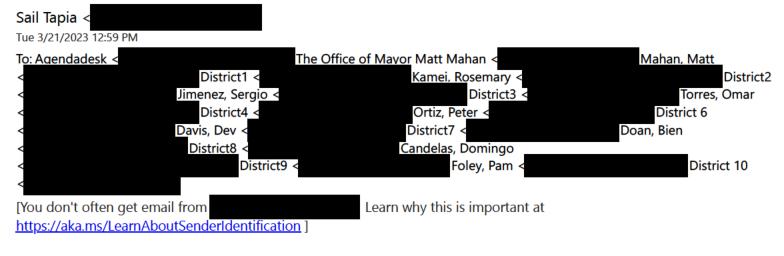
Support for the Arts - City Council Item 3.5 - March 21, 2023



[External Email]

Honorable Mayor and City Council,

My name is Sendy, and I am an Arts Advocate. I am writing to you today regarding Item 3.5 on your agenda for Tuesday, March 21, Approval of the Fiscal Year 2023-2024 Mayor's March Budget Message.

As an Arts Advocate, I believe that arts and culture are essential to the economic, social, and civic wellbeing of our city. I appreciate the Mayor's intention in his March Budget Message to explore additional funding to support our arts community and other initiatives to improve the vibrancy and quality of life in San José (p. 25).

In order to achieve the Mayor's goals and create a more sustainable arts and cultural community in San José, I call on you to take the following actions:

- 1. Direct the City Manager, beginning in Fiscal Year 2023-2024, to reapportion the current General Fund allocation from the City's Transient Occupancy Tax (TOT) equally across the remainder recipients of TOT funding: the Office of Cultural Affairs including Cultural Grants Programs the Convention and Visitors Bureau (Team San José), and Convention and Cultural Facilities;
- 2. Direct the City Manager to work with local stakeholders including SJAA to identify budget policy strategies to guide the long-term investment of the TOT to better serve the arts, culture, entertainment, and hospitality industries which play a large role in generating the TOT and return to Council within the next fiscal year with strategies for consideration and implementation;
- 3. Direct staff from the Office of Economic Development and Cultural Affairs to develop a framework for a Private Percent for Art policy, common in other Bay Area cities, which has been on the City Council's priority list for more than three years; and
- 4. Direct staff to explore a pilot program to employ Artists in Residence within City departments to apply a creative, problem-solving lens to some of the City's intractable challenges and help build deeper civic engagement in the policy making process.

I am proud to stand with San José Arts Advocates to support these priorities for preserving, protecting, and promoting our creative community, which collectively generates hundreds of millions of dollars of economic impact for our city, creates thousands of jobs, inspires us to engage, and improves the quality of life for all of our residents.

Thank you for your service and for your consideration.

Regards,

Sendy Tapia DTSJ - DISTRICT 3

FW: council meeting item 3.5

City Clerk < Tue 3/21/2023 1:20 PM

To: Agendadesk <

From: Diva De Guzman <

Sent: Tuesday, March 21, 2023 1:15 PM
To: City Clerk <

Subject: council meeting item 3.5

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[External Email]

San Jose , CA 95122

Honorable Council members,

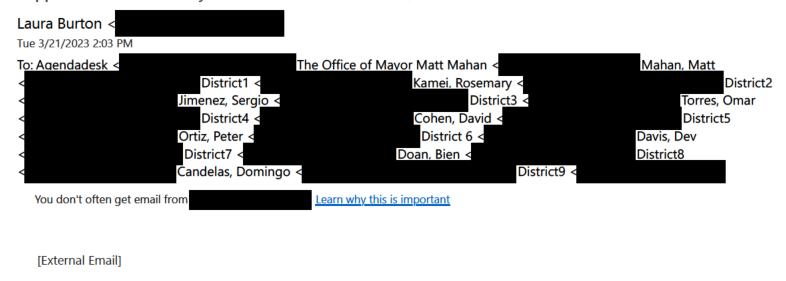
I am requesting your support of district 3 council member Torres's budget proposal regarding spay and neuter services for the City of San Jose, and to include the rest of the City of San Jose.

