



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: **SJ Foos East San José Marketing Campaign**

Amount of City Funding Required: **\$20,000**

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.):

East San José is home to historic, up-and-coming, and culturally diverse businesses. The funding seeks to create a series of videos promoting the culture, businesses, events and the vibrancy of East San José.

This project entails the creation and distribution of various videos throughout the year, that will serve to elevate the socio-economic status of East San José.

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: