
FW: Agenda Item 25-395

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 4/14/2025 2:15 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Cintas, Camille [REDACTED]
Sent: Monday, April 14, 2025 2:15 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Agenda Item 25-395

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To whom it may concern, [REDACTED]

As a resident Music teacher in the San Jose metro area (Presentation High School), Christmas in the Park is an extremely important event to our Choir, Theater, and Dance students!

CitP helps us advertise our school, our programs, helps boost involvement with our students, builds community, memories, and most importantly, entertains the large crowd of visitors and spreads Holiday cheer!

Please consider keeping CitP around for the benefit it does to the community.

Thank you,
Camille Cintas

--

Camille Cintas
Choir Director, Box Office Manager



FW: Agenda Item 25-395

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 4/14/2025 3:05 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Yesenia Lombera [REDACTED]
Sent: Monday, April 14, 2025 2:50 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Cc: debbie [REDACTED]
Subject: Agenda Item 25-395

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As a foster parent in San José, I've seen firsthand how much joy this holiday wonderland brings to my children. Having a local event that creates lasting, positive memories and brings our community together in such a festive and inclusive way is truly invaluable.

More than just a cherished holiday tradition, **Christmas in the Park** plays a vital role in driving San José's experience economy and energizing the downtown area. Recent data shows the event draws approximately 700,000 visitors annually, generating an estimated \$18.7 million in visitor spending. This activity translates into a fiscal impact of around \$935,000 each year for the City, through revenues from parking, transient occupancy tax, and sales tax. These economic benefits highlight the event's importance in activating public spaces, attracting tourism, and supporting a vibrant downtown core.

Sincerely,
Yesenia

Yesenia Lombera
Executive Assistant to Irving Tan, CEO



Western Digital Headquarters
5601 Great Oaks Parkway
San Jose, CA 95119
[REDACTED]

FW: Agenda item 25-395: Christmas in the Park

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 4/14/2025 3:06 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: MB Rios <[REDACTED]>
Sent: Monday, April 14, 2025 2:56 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Agenda item 25-395: Christmas in the Park

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Hi -

Please submit my email for the official record as a Letter from the Public.

My husband and I arrived in San Jose in September of 2021 and marvelled the first time we went to the park that Christmas. We loved the nostalgic vibe of the displays but were most impressed by the community decorated trees. What a lovely way to learn about the city, its people, its businesses, and the way families remember those no longer here.

As a result, we have purchased a tree to decorate every year since and hope this tradition will continue for many, many years. So far we have decorated the tree with neighbors, one to remember a friend gone too soon, and last year decorated one with friends from a club. I already have the decorations for this year's tree.

I can attest how Christmas in the Park brings visitors and funds to the city. Between the outings to decorate and undecorate the tree and the multiple visits to see the trees with friends and family, we bring people that maybe would not have come downtown otherwise. They park in the parking structures, get lunches, dinners, coffee at local establishments, and shop at the booths. But most importantly it serves as a focal point to spend time with people, get to know new friends and reconnect with old ones. It is a highlight of our Christmas celebrations.

We may be fairly new residents but we have fallen in love with San Jose. We go to see art the First Friday events, listen to music at the SubZero festival, watch films during Cinequest, see movies under the stars, walk neighborhoods during Viva Calle events, get drinks and dinner at San Pedro Square, visit bakeries, coffee shops, restaurants and shops - anything to support a vibrant and thriving downtown San Jose.

Apparently I can go on and on about this 😊. Thank you in advance for your consideration.

Regards,
Mary Blanca Rios and Ripduman Sohan

FW: Agenda Item 25-395

From City Clerk <city.clerk@sanjoseca.gov>
Date Tue 4/15/2025 7:43 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Keely Elizabeth Berg <[REDACTED]>
Sent: Monday, April 14, 2025 5:20 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Agenda Item 25-395

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I'm writing to urge you to continue supporting Christmas in the Park. This cherished event has been a beloved tradition for my family for years, bringing joy, community spirit, and lasting memories. It's more than lights and decorations—it's where families gather, children feel wonder, and neighbors connect. Ending it would be a loss for our community and the many families who look forward to it each year. Please find a way to keep this magical tradition alive for future generations.

