



Memorandum

TO: MAYOR SAM LICCARDO

FROM: COUNCILMEMBER MARGIE MATTHEWS

SUBJECT: BUDGET DOCUMENT

DATE: May 20, 2015

Approved *Margie Matthews* Date 5/20/15

RECOMMENDATION

That the following recommendation be enacted.

PROPOSAL

Program/Project Title: ADD THE BERRYESSA BUSINESS ASSOCIATION TO THE NEIGHBORHOOD BUSINESS DISTRICT (NBD) GRANT PROGRAM.

Amount of City Funding Required: \$ 5,000

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

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.):

Two years ago the City Council approved restoration of the Neighborhood Business District (NBD) Grant Program to nine Redevelopment Agency identified Business Associations / Districts. The grant program provides each of the business associations with a monetary grant (\$5,000) to support annual programs, activities, events, promotions and / or festivals for the general public to enjoy. Events benefiting from the restoration of this program, include the Alameda Business Association's 'Rose, White, and Blue Parade' and the Luna Park Business Association's 'Luna Park Chalk Art Festival'.

In exchange for our monetary contributions, these business associations bring pedestrian traffic and encourage local spending activities within their respective business areas.

The Berryessa Business Association (BBA) in District 4 was formed after the dissolution of the Redevelopment Agency, but should be included as part of the City's Neighborhood Business District Grant Program. While not one of the original nine Neighborhood Business Districts, its existence is fundamental to the preservation of small businesses along Capitol Avenue and Berryessa Road in District 4. The BBA is planning to revive the Berryessa Art and Wine Festival, which was discontinued a few years ago after more than 25 years of operation.

FUNDING SOURCE

- Essential Services Reserve (\$2.5 million) for the first year.
- Other (Program/Project/Fund):_ General Fund for future years.

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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