



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Pam Foley

SUBJECT: BUDGET DOCUMENT

DATE: May 25, 2022

Approved

Date 05/25/2022

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Billy DeFrank Mural

Amount of City Funding Required: \$ 3,000

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.):

It's no secret: murals make our neighborhoods beautiful! They add color to building walls and streets that would otherwise go unnoticed, which is a treat for locals and tourists alike. Murals attract new local businesses, help bring customers to pre-existing locations, and boost the economy of an area. Some cities even offer walking/biking public art tours as a great way to interact with a city and its art! Murals encourage you to slow down and admire your surroundings. Murals also act as collective thought spaces. They can create dialogue around a subject or community issue through what they depict!

It is no secret that I am a supporter of both the arts and the LGBTQ+, and I recommend funding a commissioned mural at the Billy DeFrank Center in support of our LGBGQ+ community, and to enhance this heavily trafficked corridor, bringing additional beauty to this area for a very modest amount of funding.

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:

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Department or Organization: City Council District 9

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