Kindly, Keely Elizabeth Berg

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FW: Agenda Item 25-395

From City Clerk <city.clerk@sanjoseca.gov>
Date Tue 4/15/2025 9:02 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Charles Wallace <[REDACTED]>
Sent: Tuesday, April 15, 2025 8:39 AM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Agenda Item 25-395

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Hello,

Our family has been going to Christmas in the Park annually since we moved to San Jose 15 years ago. Our kids helped decorate trees with their Cub Scout pack for several years. During COVID, we did the Drive-Thru Christmas in the Park, and from that we bought an ornament for our own Christmas tree at home. We all look forward to wandering the paths and marveling at the beauty and creativity on display. Besides opening presents, it is our family's favorite holiday tradition. Please continue to support Christmas in the Park so that our kids (and hopefully their kids) can enjoy this amazing community event.

Thank you kindly,

The Wallace Family
San Jose, CA

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FW: Agenda Item 25-395

From City Clerk <city.clerk@sanjoseca.gov>
Date Tue 4/15/2025 11:36 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Rachel Weaver [REDACTED]
Sent: Tuesday, April 15, 2025 11:13 AM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Agenda Item 25-395

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To The City Council

Christmas in the Park in downtown San Jose has been a family tradition of my family, since I was a child. My older children enjoyed this event every year and now my youngest (3 years old) looks forward to all the Christmas lights. Her preschool school had a tree last year that was a joy for her whole class to go visit and take pictures with. I can't imagine not having this wonderful event in our community when it brings so much joy for the people and their families. Please keep this tradition Alive in our community.

Thank you

Rachel Weaver
Born and raised in Santa Clara County
And current resident of Saratoga CA

[Yahoo Mail: Search, Organize, Conquer](#)

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FW: SJ Chamber Support for Christmas in the Park Annual Event Renewal

From City Clerk <city.clerk@sanjoseca.gov>
Date Thu 4/17/2025 11:54 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachment (263 KB)

SJ Chamber Support for Christmas in the Park, 4.22.25.pdf;

From: Kat Angelov [REDACTED]
Sent: Thursday, April 17, 2025 11:40 AM
To: District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; City Clerk <city.clerk@sanjoseca.gov>
Cc: Leah Toeniskoetter [REDACTED]
Subject: SJ Chamber Support for Christmas in the Park Annual Event Renewal

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Dear Mayor Mahan, Vice Mayor Foley, and Honorable Councilmembers Campos, Candelas, Casey, Cohen, Doan, Kamei, Mulcahy, Ortiz, and Salas,

Please find attached the San Jose Chamber of Commerce's support letter for consent item 2.7: Agreement with Christmas in the Park, Inc. for Christmas in the Park at Plaza de Cesar Chavez Annual Event.

We look forward to supporting this annual event. Please reach out to me or our CEO Leah Toeniskoetter (copied) with any questions regarding our position.

Thank you.

Cheers,
Kat



Kat Angelov

Policy Manager

San Jose Chamber of Commerce

IN OFFICE DAYS: TUESDAYS - THURSDAYS



Office: [101 W. Santa Clara Street, San Jose, CA 95113](#)

Mailing Address: PO Box 149, San Jose, CA 95103

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**San Jose
Chamber of Commerce**

April 15, 2025

City of San Jose City Council
200 E. Santa Clara St.
San José, CA 95113

RE: Item 2.7 - Agreement with Christmas in the Park for Annual Event

Dear Mayor Mahan and Honorable Councilmembers,


On behalf of the San Jose Chamber of Commerce, I am writing to express our strong support of the annual Christmas in the Park event at Plaza de Cesar Chavez. This cherished holiday tradition not only fosters community spirit but also serves as a cornerstone of downtown San Jose's vibrant sports and entertainment ecosystem, complementing attractions like Downtown Ice by the San Jose Downtown Association and SAP Center events.

Drawing hundreds of thousands of visitors, Christmas in the Park also delivers significant economic and cultural benefits to our community. The annual event generates nearly \$20 million in economic activity in our downtown core with roughly \$1 million in revenue for the city through taxes, permits, and related expenditures. With an estimated 700,000 attendees visiting downtown San Jose for Christmas in the Park and adjacent holiday events, the event significantly boosts foot traffic, supporting local businesses and encouraging residents and visitors alike to explore shops, restaurants, and cultural attractions.

