

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Walesh

SUBJECT: SEE BELOW

DATE: April 18, 2019

Approved



Date

4-19-19

INFORMATION

**SUBJECT: SAN JOSÉ ARENA AUTHORITY'S 2018 ANNUAL SUMMARY OF
ACTIVITIES IN THE SOUTH CAMPUS AREA**

Attached for your information is the "2018 Annual Summary of Activities in the South Campus Area." The Arena Authority created the South Campus Operations Team in 2010 to facilitate coordination among facility and park operators in the South Campus Area. The Arena Authority is the chair of the South Campus Operations Team, which also includes representatives from Solar4America Ice, San Jose Municipal Stadium, Kelley Park, San José State University Athletics, and the City's Public Works Department and Office of Cultural Affairs. The South Campus Operations Team produces the attached annual report to summarize the types of attractions and events offered at the South Campus facilities and to highlight recent activities supporting the long-term development of the area.

/s/

KIM WALES
Deputy City Manager
Director of Economic Development


For questions, please contact Lori Severino, Civic Engagement Program Manager for the Diridon Station Area, Office of Economic Development, at (408) 535-3537.

Attachment: 2018 Annual Summary of Activities in the South Campus Area



San Jose Arena Authority

Informational Memorandum

To: Lori Severino, City Manager's Office / Office of Economic Development
From: Chris Morrissey, Executive Director 
Subject: 2018 Annual Summary of Activities in the South Campus Area
Date: March 14, 2019

Background

In 2010, the Arena Authority created the South Campus Operations Team (SCOT). Today the team includes representatives from Solar4America Ice at San Jose, San Jose Municipal Stadium, Kelley Park (including Happy Hollow Park and Zoo and History Park), San Jose State University Athletics, the City's Department of Public Works, the Office of Cultural Affairs, and the Arena Authority. In creating the South Campus Operations Team, the Arena Authority established two central missions for the organization: (1) Allow for the open and regular interaction of facility and park operators in the areas of park and facility event administration; coordination of vehicular traffic and parking operations; patron ingress and egress management; simultaneous event planning and administration; identification of neighborhood integrity issues; and special event coordination. (2) Expand substantive discussions for the long-term planning and development of the south campus area. Fostered by the leadership of the Arena Authority, both goals for the south campus area continue to be addressed through the active involvement of City and area stakeholders.

Provided below is more specific information on the many attractions in the developing south campus area of San Jose:

Kelley Park

Kelley Park is comprised of lands from the former Kelley Estate that included 600 acres of prune, apricot, cherry, and walnut orchards. The City of San Jose purchased portions of the land in 1952 for development of the park area today. Kelley Park has been a popular regional destination for over 60 years and offers one of the City's most diverse recreational settings. Covering 172 acres, the park includes Happy Hollow Park and Zoo, the Japanese Friendship Garden and History Park, and features picnic areas, reservable wedding sites, a disc golf course, an amphitheater, walking trails, rolling lawns, and shade trees. The Kelley Park picnic areas can accommodate either small or large gatherings while the Greek-styled amphitheater can seat 200 people. Kelley Park is also home to the Leininger Community Center where the Park Reservations, Citywide Sports, and Special Park Use/Special Event offices are located.

The Japanese Friendship Garden is modeled after the Korakuen Gardens located in San Jose's Sister City of Okayama, Japan. The garden features streams, bridges, wedding areas, a Japanese Tea House, and koi-filled ponds. Two of the three koi ponds are currently empty pending repair of the flood-damaged water treatment plant, but over 150 koi are still on display at the upper Pond B. Design consultants are currently working on a time line for the redesign and renovation of the water treatment plant. The Tea House inside the Japanese Friendship Garden that was damaged in the 2017 flood is scheduled to reopen in early 2020. During the year, Kelley Park welcomed over 450,000 visitors.

