



# Memorandum

**TO:** MAYOR LICCARDO

**FROM:** Councilmember Sergio Jimenez

**SUBJECT:** BUDGET DOCUMENT

**DATE:** May 22, 2019

Approved

Date: May 22, 2019

## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: **San Jose Pow Wow Festival in District 2**

Amount of City Funding Required: \$20,000

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

This change is:

One-time       Ongoing

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

Public Art is a vital component to a healthy, strong, and vivid quality of life. Not only does Public Art add cultural, social, and economic value to an environment, but it enhances spaces and allows residents to engage and take pride in their neighborhood.

In comparison to other parts of the City, public art has historically had a minimal to no presence in District 2. This year District 2 will be welcoming its first mural at the Edenvale Branch Library, which will impact hundreds of commuters and residents who drive and live along Monterey road. Although this mural continues to be a work in progress, our residents have already felt the impact of this artwork, and we'd like to further this development.

In collaboration with San Jose Pow Wow, a global organization committed to increasing the presence of Public Art, we aim to host this year's festival in District 2 and increase public art by 10-12 murals.

### Funding Source

■ Essential Services Reserve (\$4 million):

Other (Program/Project/Fund):

**Department or Organization:** Office of Cultural Affairs and Pow Wow San Jose

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

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