



# Memorandum

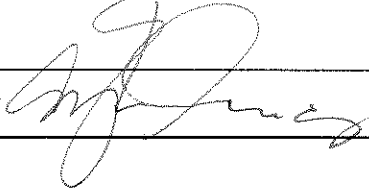
**TO:** MAYOR LICCARDO

**FROM:** Councilmember Sylvia Arenas

**SUBJECT:** BUDGET DOCUMENT

**DATE:** 5/24/17

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Approved  Date 5/24/17

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**RECOMMENDATION**

That the following recommendation be enacted.

**Proposal**

Program/Project Title: District 8 Movies, Music, and Moves

Amount of City Funding Required: \$199,446

Fund Type (i.e. General Fund, C&C funds, etc.): General Fund

This change is:

One-time       Ongoing

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

For a neighborhood that lacks museums, performance venues, sports arenas, and night life districts, Evergreen Village Square and other community parks form the basis of community in District 8.

Movie nights in the Village Square have become a key gathering point for families in District 8 and should be expanded to other areas of our district. Additionally, PRNS should provide park activation programming every Saturday during warm weather in District 8, moving from park to park, but always returning to Evergreen Village Square for the same weekend each month. This budget document provides funding for 16 events to be implemented by the VivaParks! team, per cost estimates. (Note: a substantial cost savings can be realized if the city's Placemaking and Parks Activation Team is fully funded for the fiscal year, as this Budget Document currently requires funding for one of their positions).

This Budget Document proposes bringing the experience, expertise, and resources of PRNS and applying it Evergreen's existing movie series. These events have become important for District 8 families and need to be a permanent part of the community, our parks, and our city. This budget

document calls for funding for 3 movie nights in the Evergreen Village Square, and 2 movie nights in Welch Park, and 3 more at local locations including either the YMCA on White Road or in Lake Cunningham Park.

PRNS should fundraise and coordinate with local non-profits and businesses to sustain the existing outside funding, volunteers, and partners. This will be key to supplementing the funding provided in this budget document and supporting the specific needs of our community.

An additional eight park activation events should include yoga in the park, music and dancing for kids, and organized exercise and athletic classes. Every event should be organized to allow for participation across ages, from as young as eight and as old as 80.

Park locations should rotate, but be reoccurring at the times. They should include Evergreen Village Square, as well as Welch Park, Brigadoon Park, Fernish Park, as well as either public space in the shopping centers at Yerba Buena and San Felipe or at Evergreen Park.

Anticipated outcomes would include improved health (physical and mental), decreased isolation for seniors and young people, a stronger sense of community engagement, an improved utilization of neighborhood parks, and – for two locations – an economic impact from hosting the events in an area that has local small businesses adjacent.

### **Funding Source**

- Essential Services Reserve (\$2 million): \$184,446 from Essential Services Reserve
- Other (Program/Project/Fund): \$15,000 from Council District 8 Budget Carryover

Department or Organization: PRNS

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

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