



Memorandum

TO: MAYOR LICCARDO
SUBJECT: BUDGET DOCUMENT

FROM: Vice Mayor Herrera
DATE: 05.21.15

Approved _____ Date 5/21/15
[Signature]

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Proactive SJ Communications Campaign

Amount of City Funding Required: \$250,000.00

Fund Type (i.e. General Fund, C&C funds, etc.): Essential Services Reserve

This change is:

One-time Ongoing

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

Launch a proactive, multifaceted sustained campaign to promote San Jose as a location for growing companies and for talent. The goal would be to generate more leads from companies and entrepreneurs who are looking for a city either to launch their business or relocate an existing business.

Funding Source

Essential Services Reserve (\$2.5 million)

Other (Program/Project/Fund):

Department or Organization: Office of Economic Development

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

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