




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: Supporting the School of Arts and Culture at the Mexican Heritage Plaza

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 grants \$5,000 in funding to the School of Arts and Culture (SOAC) at the Mexican Heritage Plaza. SOAC plays a vital role in preserving and celebrating the rich cultural identity of East San José, especially within our Latino community, through dynamic programs that foster creativity, community pride, and cultural resilience.

Events such as Fiesta del Mariachi and Avenida de Altares provide multigenerational opportunities for District 7 residents to engage in cultural traditions, connect with local artists, and celebrate our shared heritage in public spaces. Supporting SOAC’s programs reinforces our commitment to resisting displacement and cultural erasure by uplifting local talent and empowering community storytelling. This investment will help ensure that the arts continue to serve as a vehicle for belonging, resilience, and social equity for families across 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: Jenny Choi, Avi Yotam, and Walter Lin – Deputy Director
LIB, PRNS, & PW

Department or Organization: Police Department

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