



LEVITT PAVILION SAN JOSE AT ST. JAMES PARK

Building Community Through Music

Case for Support | 2025-26

**LEVITT
PAVILION**
SAN JOSE



MUSIC AS A CATALYST FOR COMMUNITY BUILDING

Music is a universal language. It builds trust, empathy, and real human connection. Picture families laying out picnic blankets, children dancing freely, and strangers becoming friends as they sway to the same rhythm.

That's **the vision behind Friends of Levitt Pavilion San Jose** - a nonprofit founded in 2016 **to revitalize St. James Park as a safe and inclusive destination for people of all ages and backgrounds.**

We are uniquely positioned to lead this transformation, drawing on the **proven success of Levitt venues and concert sites in partnership with the Levitt Foundation**, which has helped **over 50 cities** across the country reclaim neglected spaces through the power of free, live music. We are now leading a campaign to raise the necessary funds to build our very own Levitt Pavilion in St. James Park.

THE LEVITT PAVILION NETWORK

Levitt Foundation's Primary Goals



Foster community and social interaction across all ages and backgrounds

1



Empower communities across America to reclaim and reinvigorate public spaces

2



Ensure the performing arts are accessible to all through high-quality, free concerts

3



Levitt Pavilion Arlington (TX)
www.levittarlington.org



Levitt Pavilion Denver (CO)
www.levittdenver.org



Levitt Pavilion SteelStacks (PA)
www.levittsteelstacks.org



Levitt Pavilion Dayton (OH)
www.levittdayton.org



Levitt Shell Sioux Falls (SD)
www.levittsiouxfalls.org



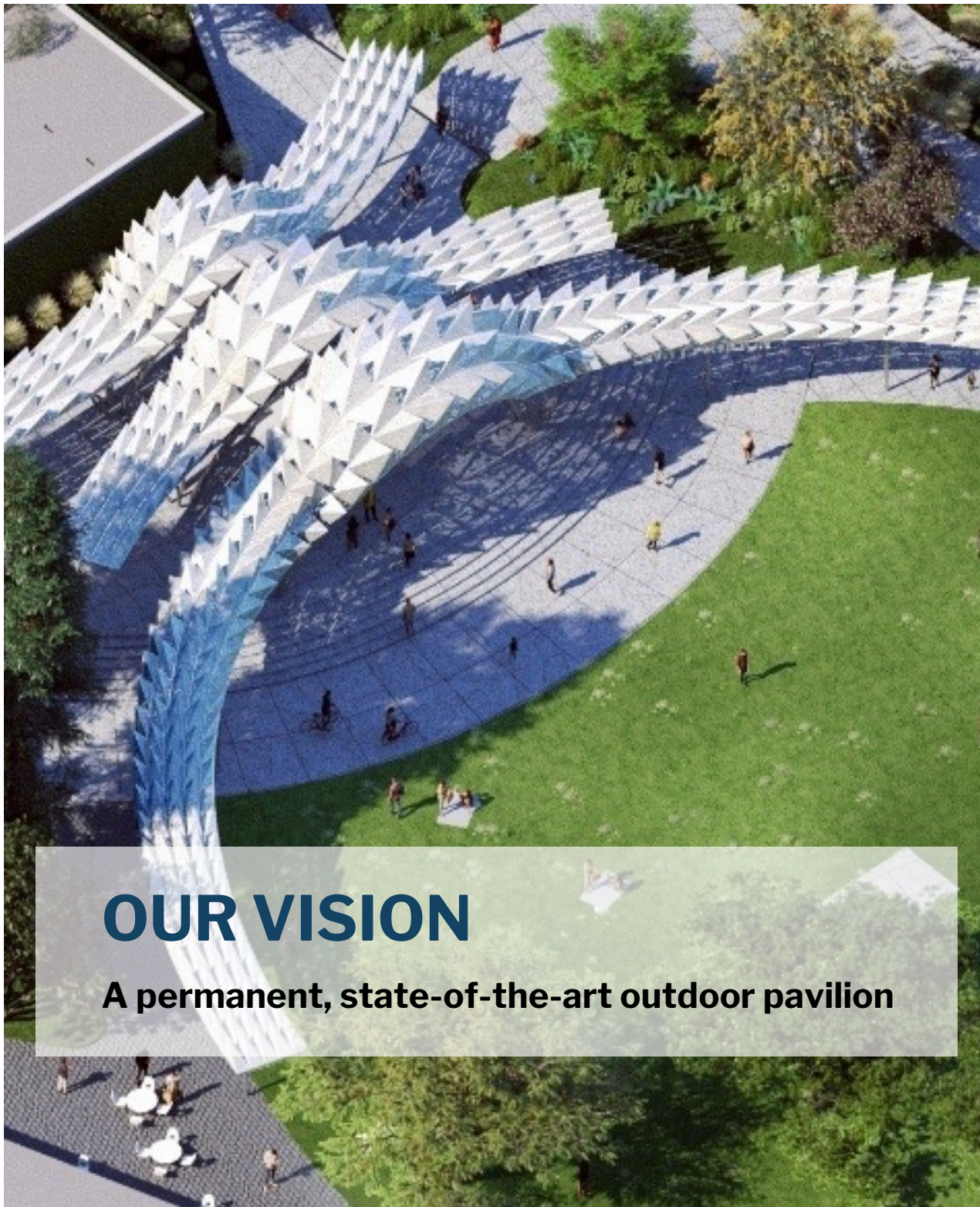
Levitt Pavilion Westport (CT)
www.levittwestport.org

