



# Memorandum

**TO:** MAYOR LICCARDO  
**SUBJECT:** BUDGET DOCUMENT

**FROM:** Councilmember Raul Peralez  
**DATE:** May 20, 2015

Approved

Date

5/20/15

## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: San José Veterans Parade

Amount of City Funding Required: \$80,000

Fund Type (i.e. General Fund, C&C funds, etc.): Transient Occupancy Tax (TOT)

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.):

Since 1919, a public ceremony or parade has been held on Veterans Day in Downtown San José. Now sponsored by the Veterans Alliance of Santa Clara County with support from the City of San José, County of Santa Clara, and many individuals and organizations, this Veterans Day Parade is one of the largest in Northern California and honors all who served or are currently serving their country. In 2019, San José will celebrate our 100<sup>th</sup> year anniversary; this one-time funding allocation will provide enough support to help them get there.

The Veterans Day Parade is a day meant for reflection, pride and gratitude to honor all the brave men and women who have served or are currently serving our country. It is also a day of celebration and recognition for veterans and their families. Not only does the Veterans Day Parade help to preserve the historical significance of the date, but it helps focus attention on the important purpose of Veterans Day: a celebration to honor America's veterans for their patriotism, love of country, and willingness to serve and sacrifice for the common good.

The Opening Ceremony for the Veterans Day Parade begins on the 11th hour of the 11th day of the 11th month with a memorial ceremony at Plaza de César Chavez on Market Street in honor of the 1918 Armistice of the "War to End All Wars". This year, 2015, will mark the 97<sup>th</sup> Annual Veterans Day Parade, making it a shared goal to ensure that the San José Veterans Parade will continue for the next four years and reach its 100<sup>th</sup> year celebration.

**Funding Source**

Essential Services Reserve (\$2 million)

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

Department or Organization: Veteran's Alliance of Santa Clara County

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

Name: Francis McVey, CEO of Veteran's Alliance SCC  
Phone number: (408) 238-6050  
E-mail address: mrmac1@sbcglobal.net