




Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Ortiz

SUBJECT: SEE BELOW

DATE: 09/15/2025

APPROVED: 

SUBJECT: RETROACTIVE APPROVAL OF FREE USE OF CITY HALL PLAZA ON SATURDAY, AUGUST 30, 2025 FOR THE ANNUAL LOWRIDER DAY SPONSORED BY COUNCIL DISTRICT 5 AS A CITY COUNCIL SPONSORED SPECIAL EVENT TO EXPEND CITY FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT

RECOMMENDATION

1. Adopt a resolution retroactively authorizing “Free Use” for the 3rd Annual Lowrider Day held at the City Hall Plaza on Saturday, August 30, 2025, hosted by Councilmember Ortiz’s office.
2. Retroactively approve and accept donations from various individuals, businesses or community groups to support the event.
3. Place the item on the September 30th, 2025, Council Agenda for action.

BACKGROUND

In June 2019, the City adopted the [Schedule of Fees Resolution No. 79138, Section 13.080](#) for free use of City Hall facilities and the plaza. Presently, the resolution allows City Council and City departments to have free use of the facilities for events for a maximum of seven (7) free uses per calendar year that 1) qualify as official City business; 2) are free and open to the public; 3) occur on a Sunday through Friday; and 4) are booked 30 days in advance. Resolution No. 79138 does not apply to free use requests for Saturday events, and, as such City Council approval is required to authorize free use for the 3rd Annual Lowrider Day held at the City Hall Plaza on Saturday, August 30, 2025.

ANALYSIS

Approval by the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events. In observance of existing fundraising disclosure requirements, Councilmember Peter Ortiz will report any cash or in-kind donations received for the event on their Disclosure of Fundraising Report (DFR-1). Approval of this memorandum will enable Council Districts 5, City departments and the Office of the City Clerk to proceed with the event. Any cash donations received will be processed pursuant to the City's normal financial and budgetary procedures.

District 5's 3rd Annual Lowrider Day drew over 1,000 attendees and showcased San José's unique lowrider culture through a car exhibition, live music, food trucks, and local vendors. By activating City Hall Plaza and closing a portion of Santa Clara Street, the event will transform the downtown area into a vibrant community gathering space that celebrates cultural pride, supports small businesses, and promotes civic engagement.

The 3rd Annual Low Rider Day took place at the City Hall East, West, and South Plazas on Saturday, August 30, 2025.

Free use is being requested because of the public benefit the event will bring to the City of San José and its downtown. The celebration will highlight San José's lowrider culture while supporting local artists, vendors, and small businesses, helping to drive economic activity and community pride. It will also help make San José a more vibrant place to live, work, shop, eat, and visit, while increasing the visibility of downtown and driving foot traffic and tourism.

COST AND FUNDING SOURCE

The total cost of this event is \$1,702.06 which will be paid by Council Office 5. There was no loss of 4th Street parking garage revenue due to the event being held on the weekend when parking is free at the 4th Street garage. The Lost Smart Meter Revenue was \$576.00. Each year Council Office 5 is allotted 7 free uses for events qualifying for free use. Approval of this action will go towards the remaining free uses for Council Office 5.

Event Captain: \$390.60

Free Use Application Fee: \$100.00

Electrician Supervisor (Setup and Takedown): \$696.36

Facility Set-up and Take Down: \$515.10

Total: \$1,702.06

PUBLIC OUTREACH/INTEREST

The Office of the City Clerk will post the item on the City's Website for the September 24th, 2025, Rules Committee Agenda and the September 30th, 2025, City Council Agenda.

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COORDINATION

This memorandum has been coordinated with the Office of the City Attorney and Public Works/Event Services.

CEQA

Not a Project, File No. PP17-011, Temporary Special Events resulting in no changes to the physical environment.

Reviewed by:

TONI J. TABER, CMC

City Clerk

For questions, please contact Toni Taber, City Clerk, at (408) 535-1260.