Animal Care Services in San Jose is currently experiencing a crisis in part due to the after-affects of the Covid Pandemic. Pre pandemic, SJACS animal intake was over 17,000 animals per year with a live release rate of well over 90 percent. During the pandemic years the intake numbers dropped to 14,000 animals per year with a live release rate of just under 90 percent. Currently, SJACS animal intake is projected to be under 10,000 animals per year with the live release rate falling further. The demand for animal care services has not decreased, the citizens of San Jose are being turned away at SJACS doors. The specific cause of this decrease in performance is lack of spay and neuter services – SJACS just cannot hire or keep qualified staff despite their best efforts. This means thousands of unvaccinated animals are on the streets of San Jose breeding like mad! The city needs to act before this becomes a major, and very serious. Please take action now.

Thank you,

Diva De Guzman

Support for the Arts - City Council Item 3.5 - March 21, 2023



Honorable Mayor and City Council,

My name is Laura Burton, and I am an Arts Advocate. I am writing to you today regarding Item 3.5 on your agenda for Tuesday, March 21, Approval of the Fiscal Year 2023-2024 Mayor's March Budget Message.

As an Arts Advocate, I believe that arts and culture are essential to the economic, social, and civic wellbeing of our city. I appreciate the Mayor's intention in his March Budget Message to explore additional funding to support our arts community and other initiatives to improve the vibrancy and quality of life in San José (p. 25).

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Thank you for your service and for your consideration.

Regards,

FW: Council member Ortiz's budget proposal for the funding of TNR services, low cost spay and neuter services and free vaccination programs.

City Clerk <
Tue 3/21/2023 2:47 PM
To: Agendadesk <

From: Catherine Valentine < Catherine Valenti

Sent: Tuesday, March 21, 2023 2:38 PM

To: City Clerk < CouncilMeeting < CouncilMeeting

Subject: Council member Ortiz's budget proposal for the funding of TNR services, low cost spay and neuter services and free

vaccination programs.

Some people who received this message don't often get email from Learn why this is important

[External Email]

March 21, 2023

Dear Councilmembers,

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TNR reduces and stabilizes populations of community cats. It improves the lives of cats, addresses community concerns, reduces complaints about cats, and stops the breeding cycle. TNR improves the co-existence between outdoor cats and humans in our shared environment.

SJACS reduced TNR services in 2019 and terminated all TNR services in May 2022. It has recently reinstated TNR, but on a limited basis., Since the reduction of TNR service began, the cities served by SJACS have been experiencing an increasing cat population that will continue to increase exponentially unless a robust TNR program is established.

Pet overpopulation results in unwanted animals that are abandoned or otherwise become strays. Unvaccinated animals spread disease. The economy and the shortage of vets has made it difficult for many people to neuter and vaccinate their pets. The reinstatement of low cost spay and neuter services will reduce animal suffering. It will also reduce the number of animals brought to the shelter which will increases the live release rate. Fewer animals in the shelter increases an animal's probability of adoption and the shelter's ability to house the animal.

This effect was recognized by John Cicirelli when he was Assistant Director of Public Works. The following is his quote from a May 31, 2016, article in sanjoseinside entitled "San Jose Councilman Proposes No-Kill Shelter":

"One of the most significant contributors to our high save rate has been preventing animals from being born through low cost and free spay-neuter services. We have learned that this is one of the best ways to invest in our community and achieve our goal of reducing the number of stray animals."

Thank you.

Sincerely

Catherine Valentine

This message is from outside the City email system. Do not open links or attachments from untrusted sources.			

City Clerk <

Tue 3/21/2023 2:47 PM

To: Agendadesk <

From: Kevin Brumley <

Sent: Tuesday, March 21, 2023 2:43 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

Please support the San José Budget for All asks — as put forth by many community organizations, including Silicon Valley Rising, the South Bay Labor Council, the Latina Coalition, the Asian Law Alliance, and Planned Parenthood (Mar Monte).

