



# Memorandum

**TO:** MAYOR LICCARDO

**FROM:** Councilmember Peralez

**SUBJECT:** BUDGET DOCUMENT

**DATE:** May 22, 2019

Approved

Date 5/22/19

### RECOMMENDATION

Create Post Street as a Pride-ful destination within our downtown by placing LGBTQ+ pride flags along Post Street between 1<sup>st</sup> and Market, place rainbow art crosswalks along 1<sup>st</sup>/Post and Post/Market Streets, install rainbow colored lighting through Post St. from 1<sup>st</sup> to Market Street, and upon approval of a current property owner, to commission an LGBTQ+ mural from a local artist whose work is approved by the City of San José Arts Commission.

### Proposal

Program/Project Title: LGBTQ+ Pride along Post St.

Amount of City Funding Required: \$65,960

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

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.):

### Funding Source

Essential Services Reserve (\$2 million):

X Other (Program/Project/Fund): Transient Occupancy Tax

Department or Organization: Office of Economic Development/Office of Cultural Affairs

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

Name: Kim Walesh

Phone number: 408.535.8177

E-mail address: [kim.walesh@sanjoseca.gov](mailto:kim.walesh@sanjoseca.gov)