BUDGET DOCUMENT # 14

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: MAYOR REED

FROM: Councilmember Pierluigi Oliverio

SUBJECT: BUDGET DOCUMENT

DATE: May 21, 2009

Approved

Date

RECOMMENDATION

That the following recommendation be enacted.

BACKGROUND

City-Council Initiated Neighborhood Improvement Reserve Fund/Other Budget Proposals

Program/Project Title: Fountain Maintenance– Rose Garden (VIII – 192)

Amount of City Funding Required: $ 23, 000

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

The Rose Garden Fountain generates revenue for the City of San Jose (see below). The requested amount is for basic care. It is imperative that we set aside funding for the upkeep of the fountain The San Jose Municipal Rose Garden, build during the depression, is a Historic Landmark (No. 102) and one of the few parks the generate revenue. By not doing so will only cost the taxpayers more money for repairs down the road.

The reflecting pool at the San Jose Municipal Rose Garden was donated by the Rotary Club in the 1930's. The fountain was added later. The fountain can be reserved for weddings through PRNS. Approximately 75 weddings are performed a year at the Rose Garden with permit fees ranging from $250 to $300. Closing the fountain would severely impact this service which has been provided for decades, and limit the cost recovery for this park. The fountain is used as a backdrop for many photo shoots both for weddings, graduations, and special events. It is fair to say this is more than a decorative fountain, but should be classified as interactive, with the type service it provides.

Additional way to fund: Currently, the wedding permit fees are $250 residents and $300 for non-resident. This money goes to General Fund. Suggest adding $250 cost recovery fee (fountain maintenance fee) to resident and $300 to non-resident for a total of $500 for residents and $600 for non-residents. And to increase the Commercial Photographer's permit to from $75 to $100 (photography is included in wedding permit)

Included documents - Comparisons:
Berkeley Rose Garden Weddings: $615 (res), $738 (non-res)
Oakland Rose Garden Wedding: $530 (res), $570 (non-res) – This fee has been increased this year. ($300 deposit + 2 hours minimum rental)
Anticipated Outcomes: Requested funding changes would affect benefits or services for San José residents, businesses, community groups, etc., as described below: (Use as much space as required.)

The San Jose Municipal Rose Garden, build during the depression, is a Historic Landmark (No. 102) and one of the few parks the generate revenue.

The reflecting pool at the San Jose Municipal Rose Garden was donated by the Rotary Club in the 1930's. The fountain was added later. The fountain can be reserved for weddings through PRNS. Approximately 75 weddings are performed a year at the Rose Garden with permit fees ranging from $250 to $300. Closing the fountain would severely impact this service which has been provided for decades, and limit the cost recovery for this park. The fountain is used as a backdrop for many photo shoots both for weddings, graduations, and special events. It is fair to say this is more than a decorative fountain, but should be classified as interactive, with the type service it provides.

Commercial Photography in the Rose Garden also requires a permit. It has been the location for many special moments for decades, including memorial for U.S. Army Ranger Pat Tillman.

The Municipal Rose Garden has become a tourist destination in San Jose, having recently having its National AARS rating reinstated and becoming one of 23 All-America Rose Selection Test Gardens in the United States.

With the increased press and visibility of the restored garden, keeping the fountain open, and the volunteer program motivated is key to sustaining this San Jose Historical landmark for years to come.

Funding Source

Program/Project Title: Fountain Maintenance– Rose Garden (VIII – 192)

Amount of City Funding Change: $23, 000

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

Anticipated Outcomes: Requested funding changes would affect benefits or services for San José residents, businesses, community groups, etc., as described below: (Use as much space as required.)

The San Jose Municipal Rose Garden, build during the depression, is a Historic Landmark (No. 102) and one of the few parks the generate revenue. The reflecting pool at the San Jose Municipal Rose Garden was donated by the Rotary Club in the 1930's. The fountain was added later. The fountain can be reserved for weddings through PRNS. Approximately 75 weddings are performed a year at the Rose Garden with permit fees ranging from $250 to $300. Closing the fountain would severely impact this service which has been provided for decades, and limit the cost recovery for this park. The fountain is used as a backdrop for many photo shoots both for weddings, graduations, and special events. It is fair to say this is more than a decorative fountain, but should be classified as interactive, with the type service it provides.

Commercial Photography in the Rose Garden also requires a permit. It has been the location for many special moments for decades, including memorial for U.S. Army Ranger Pat Tillman.

The Municipal Rose Garden has become a tourist destination in San Jose, having recently having its National AARS rating reinstated and becoming one of 23 All-America Rose Selection Test Gardens in the United States.

With the increased press and visibility of the restored garden, keeping the fountain open, and the volunteer program motivated is key to sustaining this San Jose Historical landmark for years to come.

Department or Organization: Parks and Recreational Services Department

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

Name: Mick Brown

Phone number: 975-7220 or cell 666-5621

E-mail address: mick.brown@sanjoseca.gov

This change is:

X **One-time** _____ Ongoing

The City Service Area to which the change best relates:

- ☐ Community and Economic Development Services
- ☐ Environmental and Utility Services
- **X Neighborhood Services**
- ☐ Public Safety
- ☐ Strategic Support
- ☐ Transportation and Aviation Services