Happy Hollow Park and Zoo

Founded in 1961, Happy Hollow Park and Zoo features family-friendly rides, a puppet theater, nature-inspired play areas and a zoo that has been accredited by the Association of Zoos and Aquariums for over 25 years. An on-site veterinary clinic serves more than 150 of the park's endangered, exotic, domestic and rescued animals. The Happy Hollow Education program features educational outreach and scholarship programs for children, youth, scouts and school groups. Camps, classes, family sleepovers, celebrations and private rentals of all sizes are some of the park's signature offerings. Happy Hollow also has a catering team known as Double-H Catering, which provides custom, high-quality food services both on- and off-site.

As the first LEED Gold certified amusement park and zoo in the United States, Happy Hollow's operations center around conservation and sustainability while aligning with the Climate Smart San Jose plan. On a broader scale, the park and zoo engage in local and global wildlife conservation and research through the Quarters for Conservation program. In 2018, Happy Hollow welcomed over a half-million guests.

The park and zoo are supported by the Happy Hollow Foundation, a nonprofit organization founded in 1958. Through foundation support from organizations and individuals, the foundation has helped fund new animal exhibits, rides and programs. Signature efforts include Senior Safari, an event series that helps combat social isolation and gets seniors moving by offering a free morning at Happy Hollow. The foundation also offers funding for education outreach visits to Title I schools in Santa Clara County.

History Park

History San José is a private, nonprofit organization that manages the City of San Jose's historic assets including the Collection Center/Research Library & Archive, Downtown's Peralta Adobe-Fallon House Historic Site, and History Park in Kelley Park. History Park features 32 historic and replica buildings, including the Chinese American Historical Museum, the Pacific Hotel, Stevens Fruit Barn, a working print shop and running trolleys. The park is home to more than 200 volunteers and 19 other nonprofit cultural and service organizations.

History Park is a destination for experiencing and celebrating the valley's cultural heritage. Events focus on active inter-generational engagement, enjoyment, and learning through a combination of hands-on crafts, storytelling, cultural performances and family-friendly experiences. Each year the park welcomes more than 120,000 visitors to events like the *Dia de Portugal Festival*, *Spirit of '45 WWII Event*, and the *San Jose Mini Maker Faire*.

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In addition, History Park serves more than 21,000 school children from Santa Clara Valley, Fremont, Santa Cruz and the Peninsula. The park offers theme-based school programs focused on local history designed to teach students core competencies required for 21st century life, while emphasizing critical thinking, self-directed learning, and collaboration.

San Jose Municipal Stadium

San Jose Municipal Stadium was completed in 1942 as a Work Projects Administration (WPA) project during the presidency of Franklin D. Roosevelt. Over the years, the stadium has served as the residence for a number of professional baseball teams; and for the past three decades Municipal Stadium has been the home of the California League San Jose Giants, a Class A Advanced Affiliate of the San Francisco Giants. During this time, well over seven million fans have attended Giants games at the stadium. The City-owned ballpark is used for over 140 events annually, including a variety of baseball activities such as youth clinics, high school regular season games, Central Coast Section playoff and championship games, San Jose State University baseball games, and San Jose Giants regular and post-season games. Other events at the stadium include scout campouts, weddings, the San Jose Giants Race, the Bacon and Beer Classic, corporate events, and fireworks shows. For the year, 225,000 patrons enjoyed events at the stadium.

In 2019, the rich history of baseball in San Jose continues as the San Jose Giants embark on what will be the 77th season of baseball at San Jose Municipal Stadium. San Jose has won six California League Championships as a Giants affiliate and eleven overall, including back-to-back titles in 2009 and 2010. In 2013, the San Jose Giants hosted its first-ever California-Carolina Leagues All-Star Game while a crowd of 5,000 took in the game and festivities. Additionally in 2013, the San Jose City Council approved a five-year lease extension to keep the Giants playing at Municipal Stadium through the 2018 season. 2018 saw the Giants, the City, and the Arena Authority work cooperatively to install new press box windows and improve the fencing along the right field line. Recent stadium improvements included clubhouse upgrades, a gleaming new concourse floor, digital menu boards, new HDTV's throughout the ballpark and new food stands. Finally, the Giants also wowed fans with their 26' by 36' high lumen and high definition video board to capture all the action on the field.