As a San José resident, I am writing to ask for your support in shaping a City Budget that prioritizes the needs of working families and upholds our values as a community. In order to properly address economic, racial, and social inequality, we need a budget that ensures we are building a City for every resident, family, and neighborhood.

I, like many others, was disappointed by Mayor Matt Mahan's budget message released on March 13th which pays lip service to multiple priorities, while still excluding a large number of residents — in particular Black, Latino, and AAPI communities as well as other immigrant and low-income residents whose neighborhoods are historically underfunded.

Moreover, the focus on "cleaning up" and other short term solutions such as using a large chunk of resources on only interim housing, rather than both interim and permanent housing, merely hides and postpones our housing crisis, raises questions regarding whose priorities are reflected in this message — the people of San José or the real estate interests aligned with the Mayor?

We cannot afford a San José budget that does not address the most urgent needs of our most vulnerable communities. I am joining together with my community to ask you to prioritize a City Budget that includes workers, parents and children, includes all neighborhoods, and our most vulnerable residents. A budget that goes beyond the surface, and addresses the root causes of inequality in our City.

Kevin Brumley

San Jose, California 95118

City Clerk <

Tue 3/21/2023 2:47 PM

To: Agendadesk <

From: Vincent Delgado <

Sent: Tuesday, March 21, 2023 2:43 PM To: City Clerk <

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Vincent Delgado

San Jose, California 95119

City Clerk <

Tue 3/21/2023 2:51 PM

To: Agendadesk <

From: Nickolas Amador-Banuelos <

Sent: Tuesday, March 21, 2023 2:50 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Nickolas Amador-Banuelos

San Jose, California 95123

City Clerk <

Tue 3/21/2023 2:51 PM

To: Agendadesk <

From: Edward Roth <

Sent: Tuesday, March 21, 2023 2:50 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Edward Roth

, California 95138

City Clerk <

Tue 3/21/2023 2:56 PM

To: Agendadesk <

From: Hector Villagrana <

Sent: Tuesday, March 21, 2023 2:55 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Hector Villagrana

San Jose, California 95121

City Clerk <

Tue 3/21/2023 2:56 PM

To: Agendadesk <

From: Tristan Keith <

Sent: Tuesday, March 21, 2023 2:55 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Tristan Keith

San Jose, California 95131

FW: Councilmember Ortiz's budget proposal City Clerk < Tue 3/21/2023 2:57 PM To: Agendadesk < ----Original Message----From: Sent: Tuesday, March 21, 2023 2:55 PM To: City Clerk < CouncilMeeting < Subject: Re: Councilmember Ortiz's budget proposal [Some people who received this message don't often get email from Learn why this is important at https://aka.ms/LearnAboutSenderIdentification] [External Email]

March 21, 2023

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"One of the most significant contributors to our high save rate has been preventing animals from being born through low cost and free spay-neuter services. We have learned that this is one of the best ways to invest in our community and achieve our goal of reducing the number of stray animals."

Thank you.

Sincerely, Elena Tzanavaras

City Clerk <

Tue 3/21/2023 2:57 PM

To: Agendadesk <

From: Jim Dang <

Sent: Tuesday, March 21, 2023 2:57 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Jim Dang

San Jose, California 95111-1837

City Clerk <

Tue 3/21/2023 2:57 PM

To: Agendadesk <

From: Douglas Robles <

Sent: Tuesday, March 21, 2023 2:57 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Douglas Robles

San Jose , California 95123

City Clerk <

Tue 3/21/2023 3:03 PM

To: Agendadesk <

From: Thao Dang <

Sent: Tuesday, March 21, 2023 3:00 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Thao Dang

San joee, California 95111

City Clerk <

Tue 3/21/2023 3:03 PM

To: Agendadesk <

From: Ricardo Carrasco <

Sent: Tuesday, March 21, 2023 3:01 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Ricardo Carrasco

San Jose, California 95122

City Clerk <

Tue 3/21/2023 3:04 PM

To: Agendadesk <

From: Nhat Dinh <

Sent: Tuesday, March 21, 2023 3:03 PM To: City Clerk <

Subject: Support a San Jose budget for All!

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Nhat Dinh

San Jose, California 95124

City Clerk <

Tue 3/21/2023 3:06 PM

To: Agendadesk <

From: Jemell Hayes <

Sent: Tuesday, March 21, 2023 3:06 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Jemell Hayes

San Jose, California 95116

City Clerk <

Tue 3/21/2023 3:07 PM

To: Agendadesk <

From: Damen Carpenter <

Sent: Tuesday, March 21, 2023 3:07 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Damen Carpenter

San Jose, California 95112

City Clerk <

Tue 3/21/2023 3:09 PM

To: Agendadesk <

From: MariaElena Salinas <

Sent: Tuesday, March 21, 2023 3:09 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

Please support the San José Budget for All asks — as put forth by many community organizations, including Silicon Valley Rising, the South Bay Labor Council, the Latina Coalition, the Asian Law Alliance, and Planned Parenthood (Mar Monte).

As a San José resident, I am writing to ask for your support in shaping a City Budget that prioritizes the needs of working families and upholds our values as a community. In order to properly address economic, racial, and social inequality, we need a budget that ensures we are building a City for every resident, family, and neighborhood.

I, like many others, was disappointed by Mayor Matt Mahan's budget message released on March 13th which pays lip service to multiple priorities, while still excluding a large number of residents — in particular Black, Latino, and AAPI communities as well as other immigrant and low-income residents whose neighborhoods are historically underfunded.

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We cannot afford a San José budget that does not address the most urgent needs of our most vulnerable communities. I am joining together with my community to ask you to prioritize a City Budget that includes workers, parents and children, includes all neighborhoods, and our most vulnerable residents. A budget that goes beyond the surface, and addresses the root causes of inequality in our City.

MariaElena Salinas

San Jose , California 95111

City Clerk <

Tue 3/21/2023 3:10 PM

To: Agendadesk <

From: Art Campoy <

Sent: Tuesday, March 21, 2023 3:09 PM To: City Clerk <

Subject: Support a San Jose budget for All!

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Art Campoy

Alum Rock, California 95127

City Clerk <

Tue 3/21/2023 3:12 PM

To: Agendadesk <

From: Gilbert Amarillas <

Sent: Tuesday, March 21, 2023 3:11 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Gilbert Amarillas

San Jose, California 95136

City Clerk <

Tue 3/21/2023 3:12 PM

To: Agendadesk <

From: Patrick Santos <

Sent: Tuesday, March 21, 2023 3:12 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Patrick Santos

San Jose, California 95132

City Clerk < Tue 3/21/2023 3:19 PM

To: Agendadesk <

From: Christopher Reed <

Sent: Tuesday, March 21, 2023 3:17 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Christopher Reed

San Jose, California 95124

City Clerk <

Tue 3/21/2023 3:19 PM

To: Agendadesk <

From: Manuel Saenz <

Sent: Tuesday, March 21, 2023 3:17 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Manuel Saenz

San jose, California 95136

City Clerk <

Tue 3/21/2023 3:19 PM

To: Agendadesk <

From: Brian Smith
Sent: Tuesday, March 21, 2023 3:17 PM

To: City Clerk <

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Brian Smith

San Jose, California 95148

City Clerk <

Tue 3/21/2023 3:20 PM

To: Agendadesk <

From: Arthur Alcantar

Sent: Tuesday, March 21, 2023 3:19 PM To: City Clerk <

Subject: Support a San Jose budget for All!

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Arthur Alcantar

San Jose, California 95116

City Clerk <

Tue 3/21/2023 3:20 PM

To: Agendadesk <

From: Pedro Colin <

Sent: Tuesday, March 21, 2023 3:20 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Pedro Colin

San Jose, California 95126

City Clerk <

Tue 3/21/2023 3:25 PM

To: Agendadesk <

From: richard snyder <

Sent: Tuesday, March 21, 2023 3:23 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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richard snyder

san jose, California 95121

City Clerk <

Tue 3/21/2023 3:25 PM

To: Agendadesk <

From: David Mirelez

Sent: Tuesday, March 21, 2023 3:23 PM To: City Clerk <

Subject: Support a San Jose budget for All!

