



COUNCIL AGENDA: 6/18/19
FILE: 19-484
ITEM: 2.10

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Walesh

**SUBJECT: SAN JOSE DOWNTOWN
ASSOCIATION SERVICES
AGREEMENT**

DATE: June 13, 2019

Approved

Date

6-13-19

COUNCIL DISTRICT: 3

SUPPLEMENTAL

REASON FOR SUPPLEMENTAL

This memorandum is intended to supplement the June 7, 2019 memorandum regarding scope of work and compensation in the San José Downtown Association Services Agreement for downtown-related services.

BACKGROUND

On June 11, 2019, the City Council approved the Mayor's 2019 Budget Message which contained funding to "pridefy" Post Street and repair and upgrade infrastructure at Downtown Ice, the city's outdoor holiday ice skating rink.

The Budget Message directed staff to work with the Downtown Association to conduct outreach with Post Street business owners around the installation of rainbow-colored festoon lighting, streetpole flags, artful crosswalks, and a large-scale mural. The Budget Message directed the City Manager to allocate \$66,000 in one-time funding for this effort.

For Downtown Ice, the Budget Message recommended one-time funding of \$100,000 from the General Purpose Parking Fund for repairs and upgrades to the rink infrastructure including upgraded lighting, a permanent operations trailer, replacement railings, and dashboards.

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ANALYSIS

As a result of City Council approval of the Mayor's 2019 Budget Message, staff proposes to amend the scope of work and compensation in the San José Downtown Association Services Agreement to prdefy Post Street - including business and property owner outreach as well as management and implementation of all proposed streetscape beautification elements (mural, lighting, streetpole banners and art crosswalks) – and to secure upgraded ice rink infrastructure. Total allowable compensation for the 2019-2020 Services Agreement would increase from \$602,000 to \$768,000.

EVALUATION AND FOLLOW-UP

This item will be considered at the June 18, 2019 City Council meeting.

/s/

KIM WALESH

Deputy City Manager

Director of Economic Development

For questions, please contact Blage Zelalich, Downtown Manager, at (408) 535-8172.