

Attn:
Mayor Sam Liccardo
Vice Mayor and San Jose City Council

Re: Mid-year Budget Allocation

Honorable Mayor and Councilmembers,

On behalf of the Alum Rock Santa Clara St. Business Association, I am writing this letter in support of the recommendation put forth at the December 4th, City Council meeting, regarding the memo co-authored by Councilmember Carrasco, Arenas, Davis, and Mayor Liccardo in regards to the small business anti-displacement research.

Taking action to explore strategies and financing tools to mitigate small business displacement is one of many steps that can be taken in the appropriate direction by our elected officials. Small businesses are the largest sector of employment in the city and our Local Family Owned Businesses are also a great part of the cultural fabric of San José.

We must do everything in our power to protect that cultural fabric. These small businesses represent our community, the constituents you serve, and the dreams of San Josean families. Families who are trying to pay a mortgage, put a son or daughter through college, or simply keep up with the cost of living in one of the most expensive places to live in the United States.

When a small business is displaced it's not only the business that is displaced, but also the dreams, hopes, and livelihood of our neighbors and family members. We realize that we are going through a historic and defining moment with the proposed deal that would allow Google to change the landscape of our Diridon station and beyond, because this change will in fact have impacts far beyond San José. We support measures and policies that protect small businesses including our Local Family Owned Small Businesses, therefore we are pleased that the San Jose City Council is taking an approach to make sure our Business community is protected.

As a Small Business owner and advocate, I look forward to future coordination on addressing Small Business Displacement throughout our city.

Respectfully,

Jesus Flores

Jesus R Flores
President
Alum Rock Santa Clara St. Business Association