



# Memorandum

**TO:** MAYOR LICCARDO

**FROM:** Councilmember Magdalena Carrasco

**SUBJECT:** BUDGET DOCUMENT

**DATE:** May 22, 2019

Approved

Date

5/22/19

## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: Alum Rock Storefront Activation Program

Amount of City Funding Required: \$ 100,000

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.):

A small business owner occupying a ground floor retail space may be reimbursed up to \$10,000 for City fees and permits, materials, furnishings, fixtures, and equipment for exterior improvements that enhance or enliven their store front.

Funding for this program is exhausted early in the fiscal year with a waiting list of applicants. This funding should be applied just for the Alum Rock Business District to ensure businesses that want to stay on the Alum Rock Corridor but must rebrand their business have city assistance. Businesses are being displaced at a higher rate in this corridor due to development. The market will be shifting in this neighborhood which can be an opportunity for small businesses to capitalize on this opportunity. With the proper investment we can create a thriving business community that serves current and future residents.

### Funding Source

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✓ Essential Services Reserve (\$2 million)

Other (Program/Project/Fund):

Department or Organization: Office of Economic Development

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

Name: Sal Alvarez

Phone number:

E-mail address: