



Memorandum

TO: MAYOR LICCARDO

FROM: Vice Mayor Chappie Jones

SUBJECT: BUDGET DOCUMENT

DATE: May 25, 2022

Approved

Date: May 25, 2022

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Winchester Business Association

Amount of City Funding Required: \$50,000 (\$20,000 ongoing)

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): 77

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.):

Just as other business associations have been formalized along Monterey Road and Tully Road, formalize Winchester Business Association and provide assistance for its transition to a non-profit organization that will allow receipt and distribution of NBD grants, support member businesses, and facilitate community engagement, business promotion, and access to resources in order to create a thriving business community along Winchester Boulevard in District 1 of San Jose. Assistance to be provided through contract/agreement with a third-party organization that specialize in working with member businesses and provide support for business growth and development to benefit the communities and residents they serve.

Funding Source

Essential Services Reserve:

Other (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: Jeff Ruster

Department or Organization: Office of Economic Development & Cultural Affairs

Phone Number:

Email: jeff.ruster@sanjoseca.gov