



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Carrasco

SUBJECT: BUDGET DOCUMENT

DATE:

Approved

Date

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: **East Side Preservation Plan – Alum Rock Cultural District**

Amount of City Funding Required: \$544,000.00 One -Time (\$70,000 ongoing)

This change is:

X One-time X 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.):

East Side continues to give birth to talent, inspiration, and placemaking, organically. That which we are just beginning to enjoy within the confines of the four walls of a museum has always been a part of the East Side legacy. Artistic expressions like hip-hop, spoken word, and fashion, was birthed in the East Side! The fusion and cross-over of multiple cultures, Vietnamese, Mexican, Salvadorean, Indian, Filipino, and Cambodian blend harmoniously as people share and learn to coexist, bound by the unique conditions present in East Side San José. Without infrastructure, like financial investment, to support then the captivating and integral stories of East Sider’s are in danger of being lost.

Anchored by MHP, a Cultural District on Alum Rock Avenue would serve to memorialize the history and contributions of East Side so that no pandemic, no disaster, no threat of displacement will erase the contributions the East Side has made to the city of San José. The Cultural District would both document the rich historical content and culture present on the Alum Rock Corridor through distinct architecture, wayfinding, murals, documentaries, pictures, and other forms of storytelling. The district would also create space for local artists and entrepreneurs so that they can flourish near and around the already established School of Arts and Culture at Mexican Heritage Plaza.

Other Cultural Districts programs in California and throughout the US aim to convene resources to stabilize vulnerable communities facing or at risk of displacement/gentrification and preserve, strengthen, and

promote cultural assets and diverse communities. For example, San Francisco and Los Angeles have numerous, established Cultural Districts that have evolved into national destinations and thriving economic engines.

The unique placemaking strategy would transform public *spaces* into *places* that create bonds between a person and the sense of space. This form of city building is a great way to interact and allow people to feel more connected with the area around them. Additionally, this form of placemaking can be used to allow the community to explore visions of an active, welcoming, and greener neighborhood. The Alum Rock Corridor is already recognized locally as a cultural magnet and formalizing it in this way would elevate its reach and invite others to speak the East San José dialect.

Please approve, \$544,000 for:

- Cultural District Planning Consultant - \$165,000
- Community Engagement - \$15,000
- Pilot Project Implementation - \$300,000
- 0.5 FTE Senior Arts Program Coordinator PT until June 2024 - \$134,000 over two years.

Funding Source

Essential Services Reserve:

Other (Please specify program/project/fund):_General Fund

Department or Organization Contact

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

Name and Title: Jeff Ruster, Assistant Director

Department or Organization: Office of Economic Development

Phone Number: 408-5358183

Email: jeff.ruster@sanjoseca.gov