



Memorandum

TO: MAYOR LICCARDO
SUBJECT: BUDGET DOCUMENT

FROM: Councilmember Sergio Jimenez
DATE: May 25, 2022

Approved

Date: May 25, 2022

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Viva Parks in District 2

Amount of City Funding Required: \$54,253.00

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): 80

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.):

District 2 is requesting a total of 7 Viva Parks events (3 **Viva Parks** events, 2 Viva Parks with **Movie Nights** events, and 2 Viva Parks with **Paint Nite** events).

Over the past 5 years, our District 2 community has benefited from a safe place to play and gather at Viva Parks programs (hosted by PRNS during the summers) that increase positive activism and engagement for residents. Viva Parks has a proven diverse reach and impact: attendees who reside both within walking or driving distance of Viva Parks are excited to enjoy the events.

Youth and families are always excited for the fun games, health-focused activities, and informational resources. Additionally, these lively events deter our neighborhood parks from negative activities or potential negative activities.

I am requesting funds to expand the standard Viva Parks model in District 2 this summer to include: 3 Viva Parks events, 2 Viva Parks with Movie Nights events, and 2 Viva Parks with Paint Nite events. These additions of specialized Movie Night events and Paint Nite events will bring new, exciting activation to South San Jose.

This approach will demonstrate to youth and families that they are more than welcome to enjoy their neighborhood park, and that they deserve targeted activities.

Funding Source

Essential Services Reserve: \$54,253.00

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: Jon Cicirelli, Director

Department or Organization: PRNS

Phone Number: 408-535-4860

Email: Jon.Cicirelli@sanjoseca.gov