

SAN JOSE SPORTS AUTHORITY

2004 - 2005 ANNUAL REPORT



Courtesy Champ Car World Series

The Taylor Woodrow Grand Prix of San José, July 31, 2005

EXECUTIVE SUMMARY

The San Jose Sports Authority and the City celebrated a milestone in 2005 with the running of the **Taylor Woodrow Grand Prix of San José**, which in its first year was the largest sporting event ever hosted by the city attracting more than 150,000 people to the city center. One newspaper said it was the most exciting sporting event held in the downtown.

Previously the Sports Authority announced that it will be hosting the **Dew Action Sports Tour** in 2005 and 2006. The first-ever season-long professional competitive multi-sports tour in action sports featured the best athletes in the world competing against each other in September in HP Pavilion. Also, negotiations were finalized at the end of the fiscal year to bring **USA Gymnastics VISA Championships** to HP Pavilion in 2007. The national women's gymnastics championship will occur just weeks before the world gymnastics championships and one year before the 2008 Beijing Olympics. It is accompanied by a national coaches' convention and trade show, which will bring 1,500 attendees to the McEnery Convention Center during the week of the championships.

The Sports Authority now hosts or co-hosts four major annual sporting events. In addition to the grand prix and Dew Action Sports Tour, we will host the Pac-10 Conference Women's Basketball Tournament through 2008 and the USA Wrestling California Divisional Championships for at least another three years. Two other annual events are expected to be announced in 2005/2006.

The Sports Authority hosted or co-hosted five other significant sports events in 2004-2005. They included the USA Judo College & High School Nationals, Pacific Coast Youth & Junior Fencing Championships, USA Water Polo Junior Olympics, Hardball Roller Hockey World Championships and the National Junior Wheelchair Basketball Championships.

The Sports Authority's four major ongoing local programs – San Jose Sports Hall of Fame Induction Dinner, REACH Youth Scholarship Program hosted by Ronnie Lott, The First Tee® of San Jose (formerly the Eagles at Rancho del Pueblo youth golf program) and the Youth Ticket Distribution Program – each continue in strong form. In particular, The First Tee program is poised for major expansion.

MAJOR EVENTS HOSTED OR CO-HOSTED

Pacific-10 Conference Women's Basketball Tournament



MARCH 4-7, HP PAVILION

After a successful initial three years, the Pacific-10 Conference in early 2005 announced it would extend its stay in San Jose for an additional three years through 2008. The tournament's local organizing committee, coordinated by the Sports Authority, again raised \$40,000 to provide tickets to 2,500 disadvantaged youth. An estimated 2,000 people traveled to San Jose for the tournament.

National Junior Wheelchair Basketball Tournament

MARCH 10-13, EVENT CENTER

Sixteen teams from across the United States attended this competition to determine the successor to 2004 champions Bay Area Outreach & Recreation Program from Berkeley. The tournament was won by the team from Long Island. An estimated 500 people traveled to the tournament and stayed in San Jose.

USA Judo College and High School Nationals

MARCH 19-20, EVENT CENTER

Attended by 900 athletes, this championship featured the best judo competitors in the country. In addition to the athletes, an estimated 900 coaches and parents also attended the championships.

Pacific Coast Youth & Junior Fencing Championships

APRIL 9-10, TWO VENUES

Approximately 400 participants competed in this regional championship, which was held at Parkside Hall. A total of 400 rooms were blocked for the event.

USA Wrestling California Divisional Championships

MAY 7-8, MCENERY CONVENTION CENTER

For the second year in a row the statewide championships were held in San Jose. The event used all three halls of the convention center and had approximately 2,200 participants. An equal number of parents and coaches also traveled to San Jose for the championships.

Taylor Woodrow Grand Prix of San José

JULY 29-31, DOWNTOWN STREET COURSE

The Taylor Woodrow Grand Prix of San José is one of 14 races on the Champ Car World Series circuit, which includes races in the United States, Canada, Mexico and Australia. The Sports Authority did the following to support the race:

- Raised \$350,000 for track improvements.
- Organized and coordinated the Executive Advisory Board, which helped sell executive suites and sponsorships.
- Organized and coordinated the City Promotions Committee, which consisted of city departments and nonprofits and promoted the race and sold tickets through a variety of means.



USA Water Polo National Junior Olympics

JULY 30-AUG. 7, AREA HIGH SCHOOL POOLS

The USA Water Polo National Junior Olympics is an eight-day competition for teenage athletes. Boys' competition was held the first weekend, girls the next weekend, and each division involved 156 teams in four age groups, which qualified from one of 11 national zones. A total of 5,000 athletes competed this year.

Hardball Roller Hockey World Championships

AUG. 6-13, EVENT CENTER

The world's top 16 national teams competed in the 37th Men's Hardball Roller Hockey World Championships at San Jose State. Eight games were played daily during the tournament matching teams from Europe, South America, Asia and the United States.

Toyota Challenge / Dew Action Sports Tour

SEPT. 8-11, HP PAVILION

San Jose was one of five stops in the inaugural season of the Dew Action Sports Tour, a series of competition in the “action sports” of skateboarding, BMX (bicycle motocross) and freestyle motocross.



San Jose’s three-day competition is called the Toyota Challenge and took place inside HP Pavilion and in the arena’s outdoor parking lots. Created by NBC Sports, the tour and city received significant national television exposure. The USA Network broadcast two one-hour round-up shows, and NBC Sports

carried a mix of taped and live coverage on two-hour broadcasts Saturday and Sunday afternoons. The Sports Authority recruited and managed a “street team” of six people who spent approximately two months conducting a grassroots marketing campaign to heighten awareness and sell tickets to the event.

FUTURE ONE-TIME EVENTS

2005

USA Taekwondo Senior National Championships



The 31st annual USA Taekwondo Senior National Championships is the highest-level competition in this sport other than the U.S. Olympic Team Trials. They will be held in the McEnergy Convention Center on Oct. 27-30 and will serve as the first national competition for U.S. athletes aspiring to the Beijing Olympic Games in 2008. The Sports Authority hosted the 2004 Olympic trials for

taekwondo at the Event Center at San Jose State.

2006

USA Judo National Junior Olympics

The Sports Authority and the city of San Jose have a long history of hosting judo events stemming from the dominant collegiate judo program at San Jose State. Approximately 900 participants are expected to attend the USA Judo National Junior Olympics on July 8-9 at the Event Center at San Jose State.

2007

NCAA Division I Men's Basketball San Jose Regional

For the third time in 10 years San Jose will be one of four cities to host this level of the NCAA Division I Men's Basketball Tournament. It will be the sixth time in 10 years the city has hosted an NCAA Championship event. CBS Sports will televise all three games from HP Pavilion. The NCAA has adopted new nomenclature for the men's basketball tournament, dropping the geographic names for the regionals in favor of city names, which will give the city additional national media exposure. Thousands of fans from across the country will visit the city for the tournament, which is always sold out. The winner of the San Jose Regional will advance to the 2007 Final Four.

USA Gymnastics Visa Championships



This is the national championships of women's gymnastics in the United States and will take place in HP Pavilion on Aug. 16-18. The timing is favorable for maximum attendance and media attention because it is one year before the 2008 Beijing Olympic Games. The event also includes USA Gymnastics national coaches' convention and trade show. NBC Sports will televise the competition. USA Gymnastics will make a decision later about whether to add the men's national championships to this event.

COMMUNITY AND YOUTH PROGRAMS

San Jose Sports Hall of Fame

The San Jose Sports Hall of Fame celebrated its 10th anniversary last November with the induction of four honorees at a dinner at HP Pavilion. More than 700 attended ceremonies honoring former 49ers' quarterback John Brodie, ex-Los Angeles Lakers' star Kurt Rambis, Olympic gymnastics gold medalist Amy Chow and the late Pat Tillman, a football star at Leland High and with the Phoenix Cardinals. The 49 current members of the Hall of Fame will be joined in November by five additional inductees: Ken Venturi, former San Jose State and PGA Tour golfer; Brent Jones, tight end at Santa Clara University and for the 49ers; sisters Barbara and Kathy Jordan, tennis stars at Stanford and on the pro tour; and Benny Pierce, retired football coach at Saratoga High School.



The First Tee[®] of San Jose

Established in 2001 with a grant from the U.S. Golf Association as the Eagles at Rancho del Pueblo, participation doubled to approximately 500 youngsters in 2005 as the result of joining The First Tee, a program of the World Golf Foundation. The program introduces youngsters of all economic backgrounds to the sport of golf and the important life lessons it teaches. With full implementation of The First Tee agreement, the number of youngsters served as well as the number of courses participating will increase significantly. We expect to have 1,000 youngsters participate in 2006.



