



Memorandum

TO: MAYOR LICCARDO
SUBJECT: BUDGET DOCUMENT

FROM: Councilmember Carrasco
DATE:

Approved

Date: May 24, 2022

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: East San Jose Business Corridor Support Manager

Amount of City Funding Required: \$223,587.00 One-Time (\$223, 587.00 Ongoing)

This change is:

X One-time X Ongoing

Cost Estimate Number (if applicable): 95

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.):

An East San José Business Corridor Support Manager situated within the Office of Economic Development and Cultural Affairs would serve as the City's lead for East Side business corridors, collaborating with the established business development team located in the OEDCA, City Departments and other key stakeholders.

The role would ensure resource alignment, secure small business technical support, attract and situate new businesses, address vacant storefronts, and communicate on policy, practices, and issues affecting small businesses in San José. Likewise, the position would help with, developing business plans, assisting with license and permit acquisition, and best practices in the areas of, accounting and cash flow tips, e-commerce, opening and marketing, managing employees, and developing negotiating skills. Doing so would

secure the livelihood of our small business community and ultimately, recognize East Side as the thriving economic asset it is.

The manager would serve as a steward for East San José business corridors, which represent the main arteries of the East Side such as Alum Rock, Story Road, King Road, and White Road. The manager would support a vision for their growth and lead in establishing business associations. The Manager would be a trusted voice for the business community, adopting many of the *Promotora* model strategies that helped us during COVID-19. By being grounded in education, the impact of their work would grant business owners important and lasting knowledge so that they can be successfully independent.

Given the rich spirit of entrepreneurship and historical significance of the East Side, the Business Manager would need to serve the technical and cultural needs of the business community, ensuring that the various minority owned businesses are given the tools to thrive. To ensure the success of this manager, please allocate:

- \$173,587 for the salary of the Manager,
- \$50,000 to implement programs, projects and initiatives.

As we move into post-COVID-19 recovery, our East San José economy needs to be put intentionally front and center. This manager would emulate the success in our Downtown, drawing from best practices spearheaded by OED, the Downtown Association, and the Downtown PBID/BID.

We need to invest, and we need to do it strategically because ultimately, an investment in East Side is felt tenfold among all of San José.

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:

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Department or Organization: Office of Economic Development

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