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David Mirelez

San Jose, California 95112

FW: Support all of San Jose Im in need

City Clerk <
Tue 3/21/2023 3:35 PM

To: Agendadesk <

From: Delbert Brown

Sent: Tuesday, March 21, 2023 3:27 PM To: City Clerk <

Subject: Support all of San Jose Im in need

[External Email]

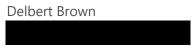
San Jose City Clerk Toni Taber,

I have been a sheet metal worker in Local 104 for 6 years now but I got laid off September of 2021 now I haven't been back to work I started my own business just to be stolen from all my tools were stolen and I'm getting evicted out of my apartment I need some help the only thing I can get help with with food stamps which is not anything at all but food help the union won't help the city of San Jose won't help the county of Santa Clara says I need to be chronically homeless as in myself and my children living in a tent. Please support the San José Budget for All asks — as put forth by many community organizations, including Silicon Valley Rising, the South Bay Labor Council, the Latina Coalition, the Asian Law Alliance, and Planned Parenthood (Mar Monte).

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San Jose, California 95136

City Clerk <

Tue 3/21/2023 3:35 PM

To: Agendadesk <

From: Chris Valverde <

Sent: Tuesday, March 21, 2023 3:28 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Chris Valverde

San Jose, California 95118

City Clerk <

Tue 3/21/2023 3:35 PM

To: Agendadesk <

From: Kyle Richey
Sent: Tuesday, March 21, 2023 3:30 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Kyle Richey

San jose, California 95123

City Clerk <

Tue 3/21/2023 3:36 PM

To: Agendadesk <

From: Adam Aguilar <

Sent: Tuesday, March 21, 2023 3:34 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

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Adam Aguilar

San Jose, California 95148

City Clerk <

Tue 3/21/2023 3:43 PM

To: Agendadesk <

From: Rodney Taylor <

Sent: Tuesday, March 21, 2023 3:40 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

[External Email]

San Jose City Clerk Toni Taber,

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City Clerk <

Tue 3/21/2023 3:43 PM

To: Agendadesk <

From: Josh Galindo <

Sent: Tuesday, March 21, 2023 3:41 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

[External Email]

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City Clerk <

Tue 3/21/2023 3:59 PM

To: Agendadesk <

From: Steven Bolanos <

Sent: Tuesday, March 21, 2023 3:53 PM
To: City Clerk <

Subject: Support a San Jose budget for All!

[External Email]

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City Clerk < Tue 3/21/2023 4:00 PM

To: Agendadesk <

From: Rodney Carter <

Sent: Tuesday, March 21, 2023 3:59 PM

To: City Clerk <

Subject: Support a San Jose budget for All!

[External Email]

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City Clerk <

Tue 3/21/2023 4:05 PM

To: Agendadesk <

From: David Woolley <

Sent: Tuesday, March 21, 2023 4:04 PM
To: City Clerk <

Subject: Support a San Jose budget for All!

[External Email]

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As a San José resident, I am writing to ask for your support in shaping a City Budget that prioritizes the needs of working families and upholds our values as a community. In order to properly address economic, racial, and social inequality, we need a budget that ensures we are building a City for every resident, family, and neighborhood.

I, like many others, was disappointed by Mayor Matt Mahan's budget message released on March 13th which pays lip service to multiple priorities, while still excluding a large number of residents — in particular Black, Latino, and AAPI communities as well as other immigrant and low-income residents whose neighborhoods are historically underfunded.

Moreover, the focus on "cleaning up" and other short term solutions such as using a large chunk of resources on only interim housing, rather than both interim and permanent housing, merely hides and postpones our housing crisis, raises questions regarding whose priorities are reflected in this message — the people of San José or the real estate interests aligned with the Mayor?



