



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: East San José Business Manager

Amount of City Funding Required: \$165,000

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.):

As we move into post COVID-19 recovery, our East San José economy needs to be front and center.

An East San José Business Manager within the Office of Economic Development will serve as the City’s lead for East Side business management, working with City Departments and other stakeholders. The role will ensure resource alignment, timely progress, and effective communications on policy, practice, and project issues to continue evolving East Side into a vibrant city center for San José as we move into post-COVID-19 recovery. Often our children have asked the question, “Will there be a place and space for me?” This serves as a strategy against displacement and gentrification.

The manager would serve as a steward for the East Side Rescue Plan, helping to create and support a vision and strategy for the business district that would allow them to continue to recover from one of the most difficult public health crises in modern history.

Given the rich spirit of entrepreneurship and historical significance of the East Side, the business manager serves the technical needs of the business community as well as serving as a concierge and a docent. The Business Manager would be an active representative of the City to our East Side businesses. It behooves the City to be proactive in the revitalization of East San José since a robust local economy in East San José makes for a more vital Silicon Valley.

Funding Source

Essential Services Reserve:

X Other (Please specify program/project/fund): American Rescue Plan and TOT funds

Department or Organization Contact

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

Name and Title: Nanci Klein, Director
Department or Organization: OEDCA
Phone number: (408) 535-8184
E-mail address: nanci.klein@sanjoseca.gov