



Memorandum

TO: MAYOR MAHAN

FROM: Councilmember Bien Doan

SUBJECT: BUDGET DOCUMENT

DATE: 5/22/2024

Approved 

Date 5/22/2024

RECOMMENDATION

Modify the City Manager's 2023-2024 Proposed Budget to incorporate the following budget proposal, including any required funding allocation adjustments.

Proposal

Program/Project Title: Celebrating Unity & Prosperity: Lunar New Year & Tet Parade

Amount of City Funding Required: \$15,000.00

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): 22

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

This money will be granted to the District 7 Office to host a Lunar New Year / Tet parade in District 7 and possibly other parts of the city. The estimated cost of the parade is \$89,571. This \$15,000.00 will be seed money to begin fundraising efforts for the parade. The remaining \$74,571.00 will be fundraised by the D7 office. The D7 Office reserves the ability to grant this \$15k to a nonprofit partner who would be tasked with organizing and creating this lunar new year / Tet parade.

Tet Nguyen Dan-Vietnamese New Year Celebration is the most significant holiday in Vietnamese culture, observing the New Year on the lunar calendar. According to the legend of "Banh chung banh day," Tet has been celebrated since the time of the Hung Kings. Many ancient Chinese texts mention the Vietnamese Tet holiday as an occasion when people gathered to dance, sing, and revel in feasting.

Tet holds profound significance for the Vietnamese community and starts a traditional weeklong season of celebrations and festivities that include wearing new clothes, wishing well to older

relatives, and receiving red envelope gifts from family elders. It carries spiritual values and deep emotional ties. Tet symbolizes the connection between heaven and earth, corporeal and spiritual. It is a solemn and sacred occasion, bidding farewell to the old year and welcoming the new one with well wishes for good health, prosperity, and harmony. It is an appropriate time for fostering harmony and resolving conflicts.

Funding Source

X Essential Services Reserve:

Other (Please specify program/project/fund):

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

Name and Title: Melina Iglesias, Special Events Director

Department or Organization: OEDCA

Phone Number: N/A

Email: N/A