



MEMORANDUM

TO: Mayor and Council Members

FROM: Kimberly McNeely, Director, Parks and Recreation Department
Ed Van Eenoo, Chief Financial Officer

DATE: November 16, 2022

SUBJECT: Rainey Street District Special Revenue Fund (Resolution 20220609-123)

The purpose of this memo is to provide response to [Resolution No. 20220609-123](#) directing the City Manager to amend [Ordinance No. 20191114-50](#), to collaborate with the Mexican American Cultural Center Advisory Board to receive feedback and refine the Rainey Street Historic District project list through a public meeting no later than October 1, 2022, appropriate funding for the refined project list in the Fiscal Year 2022-2023 (FY23) budget, and present a project timeline with estimated project costs by October 15, 2022.

Per the direction set forth in the Resolution, on August 17, 2022, staff brought forward and the City Council approved an amendment to Ordinance No. 20191114-50 ([Amended Ordinance 20220817-003](#)) to provide use of the full balance of funds for projects within the Rainey Street Historic District. The full amount of funds in the Rainey Street Historic District fund was appropriated in the FY23 Budget for the Parks and Recreation Department to use in accordance with the direction in Resolution No. 20220609-123.

On September 29, 2022, the Parks and Recreation Department and the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) Board of Directors hosted a community engagement meeting for members of the public at the ESB-MACC to discuss priorities related to a list of components proposed for the Rainey Street Historic District. This list was created through an earlier community process starting in 2011 with the most recent community engagement meeting being in 2019 and coordinated by Council Member Tovo's office. The projects identified in the resolution and discussed in the September 29, 2022, engagement meeting were:

- The Gran Entrada project for the ESB-MACC was identified as a top priority project both in polls and through public comment. This project will be an Art In Public Places (AIPP) project included in the ESB-MACC Phase 2. This will be a sculptural element that will be placed in the 64 Rainey Street Park Development Project (pocket park). Budget for this item is unknown as it will be part of the ESB-MACC Phase 2 allotment for AIPP.
- Art and storytelling elements in the pocket park space that speak to the people that once occupied the vanished homes and architecture that once existed on Rainey Street. Budget for these items is approximately \$6,000.

- The pocket park mural recreating Raul Valdez's famous 1977 mural, "Los Elementos (the Elements)". Budget for this item is approximately \$100,000 and will be funded through AIPP.
- Historic markers and historic information located in the pocket park. This content will be included in the art and storytelling elements mentioned above and part of the \$6,000 budget cost.

Participants at the September 29 meeting expressed strong desire *against* having family stories narrated through embedded sidewalk panels and did not mention metal papel picado artwork affixed to lampposts. The two items along with the four discussed above, were part of the original list of items created through the earlier community engagement process.

The creation of the pocket park will encompass all the components identified above as 'priorities' from the September 2022 engagement meeting. This pocket park will be the first step in the completion of the full list of priority projects that will include additional parts of the Rainey Street neighborhood.

The budget for the park development cost and interpretive signage is estimated to be approximately \$911,400 with artwork being funded by AIPP. This estimated budget will be expended over two fiscal years. Fiscal Year 2023 will be devoted to confirming the alley vacation, design, writing historic and storytelling content, and permit approval. Fiscal Year 2024 will be devoted to construction and completing the AIPP artwork. The pocket park project is expected to be completed Summer 2024 to align with the grand opening of the ESB-MACC Phase 2 project.

If you have additional questions regarding the budget actions related to this Resolution, please contact Kerri Lang, Budget Officer. For questions regarding the Rainey Street pocket park, please contact Kimberly McNeeley, Parks and Recreation Department Director.

cc: Spencer Cronk, City Manager
Veronica Briseño, Assistant City Manager
Stephanie Hayden-Howard, Assistant City Manager