



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: **Support for the San Jose Vietnamese Business Community in the Little Saigon and Vietnam Town Areas of Story Road**

Amount of City Funding Required: \$160,000.00

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): 9

San Jose has one of the largest resident Vietnamese communities in the United States. The Vietnamese business community in the Little Saigon and Vietnam Town areas of Story Road comprise an important and active business district recognized as a center of cultural and economic importance. This business district sits in San Jose City Council District 7, on the border of District 5, generating revenues for the city and services to all of our residents. Business owners continue to struggle with the hardships created by the pandemic and the impact of inflation and rising costs.

This business community is packed with restaurants, stores, medical facilities, and service businesses such as laundromats and salons. Many of these immigrant-owned businesses face additional cultural and language barriers which make accessing services and understanding and navigating government bureaucracy challenging. The business community has asked for our support and we must answer the call.

This proposal seeks funding for (i) a consulting contract with Community Strong Strategies LLC to engage with business and property owners to create a Business Community Association, or whatever name they deem appropriate, and (ii) a \$40,000 business grant program split between the Tully Road - Eastridge Business Association (\$16,500) and the Monterey Corridor Business Association (\$23,500) to deliver on the following criteria, with funding coming from the budget broken up as detailed below.

Year 1 (FY23/24):

Deliverable - Facilitate the Development of the Story Rd. Business Community:

1. Develop rapport with HOA, engage with business leaders and evaluate potential board members
2. Facilitate Business Association board meetings
3. Liaise with city, public agencies, and Story Rd. Business Community

Deliverable - Business Retention, Attraction, Expansion Initiatives:

1. Assess current business needs and determine resources that are required to retain, expand such as incentive programs and grants
2. Develop marketing plan focused on activation and use of space
3. Liaise with brokers with on- and off-market properties
4. Collaborate with the city on incentives and feedback on programs to attract new business, such as store front grants

Deliverable – Finalize Story Rd. Business Community Marketing Plan:

1. Develop branding initiative
2. Assess areas to activate to increase foot traffic
3. Seek manners to increase safety and reduce blight
4. Identify fundraising efforts for project and program dollars to support initiatives
- 5.

Deliverable – Distribute Grants to Existing Business Associations:

1. \$16,500 to the D7 portion of the Tully Road - Eastridge Business Association
2. \$23,500 to Monterey Corridor Business Association

Year 2 (FY24/25):

Deliverable - Facilitate the Further Development of the Story Rd. Business Community:

1. Continue facilitating the board meetings
2. Engage with business leaders and evaluate potential board members
3. Liaise with city, public agencies, and Story Rd. Business Community
4. Determine future use of space (i.e., development opportunities)
5. Assess fiscal sustainability model (i.e., assessment district, membership model)

Deliverable - Business Retention, Attraction, Expansion Initiatives:

1. Implement the marketing plan portion focused on activation and
2. Liaise with brokers with on- and off-market properties
3. Assess current business needs and determine resources that are required to retain, expand such as incentive programs and grants (i.e., rent relief)
4. Collaborate with the city on incentives and feedback on programs to attract new business, such as store front grants

Deliverable - Implement Story Rd. Business Community Marketing Plan:

1. Implement the branding guidelines (logo) such as the creation of banners, website, social media
2. Collaborate with partners to provide technical assistance, activate the space
3. Seek business investment opportunities, developers for future site use

Deliverable – Distribute Grants to Existing Business Associations:

1. \$16,500 to the D7 portion of the Tully Road - Eastridge Business Association

2. \$23,500 to Monterey Corridor Business Association

Position Changes (include classifications, if known): none known

Estimated Amount of City Funding Change:

- i. A two-year consulting contract with Community Strong Strategies LLC, subject to any applicable procurement requirements, to engage with business and property owners to create a sustainable Business Community Association, totaling \$120,000 over a two-year period; and,
- ii. A small business grant program split between the Tully Road - Eastridge Business Association and the Monterey Corridor Business Association, totaling \$40,000 in 2023-2024 to extend the current D8 business grant program into D7, as these businesses are unable to apply for the D8 program.

Based on the success of this work we look to expand our city engagement with the Vietnamese business community.

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

Email: Nanci.Klein@sanjoseca.gov