



Memorandum

TO: MAYOR MAHAN

FROM: Councilmember Peter Ortiz

SUBJECT: BUDGET DOCUMENT

DATE: 5-23-24

Approved:

Date: 5-23-24

RECOMMENDATION

Modify the City Manager's 2024-2025 Proposed Budget to incorporate the following budget proposal, including any required funding allocation adjustments.

Proposal

Program/Project Title: **Alum Rock Santa Clara Street Business Association (ARSCBA) Revitalization Project.**

Amount of City Funding Required: **\$115,000**

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.):

The Alum Rock Corridor of East San José is a historical and significant business district within District 5 that houses a myriad of diverse small businesses.

The following investment into the district, managed by the Alum Rock Santa Clara Street Business Association, will elevate the status of the corridor as a place for community to shop, dine, and draw pride from. The requested amount is tentatively set to be used in the following ways:

- **\$25,000 for Marketing (Focus on Art and Beautification - Murals, Utility Box Installations)**
- **\$25,000 for Gateway Program (Seed Money: Development of a Monument Structure for “La Avenida”)**
- **\$65,000 for Clean and Safe Initiatives**

Funding Source

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: **N/A.**

Name and Title:

Department or Organization:

Phone Number:

Email: