



Memorandum

TO: MAYOR MAHAN

FROM: Councilmember Torres

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: Small Business Marketing for District 3 Business
Amount of City Funding Required: \$30,000

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.):

Allocate \$30,000 in one-time funding to Latino Business Foundation to help approximately 30 small businesses in District 3 with their marketing to attract more business. Small businesses have yet to recover from the pandemic, with many closings. We see this throughout the different business districts in District 3 with the many vacant storefronts. Social Media is a powerful tool for small businesses to grow their reach and clientele. Unfortunately, many small business owners need to learn how to use social media to grow their businesses. Latino Business Foundation will give small businesses 1:1 lessons to grow their social media and create a marketing campaign for their business.

Funding Source

Essential Services Reserve: \$3,000,000

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: Kiara Arreola

Department or Organization: Chief of Staff of Councilmember Torres

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