



NEWS RELEASE
FOR IMMEDIATE RELEASE

Phase 1 Renovations Complete at San Jose Civic

Premier Downtown concert venue ready for next phase of improvements

San Jose, CA (April 15, 2010) – Team San Jose, in partnership with the San Jose Redevelopment Agency and Nederlander Concerts, announced they have reached substantial completion of the first phase of improvements at the San Jose Civic. On February 23, the San Jose Redevelopment Agency Board approved a final capital budget and awarded a contract to Garden City Construction for the Phase 2 improvements.

The initial phase of restoration to the historic Downtown building, which started at the beginning of 2009, added new exterior LED lighting, new concession stands, new main level men’s and women’s restrooms, as well as refurbished mezzanine level restrooms, refurbished hardwood floors, a \$1 million sound and High Definition video package, fresh interior and exterior paint, remodeled artist dressing rooms, increased access to the loading dock and wheelchair accessible seating on the second level. The San Jose Civic also displays a new Wall of Fame with full-size photos of legendary artists who have performed in the building over the past 74 years including The Who, Rolling Stones, Bob Dylan, Santana and Steely Dan.

“Through partnership and cooperation, this building looks and feels revitalized,” said Dan Fenton, CEO Team San Jose. “When all the renovations are complete, this will be not only a remarkable concert venue and meeting space, but it’s another great activity in Downtown for locals and visitors alike.”

The Phase 2 improvements will include new fixed and portable seating, structural and seismic upgrades, an elevator for increased access to all levels and new concession areas and equipment. The new fixed seating was funded by the San Jose Theater Preservation Inc., a 501©3 organization led by local arts leaders. Theater Preservation Inc’s mission is to support strategic capital improvements that enhance the customer’s experience and preserve local theaters.

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Under the leadership of Mayor Chuck Reed and the San Jose City Council, \$11 million was invested by the San Jose Redevelopment Agency to ensure the building received the upgrades needed to make it a must-play venue for artists touring the West Coast as well as special events.

“The timing is right for this project. We need to make the significant upgrades necessary to stay competitive,” said Harry Mavrogenes, Executive Director, San Jose Redevelopment Agency. “We’re getting a big bang for the investment since we’re also creating both the construction jobs and the long-term jobs that we desperately need for our community.”

In 2009, Team San Jose and Nederlander Concerts formed a new partnership to reactivate this unique Downtown venue and hosted numerous concerts and special events including two nights of Steely Dan, Willie Nelson, Crosby, Stills and Nash, and Latin rock powerhouse Jaguares, among others.

“We are delighted that Team San Jose, the City of San Jose and the Redevelopment Agency have been strong supporters of the revitalization of this historic entertainment venue and that Phase 1 is now complete,” said Adam Friedman, CEO of Nederlander Concerts. “There is no question that when finished the San Jose Civic will regain its iconic status as the preeminent Bay Area entertainment venue hosting the very best in top headline touring talent and a top choice for corporate, convention and family events.”

Even though renovations are not complete yet, Downtown has felt the positive impact from the activity of concerts and events. Renovations have created on-going local construction jobs as well as increased traffic in nearby restaurants and bars.

“We had an idea that the shows at the Civic would bring us some additional business, but we had no idea how successful it would be,” said Adam Lawrence, Director of Restaurants for Tanq and Arcadia at the San Jose Marriott. “Now we keep a close eye on their calendar and when we see a show coming up, we staff an extra bartender or two!”

To stay up to date on renovation happenings and the Civic’s grand reopening, please visit www.sanjosecivic.com.

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Team San Jose, Inc. is a management company for the San Jose Convention Center and multiple theaters in Downtown San Jose including the San Jose Civic. Team San Jose is a unique service model working in partnership with local hoteliers, organized labor, the arts and business community to provide a one team approach to customer service.

redevelopment works

San Jose Redevelopment Agency

The Redevelopment Agency is dedicated to improving the quality of life for all who live and work in San Jose. Governed by the City Council, acting as the Redevelopment Agency Board, the Agency facilitates and oversees comprehensive programs for development to revitalize and strengthen quality of life and competitiveness for San Jose's downtown, neighborhoods and industrial areas. For more information, visit www.sjredevelopment.org.



Headquartered in Los Angeles, Nederlander Concerts promotes and produces a wide range of quality live entertainment across the Western United States. This boutique event promotion firm exclusively operates and programs the most coveted and awarded small to mid-size venues including the Greek Theatre and the Pantages Theatre in Los Angeles, the Santa Barbara Bowl, the Grove of Anaheim and the San Jose Civic. In addition, the company promotes events at third party arenas, theatres and clubs in markets throughout California, Arizona and Colorado.

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