Solar4America Ice at San Jose

Solar4America Ice at San Jose continues to be the most active, publicly used ice facility in the Western United States. Since opening in 1994, the facility has been expanded twice and now features four ice rinks, a pro shop for figure skating and ice hockey merchandise and equipment, a full service restaurant/sports bar, locker rooms, ice skating rental area, food concession area, a mezzanine area, and public training area. Solar4America Ice at San Jose serves as the San Jose Sharks training facility and includes skating, training, and conditioning amenities to support the National Hockey League team. Additionally, the facility serves as the training site for the San Jose Barracuda, the Sharks American Hockey League affiliate currently playing its home games at SAP Center at San Jose.

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Over 1.5 million patrons visited the facility in 2018, which features recreational and competitive ice opportunities for people of all ages. Included in the public programs are adult and youth hockey leagues, figure skating, high school and college hockey programs, speed skating, ice dancing, curling, a free use program, programs for people with disabilities, and free use lessons. Also during the year, Solar4America Ice at San Jose hosted 12 large events including the United States Figure Skating National Championships. In fact, tournaments, competitions, and events held at Solar4America Ice at San Jose were directly responsible for over 5,000 hotel room nights in San Jose in 2018.

San Jose State University Athletic Facilities

The cornerstone facility of San Jose State University athletics is CEFCU Stadium located on the university's south campus. Since opening in 1933, the stadium has been expanded in stages to accommodate up to 30,456 spectators. The stadium is home of the Spartan football team that competes in the Mountain West Conference. The multi-use facility has featured American professional and international soccer matches; high school, college and professional football games; concerts and marching band competitions; religious convocations; and university commencement exercises.

In 1999, CEFCU Stadium hosted the Women's World Cup and the NCAA Women's College Cup. The Spartans' south campus facilities served as the practice site for the Carolina Panthers prior to Super Bowl 50, and for the 2019 College Football Playoff national champion Clemson Tigers. The versatility of CEFCU Stadium and the adjacent athletics facilities makes SJSU an attractive campus for the Spartans, as well as other college and professional sports organizations. Future plans for CEFCU Stadium include a 60,000+ square-foot Football Operations Center on the east side of the venue.

The Spartan Golf Complex, which opened in the summer of 2017, is a state-of-the-art facility that offers an expansive grass driving range, challenging short game practice areas, and cutting-edge training technology.

The new Spartan Soccer Complex, which opened prior to the start of the 2017 season, is an all-grass soccer field and serves as the home to both the men's and women's Spartan soccer teams. The field provides high quality training facilities and has been used for World Cup team practices and Major League Soccer training sessions.

In December 2017, SJSU opened a new Spartan Tennis Complex with six United States Tennis Association (USTA) regulation outdoor courts; six months later, a seventh court, that would serve as the "Championship Court" was completed, allowing the Spartans to host world-class tennis events. With the new tennis facilities, SJSU became the new home for the Women's Tennis Association's Mubadala Silicon Valley Classic - 2019 will mark the second year of this premier event being held on the SJSU campus.

In March 2018, the Spartans celebrated the opening of the new Spartan Softball Field with a three game sweep of the University of New Mexico. Additional improvements to the venue's fan amenities are scheduled for the coming year.

Looking ahead, the Spartans are scheduled to open a 128,000 square foot Spartan Recreation & Aquatics Center on the main campus that will be the new home for the men's and women's water polo and women's swimming and diving teams and a four-court sand volleyball complex just north of the Spartan Soccer Complex this spring. They also broke ground on a new locker room and coaches' office facility for the softball and tennis programs. It is scheduled to be completed later this year.

Conclusion

As illustrated in this summary, the south campus area continues to be an exceptionally vibrant, active, and developing area of San Jose. In recent years, the area has attracted an impressive number of people, with close to three million visitors enjoying the many sports and recreational facilities in 2018. Dedicated in perpetuating this encouraging trend by offering a diverse selection of events, activities and new facilities in the south campus area, the South Campus Operations Team continues to devote its energies in keeping this area as one of the leading regional destinations in the Bay Area.