



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember M. Carrasco

SUBJECT: BUDGET DOCUMENT

DATE: May 27, 2021

Approved

Date

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: East Side Rescue Plan: Arts and Culture District

Amount of City Funding Required: \$425,000

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): #93

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.):

East San José Mexican-Americans and our growing Latino immigrants have been the backbone of this valley for generations. Despite redlining and lending practices that sought to confine us to certain parts of the City, our community has learned to survive.

We as a City need to follow the lead of San Francisco. San Francisco established a Cultural District Initiative that created cultural destinations to attract people from all over the Bay Area and the world in a conversation about our history.

As the City seeks to create a solid and equitable COVID-19 recovery plan, establishing an Arts and Culture District on the Alum Rock Corridor is moving with intentionality. The pandemic swept in like a wildfire and decimated our East San José's local economy. We need to memorialize our history so that no pandemic, no disaster, no threat of displacement will erase our presence. Documenting the rich historical content and culture of Alum Rock with documentaries, pictures, and

other online storytelling, while creating space for local artists and entrepreneurs where they can flourish near and around the already established School of Arts and Culture at Mexican Heritage Plaza is another strategy on the road to recovery.

Other Cultural Districts programs in California and throughout the US aim to bring resources to stabilize vulnerable communities facing or at risk of displacement or gentrification and preserve, strengthen, and promote our cultural assets and diverse communities.

We need to focus on equitable and inclusive recovery proposals in our East Side the next several years.

Funding Source

Essential Services Reserve:

X Other (Please specify program/project/fund): American Rescue Plan, General Fund and TOT Tax Fund

Department or Organization Contact

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

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