



Memorandum

TO: HONORABLE MAYOR AND

FROM: Councilmember Esparza
Councilmember Davis
Councilmember Peralez

CITY COUNCIL

SUBJECT: SEE BELOW

DATE: April 16, 2019

Approved

Maya Esparza
DeVos Date *4/12/2019*

SUBJECT: AUTHORIZE THE CITY MANAGER TO NEGOTIATE AND EXECUTE A MEMORANDUM OF UNDERSTANDING WITH SHARKS ICE, LLC REGARDING THE PROPOSED FOURTH EXPANSION OF SOLAR4AMERICA ICE AT SAN JOSE

RECOMMENDATION

1. Accept staff's recommendation to authorize of the City Manager to negotiate and execute a memorandum of understanding with Sharks Ice, LLC for the proposed fourth expansion of Solar4America Ice at San José.
2. Direct the City Manager to bring back to Council an agreement that mirrors the Arena Authority's Arena Ticket Distribution Program which would apply to the newly expanded Solar4America Ice at San José.

BACKGROUND

We want to thank staff for their diligent effort to bring forward a comprehensive and informative report that will allow our colleagues to make an informed decision on the future of this regional asset. The partnership with Sharks Ice, LLC and the City is truly a successful model in Public Private Partnership efforts. This successful venture provides access to the more than 1.5 million visitors a year and generates over 6,000 hotel night stays. Not only is this partnership an economic engine, the expansion will lead to increased activity, sustaining the economic vitality of Solar4America Ice at San José.

The current San José Arena Authority's (SJAA) Arena Ticket Distribution Program's successful track record warrants replication in the expanded Solar4America Ice at San José. The ticket distribution program that is currently in effect at SAP Center meets a variety of goals including civic, economic development, and volunteer recognition.

The over 100,000 tickets that the SJAA has distributed for a variety of community purposes serve as a testament to the impact of the ticket distribution program. In some instances, tickets are provided to individuals who otherwise would not have access to the entertainment

opportunities that many of us regularly enjoy. The arena ticket distribution model has served the City and our partners well over the years. It only makes sense that it is replicated Solar4America Ice at San José. We look forward to seeing this expansion and its increased benefit in our communities.

The signers of this memorandum have not had, and will not have, any private conversation with any other member of the City Council, or that member's staff, concerning any action discussed in the memorandum, and that each signer's staff members have not had, and have been instructed not to have, any such conversation with any other member of the City Council or that member's staff.