



Media Release
Office of Economic Development

FOR IMMEDIATE RELEASE

SAN JOSE MOVES FORWARD WITH NEW PRIVATE SPONSORSHIP MODEL FOR LOCAL AMGEN TOUR OF CALIFORNIA PRODUCTION

Silicon Valley Leadership Group raises funds necessary for upcoming world-class cycling event

SAN JOSE, CALIF., March 1, 2011 – The City of San Jose’s Cultural Affairs Division of the Office of Economic Development announced today that it has formed a partnership with the Silicon Valley Leadership Group to produce the upcoming San Jose Stage 4 Finish of the Amgen Tour of California taking place May 18 on Sierra Road.

The relationship marks a transition to a new approach by San Jose in how it will be producing its participation in the Amgen Tour of California.

“I would like to thank Silicon Valley Leadership Group for securing \$100,000 in private donations to help bring the Amgen Tour back to San Jose,” said Mayor Chuck Reed, co-chair San Jose Local Organizing Committee of the Amgen Tour of California. “During tough budget times, these kinds of partnerships will allow us to continue hosting prestigious

sporting events that provide economic benefits and recreational opportunities for our residents.”

According to Carl Guardino, president and CEO, Silicon Valley Leadership Group and co-chair, San Jose Local Organizing Committee of the Amgen Tour of California, “Silicon Valley Leadership Group member companies have long been committed to efforts that make the region appealing to top talent, key to our innovation culture and economic vitality. Thanks to these companies’ support, we look forward to bringing back one of San Jose’s signature events that highlights fun and health. It’s our hope that the Amgen Tour of California inspires everyone in our community to consider biking as an everyday form of transportation.”

The companies contributing to the event are: SunPower, Webcor Builders, NetApp, Amgen, Xstrata Recycling Inc., Kaiser Permanente, Wyse, Transpak, Atmel, KLA-Tencor, PG&E, Adobe, Affymetrix, SVB Financial, Virgin America, Pinger, ETM, Intermolecular, Price Waterhouse, Taleo, Netgear, MetricStream, Empire Broadcasting, Technology Credit Union, TSMC, Deloitte, Cal Water, FM Industries, Gordon Biersch, Lockheed Martin Space Systems, BD Biosciences, Fairchild Semiconductor.

The sponsorship model ensures production of this year’s Tour in San Jose and complements the City’s role as facilitator by helping event producer AEG navigate City requirements for permits, City services, and community notification to safely hold the event on public property, such as streets and parks.

“Outdoor special events have long been an important part of community life in San Jose. Cultural events, sporting events, and

neighborhood events like farmer's markets are among the more than 350 outdoor events that happen citywide each year," said Kerry Adams Hapner, director, Cultural Affairs, City of San Jose. "Given current budget realities while remaining committed to further enhancing quality-of-life in San Jose, the City is looking to strengthening relationships with our business community and key organizations to maintain a high level of outdoor cultural offerings for San Jose residents and visitors," Adams Hapner said.

In addition to the event's cultural value, the economic impact of the 2010 Amgen Tour of California was \$2.9 million, based on the Economic Impact Tool developed in the "*Analysis of the Economic and Fiscal Impact of Cultural and Sporting Events in San Jose*," accepted by City Council on April 10, 2007.

Since San Jose began hosting the Tour in 2006, the City's national and international exposure has been significant and generated well over 3.5 billion media impressions worldwide through on-line, print, television and radio news reports. The associated Lifestyle Festival also has provided opportunities for health based and educational initiatives to encourage a healthy lifestyle for students, residents and visitors.

"We are extremely excited that the community's private sector is coming forth to support the sixth installment of Amgen Tour of California—a successful event that affords San Jose participation in an internationally-recognized sporting event with proven appeal to the large number of cycling aficionados in the region and has measureable economic impact," said Adams Hapner.

ABOUT THE AMGEN TOUR OF CALIFORNIA

The largest cycling event in America, the **2011 Amgen Tour of California** is a Tour de France-style cycling road race, presented by AEG, that challenges the world's top professional cycling teams to compete along a demanding course through the state from May 15-22. www.amgentourofcalifornia.com

ABOUT THE SILICON VALLEY LEADERSHIP GROUP

The Silicon Valley Leadership Group, founded in 1978 by David Packard of Hewlett-Packard, represents more than 325 of Silicon Valley's most respected employers on issues, programs and campaigns that affect the economic health and quality of life in Silicon Valley, including energy, transportation, education, housing, health care, tax policies, economic vitality and the environment. Leadership Group members collectively provide nearly one of every four private sector jobs in Silicon Valley. The Leadership Group believes that bicycling is a key component to solving our region's transportation problems, as well as increasing the health and quality of life of the residents in its communities. The Leadership Group promotes bike commuting among Silicon Valley employers, advocates for bike-friendly infrastructure and policies locally, statewide and at the federal level, and works to facilitate biking through cultural change. For more information, please visit, www.svlg.org

ABOUT THE CITY OF SAN JOSE'S OFFICE OF ECONOMIC DEVELOPMENT

The City of San Jose's Office of Economic Development (OED), part of the San Jose Office of the City Manager, is committed to a vital, competitive San Jose economy that increases prosperity for people and companies and enhances City revenues. The Office—which includes a Cultural Affairs Division—guides the City's economic strategy, provides assistance for business success, helps connect employers with trained workers, and provides art and cultural resources to our community. For more information, please visit, www.sjeconomy.com.

ABOUT THE CITY OF SAN JOSE

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. For more information, visit, www.sanjoseca.gov.

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