



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Esparza

SUBJECT: BUDGET DOCUMENT

DATE: 5/25/2022

Approved

Maya Esparza

Date 5/25/2022

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Tully Night Market

Amount of City Funding Required: \$66,966

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): 90

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.):

Located along the Coyote Creek Trail, the Tully Library and Ballfields and surrounding area have had a long history of underutilization that has led to numerous issues with blight and illegal dumping. The Tully Library and Ballfields serve as one of the few public amenities at the nexus of several very underserved communities, with children and families as far away as Santee depending on this community resource.

Last Fall, the City hosted 8 Tully Night Markets, which drew a total of well over two thousand residents, and brought economic activation and community placemaking by engaging the community, local vendors and small businesses. These activations provided food, music, games, entertainment, and positive activities and resources to this underserved community.

This proposal seeks funding to continue the Tully Night Market for 8 activations in the next fiscal year. As we continue to help our hardest hit communities and businesses in the long recovery from the pandemic, these activations will continue to stimulate local businesses while reducing blight and strengthening a critical resource for local residents, and a significant portion of a developing regional

resource. Our goal is to continue to work with local vendors to grow the Tully Night Market toward self-sustaining model, and we believe with one more year of growth and support, this will become a self-funding community amenity.

Funding Source

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: Jon Cicirelli, Director

Department or Organization: Parks, Recreation, and Neighborhood Services

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