 year options to renew starting July 1, 2020, for an annual amount of \$315,000 with annual CPI adjustments, subject to appropriations approved by City Council.



Background – 5.5 years ago



- San Jose Rep closes in summer 2014 and venue goes dark
- Year-long public process leading to SJSU as operator for initial incubation period
- SJSU assumes operations of the Hammer in Dec 2015

Today - Successful City-SJSU Partnership

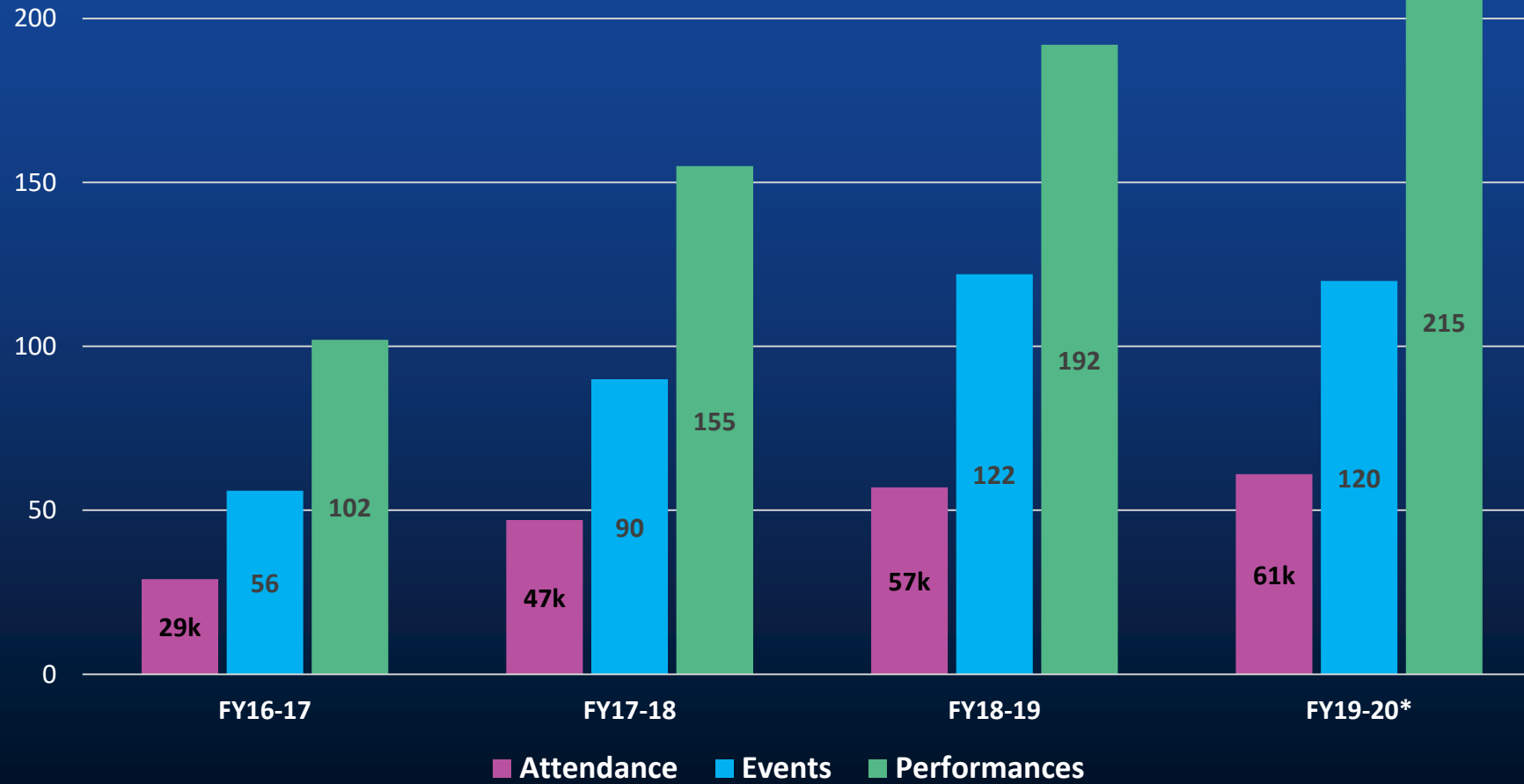
- High quality, diverse programming
- Venue for quality theater – and more
- New and increasing audiences
- Access for arts and community groups at discounted rates
- Strong economic impact and plaza activation
- Well-maintained attractive regional facility
- Pipeline for future arts/tech professionals and cultivating audiences of tomorrow



Key Contract Terms

- Up to 35 years (15 yr term with two 10 yr options to renew)
- \$315,000 annual O&M subsidy, with annual CPI adjustments
- Creation of Hammer Capital Maintenance Sinking Fund
- Diverse mix of programming sourced from SJSU and other organizational collaborations, curated offerings (“Hammer Presents”) and community rentals.
- Tiered rental rates with discounts for nonprofit organizations
- Partnership for ongoing maintenance and capital needs
- Regular reporting and monitoring

Hammer Growth 2016-2019



*Projected through 6/30/20

Hammer Theatre Diversified Programming



Questions & Discussion

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