Over each of the past **four summers**, we've brought St. James Park to life with **eight free concerts**.

Each one has been an open invitation to connect, dance, and celebrate the diversity of our city. Whether the music is reggae, country, jazz, folk, Afrobeat, or Latin psych rock, the shared joy is evident.

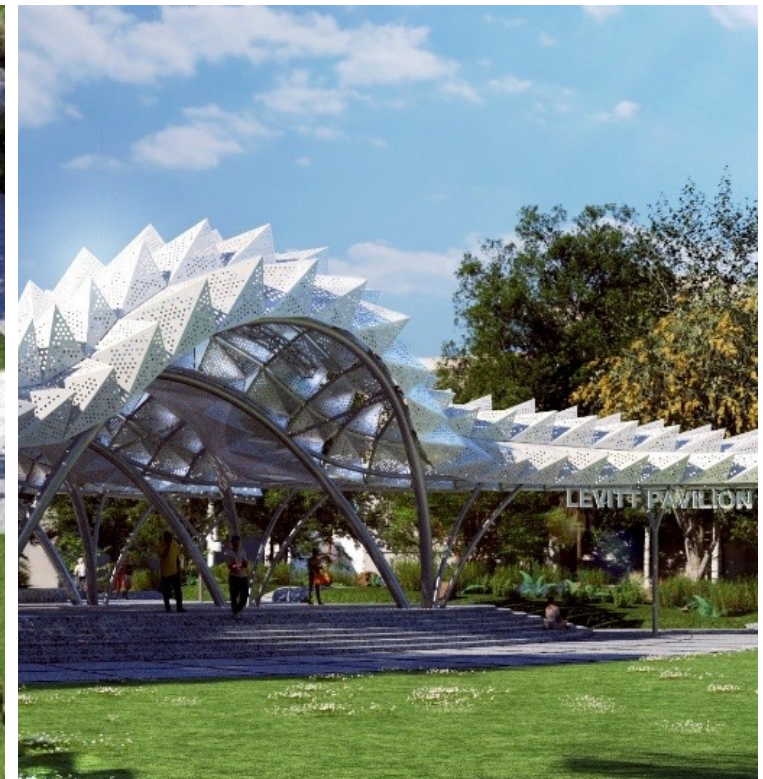
Now, we need a permanent, physical space that will allow us to expand our impact.





OUR VISION

A permanent, state-of-the-art outdoor pavilion



A PUBLIC-PRIVATE PARTNERSHIP

This initiative is modeled on a successful approach that has effectively worked in cities across the country. The partnership includes:



FRIENDS OF LEVITT PAVILION SAN JOSE:

- Lead the capital campaign for the pavilion
- Raise funds for ongoing operations
- Produce 50 free concerts annually
- Manage facility rentals to external groups
- Create meaningful partnerships with local businesses and organizations



THE CITY OF SAN JOSÉ:

- Oversee pavilion design and construction
- Lead the broader revitalization of St. James Park
- Maintain the pavilion and surrounding infrastructure

LEVITT FOUNDATION:

- Provide seed funding & \$200k+ in annual operating grants through 2041
- Offer ongoing support, resources, & guidance
- Share best practices & field expertise
- Connect San José with the network of Levitt Pavilions across the country



“Using free concerts as a catalyst for bringing people together is pure brilliance. The Levitt Foundation’s proven model of 50 free, family-friendly concerts a year will help us change the face of St. James Park—and change the way people of San José think about the arts, nature, and each other.”

