

**Community & Economic Development Committee  
Chief Development Officer Report  
February 2010**

**Facilitate Business and Retail Attraction, Retention and Development**

- **Attraction**
  - Staff is working with three key large tenants considering facilities decisions. These companies are growing and using the recession to their advantage. These companies are driving industries, including clean tech.
  - Staff worked with Harmonic on their announcement of the companies HQ and R&D move to San Jose. The relocation represents approximately 400 new jobs in San Jose.
- **Retention**
  - Staff is actively working to retain two key San Jose companies by collaborating with brokers to ensure these companies are given competitive lease rates before they lock renewals.
- **Development**
  - OED brought forward a set of development incentives for Council consideration that would facilitate business attraction and retention efforts in these recessionary times.
  - Construction is moving forward on a new soccer practice field.
  - EIR/Zoning for the Soccer Stadium will go to the Planning Commission (2/10) and Council (3/16).
  - Staff is working with applicants for targeted 8/1 opening of the Urban Market at San Pedro Square by working with.
  - OED is working with Mercedes to expand its dealership through a separate 3,500 sq. ft. showroom for a new car model; Staff is also working with Toyota to convert a closed restaurant into a showroom for used car sales.

**Workforce Development Grows Jobs and Aligns Talent to Market Needs**

- **work2future**
  - Following the end of the holiday shopping season, work2future saw a huge increase in the number of clients seeking our services. In response, the State will supplement City's work with \$900,000 of dislocated worker funds that must be fully spent by June 30, 2010 for additional staffing and training.
  - work2future held job fair on Jan. 27 with more than 20 companies and some 400 job seekers attending.
  - Staff is participating actively in the NUMMI plant closure. Of the 5,000 impacted employees, some 600 are from San Jose. The City has applied for a National Emergency Grant to serve these workers.
  - work2future received Pride of San Jose award in recognition of meeting all of its youth and adult performance outcomes.

- **Job Training**
  - Green Cadre is a continuation of the summer youth work experience program. Fifty low income, at risk youth are receiving paid internships in green careers and also receiving a wide range of green job readiness training. Staff is working closely with ESD and other Departments who are assisting with hands on training and curriculum development.
  - In addition, 160 of the higher performing summer youth participants have been extended to participate in a work experience program through April.

### **Programs and Outreach Strengthen San Jose’s Regional and National Influence**

- **New Opportunities Related to Green Vision**
  - **Lunera Demonstration at City Hall:** OED and General Services worked with Lunera to identify and install a demonstration of Lunera’s state of the art energy efficient LED luminaires. The technology is 30% more energy efficient than traditional fluorescent lamps, has a 5x longer life span, no mercury, no lead, continuous dimming, seamless daylight harvesting controls and much more. You can see Lunera’s LED panels on the 5<sup>th</sup> and 18<sup>th</sup> floor conference rooms at San Jose City Hall – joining other installation locations Apple, eBay, Microsoft, Stanford and Harvard.
  - OED and ESD presented to business delegation from India interested in the energy efficient strategies used by the city and its partner agencies hosted by Councilmember Ash Kalra.
- **Cleantech Legislation**
  - Staff coordinated AB 118—a bill directing the California Energy Commission to develop the Alternative and Renewable Fuel and Vehicle Technology Program-- applications, garnered Mayor support and submitted to the California Energy Commission. Three were submitted: Heavy Duty Vehicle Application (OED worked with General Services and ESD), Biomethane Application, and EV Infrastructure application (DOT lead).
  - Staff also worked on multiple earmarks for cleantech workforce development and for San Jose Environmental Innovation Center.

### **Enhancing a Vibrant Downtown**

- In November 2009, the Downtown Coordinator and Police Department started stakeholder meetings with entertainment venues to bring changes to the City’s entertainment ordinance. This process has included urgency changes to the ordinance. DC is continuing to work with stakeholders on broad changes.
- On January 28th DC hosted a citywide meeting on the entertainment ordinance.
- On January 14th, the City Manager’s Downtown Advisory Committee met to discuss:
  - Entertainment Zone Crime Trends & Deployment Update

- Card Scan Pilot Program
- Title 6 – Public Entertainment Ordinance
- Downtown Zoning Overlay
- DC is working with Agency, CMO and PD to develop funding for pilot program to research card scan technology for downtown entertainment venues.

### **Investing in Arts & Culture**

- **Creative Entrepreneur Project and Artist Workforce Development**
  - OCA is now moving forward with implementation of key recommendations, notably the Creative Capacity Fund (CCF) that provides professional development support for individual artists and arts organizations.
  - Another 6-week session of “The Business of Art” professional development training for artists was offered in September – November 2009, with 25 local artists and creative entrepreneurs participating in the program. The program graduates were eligible to apply for modest “Encouragement Grants” of up to \$1,000 each. A total of \$10,000 was awarded to 12 artists to support proposals for additional professional development training, marketing & promotion, career coaching, and supplies & materials relevant to their particular businesses.
  - Fifty artists from around the Bay Area have completed a six-session Public Art Academy program that was initiated by staff at the Office of Cultural Affairs. This series of classes is scheduled to be translated into a series of webinars that will be made available to artists nationally through Americans for the Arts.
- **Arts Education Strategic Plan**
  - One of the strategies implemented in a “test-of-concept” phase was to explore development of a citywide arts and cultural internship program to foster workforce training and development. OCA & Work2Future staff worked together to outreach the program, and as a result more than 30 interns were placed at participating arts organization work sites through the Summer 2009 Youth Employment internship program—part of the Workforce Education & Leadership Development (WELD), managed by Work2Future staff.

### **Events Engage Residents and Visitors and Drive Cultural Identity**

- **Downtown Ice**
  - **Event Producer: San Jose Downtown Association** – FPC grant \$28,200 – event budget \$975,000
  - Benefits: draws participants (projected attendance 132,000) and spectators from the Bay Area and supports the 14<sup>th</sup> season of Downtown Ice, located at the Circle of Palms in Downtown San Jose that began on November 20, 2009 until January 18, 2010.

- This event provides a healthy recreational set in a region for this one-of-its-kind, downtown, outdoor skating rink as a holiday event opportunity for San Jose residents and aligns with the City's Economic Development Strategy, which envisions San Jose as the "World's Most Livable Big City, with diverse and distinctive qualities of life."
- **Event: Christmas in the Park**
  - **Event Producer: Christmas in the Park, Inc.** – FPC grant \$18,000 event budget \$300,000
  - Benefits: draws participants (projected attendance 500,000) and spectators from the Bay Area and support the 30<sup>th</sup> annual Christmas at the Park, featuring a free outdoor holiday exhibit at the Plaza de Cesar Chavez Park from November 27, 2009 to December 28, 2009. This event provides a holiday event opportunity for San Jose residents and solidifies various aspects of the Mayor's Green Vision aligns with the City's Economic Development Strategy, which envisions San Jose as the "World's Most Livable Big City, with diverse and distinctive qualities of life."
- **Public Art Creating a Vibrant Urban Core**
  - Five artists have been selected to create a series of temporary artwork projects on San Fernando Street at sites leading from Diridon Station to First Street during the summer and fall of 2010.
  - These artworks will be on display during the 01SJ Festival in September, the Association of City Managers Convention in October, National Arts Marketing Project convention in November. Most of the projects explore issues of environment and sustainability.
  - A new exhibit has been installed in the Wing Niches of City Hall It's theme is "Big Art" and it features artists from Santa Clara County.
- **Upcoming Signature Special Events**
  - Cirque du Soleil 2010 "OVO" came to San Jose February 4 and departs March 21.
    - Move in for Cirque began January 11<sup>th</sup> at the Taylor Street Bridge location.
  - Amgen Tour of CA (ATOC) Route Stage 4 San Jose to Modesto, May 19<sup>th</sup>
  - San Jose Cycling Classic, in conjunction with the ATOC, including a ciclovia (a street closed exclusively for pedestrian and bicycles), King of the Mountain Ride as well as cycling education outreach, May 14-21

**Communicating a compelling consistent San Jose message regionally, nationally and internationally**

- **Coordinated Marketing Effort**
  - OED, Mayor's Office and Redevelopment Agency along with CVB, Chamber and other partners reviewed the current Airport 09-10 PR Marketing Plan.
  - Feedback will be incorporated into final version.

- **Media Coverage**

- San Jose continues to garner strong coverage. Below is a sample of recent headlines

**Harmonic To Find The Way To San Jose**

[http://www.multichannel.com/article/444197-Harmonic\\_To\\_Find\\_The\\_Way\\_To\\_San\\_Jose.php](http://www.multichannel.com/article/444197-Harmonic_To_Find_The_Way_To_San_Jose.php)

Multichannel News, Mike Reynolds

January 14, 2010

**Harmonic HQ Making Way to San Jose**

[http://www.lightreading.com/document.asp?doc\\_id=186731&site=cdn](http://www.lightreading.com/document.asp?doc_id=186731&site=cdn)

Light Reading

January 14, 2010

**World Economic Forum names bioenergy companies Metabolix, BioFuelBox and Bloom Energy as Technology Pioneers**

<http://www.biofuelsdigest.com/blog2/2009/12/04/world-economic-forum-names-bioenergy-companies-metabolix-biofuelbox-and-bloom-energy-as-technology-pioneers/>

Biofuel Digest

December 2009

**Pod Cars: Climate Solution or Pipe Dream?**

<http://solveclimate.com/blog/20091222/pod-cars-climate-solution-or-pipe-dream>

SolveClimate, Amy Westervelt

Dec 22nd, 2009

**San Jose's Personal Rapid Transit**

<http://www.cleanfleetreport.com/cities/san-jose-prt/>

Clean Fleet Report, John Addison

December 17, 2009

**BioFuelBox: Greasy Water to Biodiesel**

<http://www.greentechmedia.com/articles/read/biofuelbox-greasy-water-to-biodiesel/>

GreenTech Media, Jeff St. John

December 14, 2009

**Eco economy could unlock billions**

<http://www.ft.com/cms/s/0/b80b22b0-e5e4-11de-b5d7-00144feab49a.html>

Financial Times, Fiona Harvey

December 13 2009

**San Jose to Participate in Sustainable Transportation Conference in Sweden**

<http://gas2.org/2009/12/09/san-jose-to-participate-in-sustainable-transportation-conference-in-sweden/#more-4301>

Gas 2.0, Joanna Schroeder

December 9, 2009

**Sunny Skies Ahead For American Solar**

[http://www.gcxmag.com/gcx/article.asp?magarticle\\_id=731#](http://www.gcxmag.com/gcx/article.asp?magarticle_id=731#)

Global Corporate Xpansion, Mark Kleszczewski

December 2009