



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Raul Peralez

SUBJECT: BUDGET DOCUMENT

DATE: May 25, 2022

Approved

Date 5/25/22

RECOMMENDATION

Provide our beautification team additional funding for art and mural projects in areas that are experiencing blight and/or illegal dumping.

Proposal

Program/Project Title: Art and Mural Beautification

Amount of City Funding Required: \$250,000

This change is:

X 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.):

Prior to COVID, we had great success in placing murals in areas that were seeing an increase of graffiti. As we start to recover from COVID, we have seen an increase of blight and illegal dumping in areas that have lacked investment in beautification projects. All of our communities have been requesting to see an increase of art and beautification in our city. By focusing on areas that are seeing an increase of blight and dumping, such as alley ways, back areas of buildings, and often overlooked locations that would benefit from a mural or some form of art, it can provide these underserved communities an opportunity for beautification and revitalization.

Funding Source

Essential Services Reserve:

X Other (Please specify program/project/fund): American Rescue Plan Funding

Department or Organization Contact

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

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Department or Organization: Council District 3

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