



# Memorandum

**TO:** MAYOR LICCARDO

**FROM:** Councilmember Pam Foley

**SUBJECT:** BUDGET DOCUMENT

**DATE:** 05/22/2019

Approved

Date

5-22-19

## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: Define D9 Beautification Grant Program

Amount of City Funding Required: \$ 11,000

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

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.):

The proposal would provide grants to District 9 neighborhoods and communities for the purposes of beautification.

In 2017, Mayor Liccardo launched #BeautifySJ to unite our city and reclaim our public spaces. The initiative has engaged thousands of volunteers, removed thousands of tons of trash from our city's streets, cleaned up our creeks and supported neighborhood groups' efforts to beautify their communities.

A partnership with the San José Parks Foundation would provide a funding mechanism allowing our residents the opportunity to apply for grants to assist with the beautification of District 9. Many of our neighborhood Associations have utilized the BeautifySJ Grant Program and we'd like to encourage more community assistance and engagement. The Define D9 Beautification Grant Program would supplement Mayor Liccardo's BeautifySJ.

**Funding Source**

Essential Services Reserve (\$4 million): \$11,000

Other (Program/Project/Fund):

**Department or Organization:** San José Parks Foundation

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

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