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FW: Support of Peter Ortiz Budget Memorandum for Spay and Neuter Services

City Clerk <
Tue 3/21/2023 1:20 PM
To: Agendadesk <

From: Rosario Consiglio <

Sent: Tuesday, March 21, 2023 1:14 PM

To: City Clerk < CouncilMeeting < CouncilMeeting

Subject: Support of Peter Ortiz Budget Memorandum for Spay and Neuter Services

You don't often get email from <u>Learn why this is important</u>

[External Email]

Dear Madam or Sir,

Please see me attached comments for today's council meeting regarding the budget and D5 Peter Ortiz's budget proposal for Spay and Neuter Services.

thank you

Rosario Consiglio Almaden Valley

Almaden Valley, CA 95120

Honorable Councilmembers,

March 21, 2023

I am a resident of District 10 and have been a volunteer at San Jose Animal Care Center (SJACS) over 12 years, including through the Covid pandemic. I am requesting your support of district 5 councilmember Peter Ortiz budget proposal regarding spay and neuter services for the City of San Jose, and to include the rest of the City of San Jose.

Animal Care Services in San Jose is currently experiencing a crisis in part due to the after-affects of the Covid Pandemic. Pre pandemic, SJACS animal intake was over 17,000 animals per year with a live release rate of well over 90 percent. During the pandemic years the intake numbers dropped to 14,000 animals per year with a live release rate of just under 90 percent. Currently, SJACS animal intake is projected to be under 10,000 animals per year with the live release rate falling further. The demand for animal care services has not decreased, the citizens of San Jose are being turned away at SJACS doors. The specific cause of this decrease in performance is lack of spay and neuter services – SJACS just cannot hire or keep qualified staff despite their best efforts. This means thousands of unvaccinated animals are on the streets of San Jose breeding like mad! The city needs to act before this becomes a major, and quite serious public health crisis.

Thank you,

Rosario Consiglio Volunteer #144

companion & community animal project / cacap.org

FW: City Council Item 3.5 - March 21, 2023

City Clerk <
Tue 3/21/2023 3:03 PM

To: Agendadesk <

From: Lomio, Michael <

Sent: Tuesday, March 21, 2023 3:02 PM

To: Brendan Rawson <

Cc: City Clerk <

Subject: Re: City Council Item 3.5 - March 21, 2023

Thank you, Brendan!



Michael Lomio (he/him)

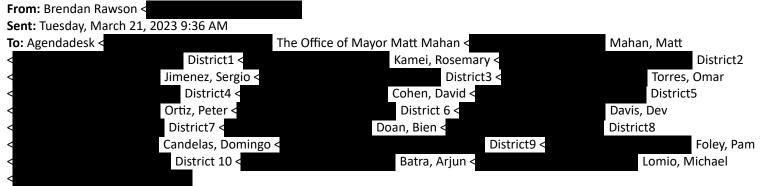
Sr. Land Use & Economic Development Policy Advisor

Office of Mayor Matt Mahan

p: (408) 823-7464 | e:

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Proudly serving San José: America's 10th Largest City & the Capital of Silicon Valley



Subject: City Council Item 3.5 - March 21, 2023

[External Email]

Honorable Mayor and City Council, Please find attached my letter regarding today's budget discussion.

Thank you, Brendan Rawson San Jose Jazz

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Mayor Mahan and City Council 200 E Santa Clara Street San Jose, CA 95113

RE: Concerns regarding FY2024 City budget and economic recovery.

Mayor Mahan and City Council:

San Jose's Downtown, the economic driver of our region's arts, entertainment, and visitor industries, continues to rank near the bottom of numerous proxy metrics of Downtown vibrancy such as return-to-office rates, sales taxes receipts, office and retail leasing rates, and cell phones usage. **Our City Council needs to stop hiding from this stark reality and apply real leadership, focus, and the necessary resources to support recovery and put Downtown on a viable and believable path to vibrancy.** The damage to the Downtown economy is disproportionally hurting the livelihoods of many working-class San Jose families and mom-and-pop businesses.