Beyond the immediate economic gains, Christmas in the Park contributes to downtown vibrancy and helps sustain a diversified economy rooted in entertainment, culture, and events. The Chamber remains especially supportive of initiatives like this that strengthen the cultural fabric of San Jose while promoting inclusive economic development.

With that, we urge you to support this longstanding and important event. Thank you for the consideration of our comments.

Sincerely,


Leah Toeniskoetter
President & CEO, San Jose Chamber of Commerce

FW: Agenda Item 25-395 Christmas in the Park

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 4/21/2025 9:16 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Judy Rookstool <[REDACTED]>
Sent: Saturday, April 19, 2025 11:06 AM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Agenda Item 25-395 Christmas in the Park

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City of San Jose Councilmembers:

One has only to stroll around Christmas in the Park on any December evening to understand the importance of this event to our community. This holiday spectacle draws from all ethnicities and faiths who come together and appreciate this traditional, family-oriented fun,

In addition, Christmas in the Park brings visitors from surrounding areas who patronize local businesses and bring an economic benefit to the Downtown. We never miss a year.

Please support this wonderful, historic and locally-grown fete.

Judy Rookstool
District 6

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FW: Agenda Item 25-395

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 4/21/2025 9:23 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Rebecca Haggerty [REDACTED]
Sent: Sunday, April 20, 2025 11:01 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Agenda Item 25-395

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Please support Christmas in the Park. It is a San Jose treasure. Whenever someone asks me what is fun to do in San Jose, I tell them to come at Christmas time and go to Christmas in the Park. It is charming and wonderful.

I appreciate your consideration,
Rebecca Haggerty

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FW: Christmas in the Park

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 4/21/2025 4:22 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Jennifer Maio <[REDACTED]>
Sent: Monday, April 21, 2025 1:07 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Christmas in the Park

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Mayor Mahan and City Councilmembers,

I am writing today in support of Christmas in the Park and in support of you all supporting it as well!

Christmas in the Park is a cherished tradition that has served our San Jose community (and beyond!) for over 40 years. What started as a humble holiday display by the Lima family has grown into a beloved holiday tradition for the people of San Jose. I became a fan of Christmas in the Park when I moved to San Jose 20 years ago and have enjoyed bringing my family both near and far to this beautiful display of holidays and togetherness.

As a teacher in a school that houses low income and immigrant students, I know first hand the value this organization brings to families that might not have any other means for festive activities and memory making. The park is free. Santa pictures are free. Entertainment is free. You can bundle up the kids and bring your own food and drinks. Where else in San Jose, or the Silicon Valley for that matter, can you have a day and night of fun and entertainment and not have to spend a penny?

Everyone thinks the City sponsors the entire event. They also think Downtown Ice and Winter Wonderful, both of which are FOR profit, are part of the event. This is a big reason why people often dismiss the need for funding. While Christmas in the Park is a non-profit, most people do not realize that. This is where the support of the City and the Council is crucial to keep this event going. With continued support from you all and a pledge for more engagement (both financially and logistically) and a contract that promises to have the event in San Jose for many years to come, new generations of San Jose families can share in the magic and community.

What I love most about Christmas in the Park is that it values all people. It welcomes all people. It is a space for all people. Please help it continue to be that for our city.

Thank you for your time and consideration,

Jennifer Maio



FW: Agenda Item 25-395

From City Clerk <city.clerk@sanjoseca.gov>
Date Tue 4/22/2025 7:42 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Dakota Phillips <[REDACTED]>
Sent: Monday, April 21, 2025 7:32 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Agenda Item 25-395

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Hello,

I hope you are doing well! My name is Dakota Phillips, and I am a board member for Christmas in the Park. I am writing to share my full support for the renewal of our contract with the City of San Jose.

I was born and raised in San Jose and have been involved with this event for as long as I can remember. I grew up waving in the Holiday Parade as one of Santa's Helpers and spending time with my dad, one of the original exhibit designers, as he brought displays to life in the program building. He always made sure the magic of Christmas was something everyone could experience, no matter their background.

