



Memorandum

TO: MAYOR MAHAN

FROM: Councilmember Doan

SUBJECT: BUDGET DOCUMENT

DATE: 05/23/2023

Approved

Date 05/23/2023

RECOMMENDATION

Modify the City Manager's 2023-2024 Proposed Budget to incorporate the following budget proposal, including any required funding allocation adjustments.

Proposal

Program/Project Title: **El Corazón de Mi Familia**

Amount of City Funding Required: \$50,000.00

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): 10

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.):

Families are the heart of our city, especially in District 7. They play a great role in our lives and can make us better human beings. A strong family can teach us right from wrong and build the foundation for the values of love, respect, hard work, kindness, hope, caring, culture, honor, ethics, tradition, and so much more.

A child raised by a nurturing family feels as if they are a part of something bigger than themselves and has the guidance they need to stay on the right path throughout life. Our San Jose community thrives when we support strong family units. This, in turn, contributes to a better society for all.

This proposal directs the city to issue a grant to MACLA (Movimientio de Arte y Cultura Latino), a local nonprofit art organization that works with youth, to hold an art contest in our D7 elementary schools, junior high schools, and high schools asking students to reflect on the importance of family in their lives through art. Contest winners would have their original art displayed in an appropriate venue, such as the San Jose Mineta International Airport, City Hall, the SAP center, the Tech CU Arena, or other locations.

Grant funds would support the following costs: the art contest, MACLA staff salaries; supplies for installation such as framing, labels, and other exhibition equipment; student stipends; as well as multilingual marketing and outreach to students, schools, and families including translation services, graphic design, and printing; and exhibition costs.

Funding Source

Essential Services Reserve:

Other (Please specify program/project/fund):

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, Department Director

Department or Organization: Office of Economic Development and Cultural Affairs

Phone Number: N/A

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