— Rep. Sam Liccardo, United States Congress, 16th District

“The Levitt Foundation is proud to partner with Friends of Levitt San Jose. We believe St. James Park will be the ideal gathering destination where all San Joséans have joyful shared experiences and celebrate the rich cultural landscape of their city. This dynamic activation will have a positive ripple effect of creating vibrancy in and around the park - contributing to the economic vitality of the area, fostering social connections, and amplifying community pride.”

**— Sharon Yazowski
President & CEO, Levitt Foundation**

LEVITT PAVILION SAN JOSE OFFERINGS

50 Free Concerts

50 free concerts will be offered annually.



Exceptional Artists

Performances from acclaimed local, regional, and national artists.



Community Programming

Co-curated with local artists & organizations.



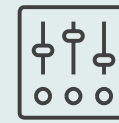
Learning Opportunities

Hands-on learning for students in audio and video, and stage production.



Production Quality

First-rate production and state-of-the-art sound and lighting.



Family Atmosphere

A relaxed, family-friendly atmosphere with open lawn setting.



Diverse Genres

A rich spectrum of diverse musical genres.



Nonprofit Partnerships

Partnerships with local nonprofits to share their mission.



Local Food

Local food vendors sharing cultural delights with the community.



Easy Access

Easy access via public transportation, bike paths, and parking.

The Levitt Pavilion will also be available for use by schools, local arts groups, nonprofits, and civic organizations, making it a true cultural asset for the entire city.

IMPACT

A community space that sparks joy and showcases San José's diversity.

Investing in St. James Park's transformation is about more than bricks and mortar.

ECONOMIC DEVELOPMENT

- Events will draw people downtown, **increasing foot traffic and boosting local businesses** - arts attendees in San José spend an **average of \$43.88 per person per event** beyond admission, supporting restaurants, shops, and services. (Source: *Americans for the Arts Economic Impact Study*)
- **Proven Economic Growth**
 - Levitt Sioux Falls: \$558M in nearby development since 2019
 - Levitt Dayton: \$308M in capital investment since 2018

CULTURAL AND COMMUNITY VIBRANCY

- Live music and cultural events that foster **real connection**.
- **Community building** that celebrates San José's rich cultural diversity.
- A **lasting community asset** that will serve San José residents for generations to come.

"I believe the iconic cities of the world are recognized because of their culture and the arts. San José building a pavilion that will host free concerts and performances for the community is a step in the right direction. Supporting local artists by paying them well and providing an opportunity to open for national touring acts not only strengthens the local scene but also connects us to the outside world in a way only music can."

*— Noah of "Noah and the Arkitekts",
Levitt Pavilion San Jose Musician*



"Live music creates joy. Free live music removes barriers and allows everyone to participate unconditionally. And while we may live in unprecedented times of division and disconnect, we can - and will - create joy and build community on the Levitt Lawn in St. James Park. I cannot wait."

*— Fil Maresca,
Friends of Levitt Pavilion Board Chair*



INVESTMENT & FINANCIAL SUSTAINABILITY

This vision is within reach. We have already secured significant investments in the project:

- The City of San José has already committed \$15 million
- The Levitt Foundation has committed \$535K in seed funding

With your support, we can raise the final \$7 million:

- \$5 million will be devoted to building the Pavilion and will unlock the full funding from the City of San José
- \$2 million will create a multi-year runway for Levitt Pavilion San Jose to implement a proven, sustainable operating model

Friends of Levitt Pavilion San Jose's operating revenue will come from an annual membership program, concessions, venue rentals, foundation support, corporate sponsorships, day-of-show donations, and some ticketed events. A small, year-round staff will keep payroll low, with production contractors hired seasonally for shows.

This is a rare moment where vision, momentum, and resources align. With your partnership, **we can turn St. James Park from a forgotten space into the city's cultural anchor.**

JOIN US TODAY

We have public will. We have political commitment. We have proof of concept. We have momentum.

All that's left is the final investment that turns a project into a permanent gift to the community. Every contribution, large or small, builds the stage, pays the artists, and provides access to all.

Let's Build the Space San José Deserves

Let's make music open to everyone.
Let's bring St. James Park to life.
Let's create a cultural home for all.

"St. James Park has long been the heart of San José—a public space where presidents spoke and communities gathered. But for too long, we've neglected one of our most precious places. Levitt Pavilion will change this. We're doing more than restoring a historic park. We're reimagining a gathering space that will once again be integral to San José's civic life — a place future generations won't be able to imagine our city without."

— Mayor Matt Mahan, City of San José



**For more information:
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