An important tool to support Downtown recovery in any city is the "Hotel Tax." In San Jose, this tool has become significantly less impactful. According to the City's just released 5-year budget projection the Transient Occupancy Tax (TOT), will end FY23 at about \$27.5M. This is compared to \$51.3M in FY19. A drop of more than 46%. In addition, the TOT is not projected to return to real pre-pandemic levels anytime within the next five years.

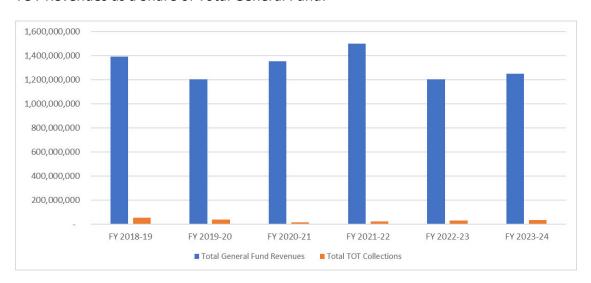
An appropriate strategy to support Downtown recovery is to invest a greater portion of TOT revenues into the specific activities that help drive the Downtown economy. Today 40% of the TOT is channeled into the General Fund. These tax dollars, generated largely by out-of-town visitors, should instead be reinvested into our cultural and visitor industry infrastructure and destination marketing efforts to help drive greater TOT revenue, sales tax and to support jobs and business recovery. The remainder 60% of the TOT is the primary source of financial support for maintenance and operation of the Convention Center and several Downtown cultural facilities, sales and marketing for all travel and tourism to the City, and for the Office of Cultural Affairs and its grants programs. These activities are essential for a healthy Downtown economy, for resident quality of life, for tourism and convention revenues, and to provide a variety of well-paying local jobs. To support these critical industries and their workers the City Council should:

- Direct the City Manager, beginning with Fiscal Year 2023-2024, to reapportion its current General Fund TOT allocation equally across the remainder recipient fund accounts of Fund 461: the Office of Cultural Affairs Arts Grants Program, the Convention & Visitors Bureau, and the Convention and Cultural Facilities Fund 536.
- In addition, Council should direct the City Manager to work with local stakeholders to identify long-term budget policy strategies that can guide long-term investment of TOT that serve the

art, culture and visitor industries and come back during the next fiscal year to the Council with these strategies clearly defined.

Now is absolutely the time to take these steps towards recovery. TOT has historically always contributed a very small portion to overall General Fund revenues. Since the pandemic it has diminished even further. Currently, TOT is forecasted to continue below 1% of General Fund revenues.

TOT Revenues as a Share of Total General Fund:



	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24
General Fund Revenues	\$1.39B	\$1.20B	\$1.36B	\$1.66B	\$1.31B	\$1.46B
TOT to General Fund	\$20.5M	\$14.1M	\$5.4M	\$9M	\$11M	\$11M
TOT Share of GF	1.5%	1.2%	0.4%	0.54%	0.84%	0.75%
Revenues						

The City of San José states that building "vibrancy" is part of its long-term strategy to create a fiscally sustainable and livable city. Yet, it has no clear plan or funding strategy to accomplish that. While the proposed change will not greatly impact the General Fund – it will have a transformative effect on the arts and tourism sectors that help drive that vibrancy objective.

It is important to note that this vibrancy is not achieved in a vacuum. Visit California has reported wide variation in Hotel Tax revenues across the state. As we have come out of pandemic beach and mountain destinations across the state have broken visitation records. While cities like San Jose languish. This directly equates to competitive destinations being able to market more aggressively for visitors and conventions, and to enhance their cultural experiences for residents and visitors.

Helping to restore local budgets for tourism and the arts is the difference between San José
successfully and equitably building back from the pandemic and seeing the catastrophic losses of the
past few years continue far into the future.

Sincerely,

Brendan Rawson

San Jose Jazz