

MEMORANDUM



TO: Mayor and City Council

FROM: Forrest Williams, Councilmember
and Liaison to Arts Commission

SUBJECT: **FUNDING SOURCE FOR THE
RESTORATION OF DEPUTY
DIRECTOR POSITION IN THE
OFFICE OF CULTURAL
AFFAIRS**

DATE: June 11, 2007

APPROVED:

Forrest Williams

DATE: June 11, 2007

RECOMMENDATION

It is recommended that the City Council approve the proposal from the Arts Commission regarding the restoration of a Deputy Director position in the Office of Cultural Affairs as follows:

1. Funding of the position with Transient Occupancy Tax revenues be reviewed each year during the annual budget process with the objective of returning the position to the General Fund as soon as possible; and
2. Active involvement of the arts community and the Arts Commission in recruiting and selecting a person for the above position who is best fit for the role envisioned.

BACKGROUND AND ANALYSIS

In MBA #25, the City Manager proposes restoring a Deputy Director position in the Office of Cultural Affairs who will be dedicated to provide leadership in moving the City of San José to the next stage of arts and cultural development. The annualized cost of the position is \$152,000. It has been funded by the General Fund since its inception.

At its public meeting on May 9, 2007, the Arts Commission discussed the City Manager's proposal. Due to the current shortfall in the General Fund and the need to fill the position as soon as possible, the Arts Commission recommends that it be temporarily funded by the Transient Occupancy Tax (TOT) revenues. The Arts Commission also recommends that the funding of the Deputy Director position be evaluated each year during the budget process with the objective to shift the funding source to the General Fund as soon as possible. Further, the Arts Commission requests that the arts community and the Arts Commission be actively engaged in the recruitment and selection process to ensure that the City select the best candidate.

I strongly support the recommendations from the Arts Commission. The City of San José has a strategic vision for its arts and cultural development that is integrated with its economic

development strategies. We are now at the threshold of implementing this vision. Further, the City has challenging issues related to arts funding and management that will continue to require high-level, experienced leadership. It is therefore important that the City take the step to ensure competent and stable cultural leadership for the tasks ahead.