



COUNCIL AGENDA: 3/15/22
FILE: 22-370
ITEM: 2.14

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Nanci Klein

SUBJECT: SEE BELOW

DATE: March 11, 2022

Approved

Date

3/11/22

COUNCIL DISTRICT: 7

SUPPLEMENTAL

**SUBJECT: ACTIONS RELATED TO THE NAMING RIGHTS OF THE
COMPETITION ARENA AT THE ICE CENTRE OF SAN JOSE**

REASON FOR SUPPLEMENTAL

The purpose of this memorandum is to provide additional information regarding the naming of the Competition Arena at the Ice Centre of San José and agreement between the City and Sharks Ice, LLC for future naming of the Sharks Ice at San José facility.

RECOMMENDATION

The recommendation is amended to read as follows.

Adopt a resolution:

- (a) Approving the sale by Sharks Ice, LLC of the naming rights to the Competition Arena at the Ice Centre of San José, and consenting to the official naming of the Competition Arena as “Tech CU Arena at Sharks Ice at San José” and to the use of the shorter version of the name “Tech CU Arena” when use of the full official name is not reasonably practical for the term of the sponsorship agreement;
- (b) Authorizing the City Manager, or her designee, to approve the location, design, size, and appearance of new exterior signage at the Competition Arena at the Ice Centre of San José to portray the new name and logo;

- (c) Authorizing the City Manager to require “San José” be placed on exterior signage at the San José Ice Centre in any future naming rights agreements for the San José Ice Centre; and
- (d) Clarify the Parties’ intent not to amend the existing lease or sponsorship agreements.

ANALYSIS

The proposed actions will result in the official naming of the Competition Arena at the Ice Centre of San José, also known as Rink #6, as “Tech CU Arena at Sharks Ice at San José” in accordance with the Second Amended and Restated Ice Centre Lease and Management Agreement dated October 1, 2020, as amended by and between the City of San José and Sharks Ice, LLC. This supplemental memo amends the recommendation to allow use of the shortened name “Tech CU Arena” when use of the full official name is not reasonably practical.

In a related agreement, Sharks Ice, LLC agrees to include “San José” in any subsequent naming for the Ice Center of San José, which shall include “San José” in any new name, and to place “San José” in exterior signage (as agreed to by the Sharks Ice and the City Manager) at the facility. This term would be for future naming rights agreements for the Ice Center of San José when the current naming rights agreement with Solar4America concludes. This agreement is not intended to amend, replace, supplement, or otherwise modify the terms of the Lease Agreement of the sponsorship agreement in respect of Tech CU’s naming rights agreement of the Competition Arena.

/s/

NANCI KLEIN

Director of Economic Development and
Cultural Affairs Director of Real Estate

For questions, please contact Kevin Ice, Senior Manager, Real Estate Services, at (408) 535-8197.