



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Perez

SUBJECT: BUDGET DOCUMENT

DATE: May 27, 2021

Approved 

Date 5/27/2021

RECOMMENDATION

Increase the amount of the San Jose Abierto program for Arena Green and adjacent trails activation.

Proposal

Program/Project Title: Arena Green Activation

Amount of City Funding Required: \$70,000

This change is:

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.):

The San Jose Abierto program will bring much needed activation into our city and parks following an over a year long pandemic. The Guadalupe River Conservancy (GRPC) has been working for the past 6 months with a group of stakeholders known as the Guadalupe River Working Group, which includes both my District 3 Office and the Office of the Mayor, to address the issues, concerns, possibilities, and opportunities within the conservancy areas. The requested funding would be allocated to the GRPC to work with this group and provide at least 6 activations and events in the Arena Green and adjacent trails to build public awareness, promote diverse park visitorship, reconnect community with ecology, and develop an investment into the park for years to come.

Funding Source

Essential Services Reserve:

Other (Please specify program/project/fund): American Recovery Fund

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

Name and Title: Jason Su, Executive Director

Department or Organization: Guadalupe River Park Conservancy

Phone Number: 408-298-7657

Email: jason@grpg.org