REACH Youth Scholarships

College scholarship funds totaling \$10,000 were awarded to Santa Clara County high school seniors in May at the annual REACH Youth Scholarship Breakfast hosted by Ronnie Lott at the San Jose Marriott. Winners were selected through an essay competition and interviews in which athletes from Santa Clara County high schools told how sports had helped them overcome personal and academic obstacles in line with the REACH acronym **R**ecognizing **E**xcellence, **A**dversity, **C**ourage and **H**ard Work. The six winners were Jackie Cimino of Presentation High School, a nationally ranked wheelchair tennis player; Brad Kompelien, a Willow Glen High golfer; Mallory Stein, field hockey player at Willow Glen; Mikaela Gillette, a Presentation softball player; and Katie Peek, a multi-sport athlete at Santa Clara High.

Youth Ticket Distribution



More than 3,000 tickets were distributed by the Sports Authority through 28 nonprofit youth service providers. Most were distributed for the Pac-10 Conference Women's Basketball Tournament as the result of \$40,000 raised by the local organizing committee chaired by Susan Hammer, a partner with the Sports Authority in hosting the event.

Santa Clara-San Jose State Rivalry Series



This annual series involves competition in 13 varsity sporting events with the overall winner being crowned the Rivalry Series Champion. The two schools involved in the Rivalry Series each named new athletic directors in 2005: Dan Coonan at Santa Clara University and Tom Bowen at San Jose State University. With their support the interest in the Series has been reinvigorated. The competition culminates with a barbecue luncheon sponsored by the Sports Authority for the winners. In 2005 the Rivalry Series Trophy was won by Santa Clara. Tom Bowen attended the luncheon and spoke

following the trophy presentation.

Ernie Pieper Santa Clara County Golf Championship

The Sports Authority provided media relations assistance to San Jose Country Club, host of this 77-year-old tournament, which produced coverage in the San Jose Mercury News and in Palo Alto Daily News. In exchange, San Jose Country Club became a financial sponsor of The First Tee of San Jose, the Sports Authority's youth golf program, and will participate in The First Tee program by providing course access to the program's players. Next year The First Tee will provide volunteers from their program for the championship.

Bay Area Sports Organizing Committee (BASOC)

Dean Munro, executive director of the Sports Authority, continues to represent San Jose with BASOC. This organization's mission is to promote sports in the Bay Area with a focus on attracting sporting events to the area and supporting youth sports. The Sports Authority assisted BASOC in writing a bid for the 2007 ITTF World Junior Table Tennis, which will be held at Stanford University. BASOC is contemplating

bidding for the 2016 Summer Olympics and will make a decision at some point after the first of the year.

Far West Wheelchair Athletic Association

Dean Munro serves on the board of this organization. The Sports Authority also financially supported the National Junior Wheelchair Basketball Championships in March and provides a variety of support for the annual Far West Regional Games.

Silicon Valley Marathon and Half Marathon

Dean Munro serves on the seven-member advisory board with Vice Mayor Cindy Chavez and several community leaders. The Sports Authority helps the race owners in a number of ways as they prepare for the event's eighth running Sunday, Oct. 30.

CONCLUSION

The San Jose Sports Authority achieved a very high level of success last year with the agreement for the city to host the Taylor Woodrow Grand Prix of San José and the Dew Action Sports Tour. Both are annual events that will continue to produce financial returns and media exposure for the city in years to come.

The grand prix and action sports tour are two of six major events now committed to San Jose through 2007. Others include the San Jose Regional of the NCAA Division I Men's Basketball Championships and the women's national gymnastics championships at HP Pavilion in the major spectator event category. Also on the list are the USA Taekwondo Senior National Championships and USA Judo National Junior Olympics. These events join the State Farm Pacific-10 Conference Women's Basketball Tournament and the USA Wrestling California Championships, both of which return to continue multi-year commitments.

The seven sports events San Jose hosted in 2004-05 maintained the city's reputation for hosting quality-staged events that produce returns for the city's investment. Together, the State Farm Pacific-10 Conference Women's Basketball Tournament in HP Pavilion, USA Wrestling's California Championships in the McEnery Convention Center, USA Judo College & High School Nationals, the Pacific Coast Youth & Junior Fencing Championships, Men's Hardball Roller Hockey World Championships, the Taylor Woodrow Grand Prix of San José and the NBC Dew Action Sports Tour brought thousands of athletes and fans to the city. The Pac-10 tournament and California wrestling events are returning and will serve as the core of mid-level sports entertainment in the city for the foreseeable future.

The San Jose Sports Hall of Fame Induction Dinner, REACH Youth Scholarship Program, The First Tee of San Jose and the Youth Ticket Distribution Program are all on solid footing and spread the Sports Authority's community impact beyond that of a sports entertainment provider. Each of these programs produces tangible benefits for community sports and the athletes who participate in them.

The Sports Authority's strong 2004-05 program year has laid a foundation to continue hosting sporting events well into the decade that will continue to bring new money and international visibility to San Jose.