



Memorandum

TO: MAYOR MAHAN

FROM: Councilmember Torres

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 Marketing for East Village & Alum Rock Santa Clara

Amount of City Funding Required: \$30,000

This change is:

X One-time _____ Ongoing

Cost Estimate Number (if applicable):

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.):

Allocate \$15,000 to East Village Business Association and \$15,000 to Alum Rock Santa Clara Business Association to market the businesses and corridor. With the allocation, they can utilize social media, create banners, paint murals, and hold activation events to bring patrons into the business corridors.

Funding Source

X Essential Services Reserve: \$30,000

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: Kiara Arreola, Chief of Staff

Department or Organization: Councilmember Torres

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