

## DOWNTOWN REVITALIZATION BUDGETS - RECOMMENDATIONS

ITEM	AMOUNT	NOTES
<p><b>COVID-19 RELATED BUSINESS OPS.</b> Grants of possibly \$1,000-\$2,000 to ground floor businesses operating in the Greater DTSJ area for COVID-19 related assistance such as PPE, outdoor seating expenses, etc...</p>	<b>\$35,000</b>	35 x \$1000 grants directly to business owners to spend before December 30, 2020.
<p><b>BEAUTIFICATION &amp; PLACEMAKING.</b> Funding for a Holiday/Winter beautification project to increase patronization of businesses in the Downtown Core from Thanksgiving through January, with the intention of continuing for an additional 6-9 months. Recovery Taskforce funding would be significantly leveraged with additional funding from the private sector.</p>	<b>\$35,000</b>	This should be used to also leverage for additional funding with the private sector. A minimum of \$5,000 to each Business District including Japantown, East Santa Clara, Alameda, SoFA, San Pedro, Historic District.
<p><b>DESTINATION MARKETING.</b> Funding for a targeted marketing effort for the Greater Downtown area through the end of 2020.</p>	<b>\$15,000</b>	Focus on Greater DTSJ Area
<p><b>DOWNTOWN ECONOMIC STIMULUS &amp; RECOVERY PLAN.</b> Per Phase I recommendation, funding for initial consultant work towards generating a recovery roadmap for the Greater DTSJ area.</p>	<b>\$15,000</b>	For a consultant to create a long term roadmap to recovery for the Greater DTSJ Area. If a consultant cannot be secured before the deadline then funds to be redistributed to other three areas.
<b>TOTAL</b>	<b>\$100,000</b>	

# SURVEY RESULTS

## Ranking of Priorities by Task Force & Committee Members

	1	2	3	4	TOTAL	SCORE
<b>COVID-19 RELATED BUSINESS OPS.</b> Grants of possibly \$1,000-\$2,000 to ground floor businesses operating in the Greater DTSJ area for COVID-19 related assistance such as PPE, outdoor seating expenses, etc...	41.67% 15	30.56% 11	16.67% 6	11.11% 4	36	3.03
<b>BEAUTIFICATION &amp; PLACEMAKING.</b> Funding for a Holiday/Winter beautification project to increase patronization of businesses in the Downtown Core from Thanksgiving through January, with the intention of continuing for an additional 6-9 months. Recovery Taskforce funding would be significantly leveraged with additional funding from the private sector.	19.44% 7	30.56% 11	25.00% 9	25.00% 9	36	2.44
<b>DESTINATION MARKETING.</b> Funding for a targeted marketing effort for the Greater Downtown area through the end of 2020.	19.44% 7	13.89% 5	41.67% 15	25.00% 9	36	2.28
<b>DOWNTOWN ECONOMIC STIMULUS &amp; RECOVERY PLAN.</b> Per Phase I recommendation, funding for initial consultant work towards generating a recovery roadmap for the Greater DTSJ area.	19.44% 7	25.00% 9	16.67% 6	38.89% 14	36	2.25

SCORE FORMULA PER SURVEYMONKEY: The average ranking is calculated as follows, where:  
 w = weight of ranked position, x = response count for answer choice. Weight: Rank 1 = 4pts, Rank 2 = 3pts, etc...

$$\frac{x_1w_1 + x_2w_2 + x_3w_3 \dots x_nw_n}{\text{Total response count}}$$

## COMMITTEE BREAKDOWN

Committee	Submissions	Overall Percentage
Arts & Special Events	6	16.67%
Faith Based & Community Spaces	3	8.33%
Food & Beverage	7	19.44%
General Retail & Services	4	11.11%
Hotels & Hospitality	3	8.33%
Large Employers & Property Owners	7	19.44%
Performance & Entertainment Venues	5	13.89%
Personal Care	1	2.78%
<b>TOTAL</b>	<b>36</b>	<b>100%</b>

*\*\*Total Number of Task Force & Committee Members: 61*

## ADDITIONAL SURVEY COMMENTS

- Any excess funds should go in the community for previous beautification request. i.e permanent banners or welcoming flags. Thank you.
- Something along the lines of helping office traffic to come back to downtown would be huge!!! Encouraging a checkerboard kind of schedule... just a day or two back at the office with incentives to lunch and breakfast supporting downtown eateries
- I believe a cohesive marketing strategy that incorporates the Safely Social San José campaign is the most pressing in order to establish the confidence of the public patronizing local downtown businesses
- I strongly feel that we need to give a big marketing push to be jump started for the holiday season. This push will encourage customers to visit downtown starting now and continue through the new year
- We have heard businesses need immediate aid, PPE would go a long way as we begin opening up more. Thank you!
- I hope Safely Social or similar concerted consumer confidence campaigns is included in destination marketing.
- We also need so funding to clean up all streets in downtown area
- Additional cameras surveillance for businesses in downtown area in District 3 for vandalism, trespassing, illegal dumping, graffiti and illegal activities
- The idea of leveraging is very significant to me; \$100k feels small compared to the size of the problem, so leveraging makes it impactful.
- I would rank Beautification & Placemaking higher if it was community-driven, versus being driven by a developer to be advantageous to their properties/projects. I support digital immersive experiences, however, the Van Gogh project that is being proposed isn't right for San José IMHO.
- Let's try and do something significant as opposed to spreading the money around and not accomplishing much. Focus and concentration are needed when you only have \$100k. Is this was \$1M then spreading it around could be impactful
- Instead of mini grants for ground floor businesses, i think it'd make sense to invest this in large/durable outdoor tents and outdoor heating supplies for the major areas of retail/business/restaurants downtown....to allow al fresco operations to continue in the winter months.