



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: Christmas in the Park Annual Celebration

Amount of City Funding Required: \$3,000.00

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): N/A

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 is a grant issued to Christmas in the Park to help support and fund their efforts for the 2024 season, including but not limited to a new sound system for the Jingle Bell Stage.

The 2023 season at Christmas in the Park was one of our best. There was a new Santa House, a packed Jingle Bell stage schedule, and more than 700,000 people create holiday memories.

Grants from the Office of Cultural Affairs have remained the same over the last few years, even as the cost to produce the largest event in San Jose continue to rise.

Funds exist to rebuild the Jingle Bell stage to make it safer for performances and safer in wet weather, however, funds are needed to replace the 20-year-old sound system. With a decent AV system, Christmas in the Park can run PSAs, add a multi-media aspect to stage performances, display ads for vendors and sponsors, and ensure visitors can enjoy quality programming on the Jingle Bell Stage.

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: N/A

Department or Organization: N/A

Phone Number: N/A

Email: N/A