Christmas in the Park has always been a part of my life, and it is the same for so many families across the city and beyond. It is more than just a festive attraction, it is a tradition that brings people together, and a beautiful reflection of the community we all care so much about.

I actually just found out from a colleague of mine who lives in Arizona that he has been planning his annual business trip around visiting Christmas in the Park for over 15 years. Every December, he makes sure to fly in just so he can experience the magic. That kind of dedication speaks volumes about the impact this event has far beyond San Jose.

Aside from the joy it brings, Christmas in the Park also plays a big role in the local economy. The numbers speak for themselves with 700,000+ visitors and nearly \$19 million in spending downtown during the season. That is a huge win for small businesses and the city, and it is something we are proud to be a part of.

We are grateful for the continued partnership with the City and hope you will support renewing our contract so we can keep this tradition alive for generations to come.

Thanks so much for your time and consideration!

Best,

Dakota Phillips
CITP Board of Directors

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FW: Christmas in the Park

From City Clerk <city.clerk@sanjoseca.gov>
Date Tue 4/22/2025 7:59 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Stacey Holden [REDACTED]
Sent: Monday, April 21, 2025 10:41 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Christmas in the Park

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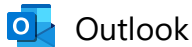
My name is Stacey Holden. I am a proud board member and past president of Christmas in the Park. As you know, Christmas in the Park brings over 20 million dollars to our downtown businesses. This results in over one million dollars to the general fund. These figures are both tangible and powerful. What's less tangible is what Christmas in the Park provides to the people of San Jose.

For approximately 40 days, Christmas in the Park provides a place where people come together to celebrate community. The holidays provide a magical backdrop, but make no mistake, Christmas in the Park is about community, and it is a place where everyone is welcome. We showcase diverse organizations and individuals from all over the city and beyond, including accessible friendly days for those who might not be able to otherwise participate, and we do it all without an admission fee.

Christmas in the Park has provided an invaluable service to the people of San Jose for over 40 years. In our current political and economic environment, people need a sense of community more than ever. Christmas in the Park is needed now more than ever.

I hope you will continue to recognize the true value Christmas in the Park brings to our downtown and to all the people in our community, and I hope that we can continue our important partnership.

Stacey Holden
Board of Directors, Christmas in the Park



FW: Agenda Item 25-395

From City Clerk <city.clerk@sanjoseca.gov>
Date Tue 4/22/2025 8:02 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Dale Dimas <[REDACTED]>
Sent: Monday, April 21, 2025 8:13 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Agenda Item 25-395

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Dear San Jose City Council Members,

As both a San Jose resident and volunteer I am writing to you today to express my heartfelt support for the renewal of the city contract with Christmas in the Park, a cherished tradition that has become a cornerstone of our community's holiday celebrations. For more than 40 years, Christmas in the Park has transformed downtown San Jose into a winter wonderland, delighting both residents and visitors alike. For many visitors, Christmas in the Park is a family tradition and is available to all free of charge. As one of the event's Santas, I get to personally see in so many faces the holiday magic that is Christmas in the Park.

As you are well aware, this event began in the 1950s as a modest display on the front lawn of the Lima family in San Jose. It has since grown into a beloved holiday festival that features hundreds of community-decorated trees, animated exhibits, and live entertainment. Each year, Christmas in the Park attracts nearly half a million visitors, contributing significantly to our local economy and promoting a sense of togetherness.

Moreover, Christmas in the Park offers substantial educational and volunteering opportunities. It allows schools and community organizations to participate in decorating trees, instilling a sense of pride and community spirit in our youth. It also provides a platform for numerous nonprofit organizations to raise awareness and funds. Christmas in the Park truly represents the "small town heart" that is at the center of Silicon Valley.

The city's partnership with Christmas in the Park is not merely a contract but a commitment to preserving our community's traditions and values. The event's success relies heavily on this partnership, and its absence would leave a void in our city's cultural landscape.

I urge you to consider the profound impact of Christmas in the Park on our community and vote in favor of renewing the contract. Let us continue to support an event that brings joy, unity, and

economic vitality to San Jose.

Thank you for your attention to this important matter.

Sincerely,

“Santa” Dale Dimas



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