




Memorandum

TO: MAYOR MAHAN

FROM: Councilmember Bien Doan

SUBJECT: BUDGET DOCUMENT

DATE: 5/22/2025

Approved 

Date 5/22/2025

RECOMMENDATION

Modify the City Manager's 2025-2026 Proposed Budget to incorporate the following budget proposal, including any required funding allocation adjustments.

Proposal

Program/Project Title: Activating the Story Road Business Association

Amount of City Funding Required: \$5,000

This change is:

One-time Ongoing

Cost Estimate Number (if applicable):

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

This budget document allocates \$5,000 in grant funding to the Story Road Business Association, a newly formed 501(c)(6) organization dedicated to uplifting our vibrant cultural district and supporting the small business community. Since its inception in early 2024, the Association has successfully spearheaded impactful cultural events, including the annual Story Road Night Market, Tét Festivals, and the upcoming inaugural Moon Festival in Vietnam Town. These events have strengthened community engagement, brought families and youth together in positive activities, and provided invaluable opportunities for local vendors and entrepreneurs.

Looking ahead to the 2026 FIFA World Cup, the Association's plan to host a watch party in Vietnam Town presents an exciting opportunity to draw thousands of visitors to the district, supporting the 250+ businesses along Story Road. This activation aligns with the broader goal of fostering economic growth while enhancing community connection. The Association's collaborative efforts with other business districts to leverage resources and reduce costs further exemplify their commitment to sustainable impact. Funding this initiative will bolster their work, amplify community engagement, and strengthen the local economy in District 7.

Funding Source

x Essential Services Reserve:

Other (Please specify program/project/fund):

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

Name and Title: N/A

Department or Organization:

Phone Number:

Email: