

From: Jim Foley

Sent: Friday, March 19, 2021 2:55 PM

To: Monica Renn

Cc: Sue Farwell; Joe Pirzynski; Andrea Romano; Brian Bernasconi; Kevin Youkilis; Catherine Somers; Randi Chen

Subject: Parklets/Recovery \$

Hi Monica,

I am writing to you in support of the semi-permanent parklet program you are working on related to encouraging vitality in the downtown core, as well as the unintended consequence of it as a recovery tool as a result of the pandemic. I have copied members of the new Legislative & Economic Vitality Subcommittee of the Chamber of Commerce Board of Directors, who share this support. Some of them attended your helpful online meeting discussing the program particulars going forward. We have discussed with the businesses, including restaurants and merchants, and have the feedback outlined below. Please let us know your thoughts, we are planning to appeal directly to senior staff and Town Council to achieve these goals.

- Program grants need to increase significantly, to the tune of \$30k+ per business. The Town has the remaining ~\$1.5MM that was reallocated from the streetscape fund for COVID recovery efforts. The Town also received \$388k in Federal assistance funding. Our understanding is that the Town is about to receive a significant federal stimulus payment, in the several millions of dollars, from the ne \$1.9T federal aid package. Even if 20 parklets were built, which would be the upper limit, this would only be ~\$600,000.00. That is a small fraction of the recovery funds, with not a lot of other opportunities to use those funds for other warranted recovery items. The parklets are a huge priority to stimulate economic recovery.
- Sunset the temporary parklets EOY 2021. Reevaluate that timeline in September.
- Allow for slim profile corrugated metal (or similar) roofs. They do not impact storefront visibility. The merchants have spoken up that more than anything else, the attractiveness and vibrancy of the parklets have bolstered their business more than any other measure, including pre-pandemic.
- \$2500 ADA reimbursements need to be paid out for all temporary parklets that complied. Others that have not need to be re-approached about that and get them up to ADA with the same offer.
- Whatever is extended through this program also needs to be offered to the original 5 parklet sponsors. A tremendous amount of work on this effort was on their backs, and out of fairness they need the same opportunities as the new applicants going forward.
- We agree once the weather improves, maybe May 1, the tents need to come down for many of reasons including but not limited to storefront visibility and blight.
- As a secondary effort, after the revised program is rolled out, we would encourage a loan program of some kind for those that simply can't afford the entire parklet even with the grant.

Additionally, we wanted to check in with you on some other critical recovery efforts and see where they stand:

1. Fees – can you please bring us up to speed on where we stand with Town collected fees? Permits, parking tickets, biz licenses, etc. Our position is the majority of this should be frozen/waived for the foreseeable future.
2. Dixon study – where does this stand? This is a critical part to the future of downtown as we begin to see a resurgence of the economy. It is our position that there should be a report given on this effort at every single council meeting to ensure progress is being made as quickly as humanly possible. If this effort needs funding, there is plenty of that and it should be allocated to it immediately to move it forward quickly. Certainly seems appropriate for use of recovery funds.
3. ABC – do you have any update on the temporary modifications they made and where they stand? On a go forward basis we need to try to make some of them permanent. There hasn't been any increase in crime or anything so seems like if it is simply continued and monitored it could be a real boost to the downtown vibrancy.
4. Events – of course we need to get to a point where we can have meaningful public gatherings, but when we do, we feel an injection of recovery funds into an event calendar could be the “seed” money that really establishes annual events that ultimately could support themselves through their own funding, and we would hope the Town agrees this is a good use of recovery funds when possible.

Looking forward to finalizing all of this and getting Los Gatos positioned to be the leader in the economic tidal wave of 2021! Thanks for all of your help!!!



NEW MUSEUM LOS GATOS

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Los Gatos Town Council

The Honorable Mayor Marico Sayoc, Vice Mayor Rennie, and Council Members Badame, Hudes, and Ristow

110 E. Main St.

Los Gatos, CA 95030

April 6, 2021

Dear Mayor Sayoc, Vice Mayor Rennie, and Council Members Badame, Hudes, and Ristow,

On behalf of New Museum Los Gatos | NUMU board and staff, I want to express our gratitude for forgiving our rent this past year. Rent forgiveness has enabled NUMU to achieve several key mission-aligned goals that directly support the Town's priorities for local history, community vitality, and inclusivity. We have been working tirelessly on critical areas such as the Los Gatos History Project, making our permanent art and history collection accessible through an online database; delivering a successful virtual *ArtNow* high school exhibition and program, featuring teen artists from Los Gatos and across the county; and collaborating with local community partners and beyond, like the Los Gatos Library & LGS Recreation, to implement programs and exhibitions that provide a platform for underrepresented artists and communities. **Once again, the Town's rent forgiveness has been a true lifeline for all of these efforts—thank you.**

I am writing today because as we are all learning, NUMU, like other arts and culture organizations, will not fully recover by July 2021; in fact, full recovery will take years. Museums are under more restrictive opening guidelines than other businesses, and continue to face disproportionate limitations on activities. As we plan for next fiscal year, even our best-case budget scenario projects a drop in earned income by one-third. More realistically, we expect to lose about two thirds of the earned income we would receive in a normal year via classes, workshops, rentals, and other in-person offerings that don't translate to a virtual model. **This shortfall has a direct impact on our ability to pay rent, which could decimate our opportunities to serve Los Gatos with history, culture, and art in 2021-22.**

We need time to recoup losses and work towards fiscal sustainability so we may continue serving the Town of Los Gatos. We have been closed to the public for a full year with almost no earned income. However, NUMU serves a vital role in our community's recovery. As stated by [California Arts Advocates](#), "as the vaccine becomes more available and the spread of COVID 19 weakens, we know the arts and culture industries will play a vital role in seeing all communities across California equitably rebuild and recover and our downtowns come back to life." Continued rent forgiveness from the Town of Los Gatos will make a significant impact in sustaining us. **We are asking for continued rent forgiveness through fiscal year 2022, so we may build a sustainable future for NUMU. Moreover, we humbly request that you consider directing federal stimulus funding from the American Rescue Plan to NUMU so that we can continue offering vital services to our Town.**

NUMU's relationship with the Town of Los Gatos is vital to us and our ongoing ability to serve our community. Thank you from all of us for your continued support.

In partnership,

Ami Davis | Executive Director