



Memorandum

TO: MAYOR MAHAN

FROM: Councilmember Domingo Candelas

SUBJECT: BUDGET DOCUMENT

DATE: 5/25/23

Approved

Date: 5/25/23

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: Tully Road Eastridge Business Association (TREBA) Empowerment Grant

Amount of City Funding Required: \$50,000

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.):

The Tully Road corridor from Hwy 101 to the Capitol Expressway is an extensive and active business district that generates substantial revenue to the city and provides significant resources to San Jose residents, particularly residents of the East Side. With over 600 businesses in this boundary, the district straddles two council districts and provides services to as much as half the city. The businesses that line Tully Road primarily consist of small immigrant-based businesses, many Vietnamese, that have struggled to keep their doors open and have survived much of the pandemic. The city has supported small businesses by providing two rounds of grants for back rent and continued small business support services via Office of Economic Development.

As we emerge from the pandemic, we now need to focus on beautification and image enhancement efforts in the corridor to change the perception and to increase foot traffic. Tully Rd.-Eastridge is slated to begin a road improvement project in the summer of 2024 with repaving and focus on

Vision Zero to improve pedestrian safety. VTA has a project underway to extend light rail to the Eastridge Center, which will bring increased ridership to the area. It is imperative that we focus on marketing the area as a safe and cultural district that many call home.

We recognize the vital role that businesses play in driving economic growth and creating thriving communities. This funding will be aimed at assisting businesses in their growth and development. This would be a clear demonstration of the city's commitment to fostering a strong and vibrant business association that can effectively represent the interests of its members.

The availability of this funding presents an exciting opportunity for TREBA to expand its membership base and provide valuable resources and support to its members. TREBA can implement targeted marketing and outreach campaigns to attract new businesses to join the association. By highlighting the benefits of membership, such as networking opportunities, advocacy for common interests, the association can effectively communicate the value of joining their community.

For instance, the business association could invest in professional development programs, workshops, or training sessions tailored to the specific needs and challenges faced by these businesses. The funding could be used to organize collaborative events and initiatives that promote networking and knowledge sharing among association members. Such events not only facilitate relationship-building opportunities but also position the business association as a hub of resources, expertise, and innovation within this business corridor.

In 2022, the Tully Road-Eastridge Business Association was established as an investment from the city and our continued investment of \$50,000 will allow for the development of an identity and further empower TREBA.

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:

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Department or Organization: Tully Road/Eastridge Business Association (TREBA)

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