



# Memorandum

**TO:** MAYOR MAHAN

**FROM:** Councilmember Jimenez  
Councilmember Ortiz

**SUBJECT:** BUDGET DOCUMENT

**DATE:** May 23, 2024

Approved

Date: May 23, 2024

## 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: Funding for San Jose Parks Foundation

Amount of City Funding Required: \$30,000

This change is:

One-time       Ongoing

Cost Estimate Number (if applicable):

The mission of the San Jose Parks Foundation (SJPF) is to advocate unapologetically for a thriving parks, trails, open space and recreation system by securing financial resources, fostering stewardship and promoting equitable access for all City of San José residents. In 2022 SJPF was awarded funding to help prepare a Strategic Plan to reconfirm our organization’s belief that parks, trails, open spaces and community facilities create vibrancy and build bridges between people and the outdoor environment. Key strategies have emerged and embraced by the Foundation’s board member as outlined:

Strategic Priority #1: Tell the story of how parks create a vibrant community

- Key Action: Design a marketing and communication plan that tells the story of the park system in the City of San José

Strategic Priority #2: Drive impact through the development of flexible and sustainable

revenue.

- Key Action: Build out a resource development plan that is tied to strategic priorities and infrastructure needs, ensuring there are reasonable targets for individual and institutional donors.

Strategic Priority #3: Build the leadership and infrastructure needed to meet the organization's growth trajectory.

- Key Action: Develop an Executive Director succession plan that will hone the priorities and characteristics of the next leader.

The funding would be leveraged to attract additional funding from philanthropic organizations, corporations, and other local government entities and would be used to implement several key areas of their recently completed strategic plan highlighting the need to begin with an Executive Director succession plan.

### **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:

Name and Title: James Reber, Founder

Department or Organization: San Jose Parks Foundation

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