



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: Empowering Our Vietnamese American Cultural Center

Amount of City Funding Required: \$5,000.00

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 the Vietnamese American Cultural Center to support the Mid-Autumn Festival in 2024 and the Tet Event in 2025.

The City of San José has the largest Vietnamese population of any city outside of Vietnam, making up more than 10% of its population. The Vietnamese-American Cultural Center (VACC) offers a variety of recreation activities and community service programs to serve the Vietnamese community, families, youth, and seniors. Since its establishment in 2016, the VACC has made significant strides in serving the Vietnamese American community by providing educational, cultural, and social programs and services.

Strategically located near San Jose’s busiest Vietnamese business districts, the VACC has become the primary gathering place for the city’s Vietnamese community. Over the past few years, the center has organized an impressive 69 events, attracting more than 9,000 attendees and engaging 54,000

participants in weekly activities. These numbers demonstrate the VACC's ability to connect with the community and deliver valuable programs and services.

In fiscal year 22-23, VACC received approximately \$4,000 in ARP funding to be utilized for community events, resources, and programming. With this funding, staff were able to activate the community center by hosting 6 additional craft workshops and 1 special event for the community. These workshops included 3 Holiday craft series, a Valentine's Day, Mother's Day and Father's Day craft series. The additional special event was a STEM day attended by 529 people. The addition of \$10-15K would allow for the Vietnamese-American Cultural Center to increase the amount of special events and workshops to the community as well as enhance current programming by purchasing updated supplies and materials.

The City recognizes the importance of celebrating and supporting its diverse cultural communities. By providing a \$5,000 grant to the VACC, the City can help ensure the continuation and expansion of the Center's impactful work. Moreover, the City's support of the VACC aligns with its broader initiative to establish a permanent Vietnamese American Cultural Center.

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