

Community & Economic Development Committee
Chief Development Officer Report
March 2010

Facilitate Business and Retail Attraction, Retention and Development

- Development Facilitation

Staff has continued to work on the following projects to move forward these Developments:

 - Coordinated and provided information by request for brokers working with B of A on the sale of the Campus on 1st Street property
 - Staff continues to work with a major corporation on a new development agreement to allow up to 2.5 million of development in North San Jose
 - Working with the owners and project proponents for a potential Garden City Card Room relocation to North San Jose. The Garden City team is pursuing zoning and site development for the project by June 30, 2010.
 - Continued to work on a lease agreement and the technical construction details for the first Anaerobic Digestion facility in the US
 - Coordinated outreach meetings and collected research data related concerns of trucking routes through the Spartan Keyes neighborhood
 - Worked with Arcadia to facilitate new major retail development on their properties in Evergreen and Almaden

- Corporate Outreach

Staff facilitated 14 retention and relocation visits, and other company requests over the past month. These included:

 - Quantya – Electric Motorcycles
 - Green Earth Enterprises – Recycling
 - Southwest Offset Printing – Commercial Printing Press
 - Picarro – Producers of high performance gas analyzers
 - Orchard Supply Hardware
 - Applied MicroStructures
 - Applied Quantum Technologies – Renewable Energy
 - Satellite Telecommuting Centers
 - Techshop
 - Nanosys
 - Paypal
 - Sywest
 - A stealth solar manufacturer
 - A major technology tenant interested in relocating in San Jose

- Other/Miscellaneous
 - Google RFI
 - Google is looking for communities to test ultra-high speed broadband networks across the country. The network would

deliver Internet speeds more than 100 times faster than what most Americans have access to today, over 1 gigabit per second.

- It would present opportunities for residents and businesses alike—by attracting businesses and jobs to our community, enhancing the quality of life for our citizens and improving our schools, health care system and government agencies.
- We have assembled a multi-city department working group to address the application.
- Given that San Jose is a city of innovative early-adopters, of all technology, and our current high use of computers and the internet, it would make sense for Google to consider San Jose for their project and use us as a model for other municipalities to follow.
- Deadline is March 26.
- 7/Eleven
 - The company has informed the City that it is considering widespread redevelopment of SJ stores.

Workforce Development Grows Jobs and Aligns Talent to Market Needs

- SJSU Clinical/Medical Lab Specialists
 - SJSU is the lead for a \$5 million grant to train 270 individuals in these occupations.
 - work2future is a lead partner and will be responsible for performance management, client recruitment, and provision of other supportive services.
- Youth Graduation
 - On March 24, work2future will host two graduations for older youth that participated in the Work Experience and Leadership Development (WELD) program.
 - Funded with ARRA, more than 150 at risk youth have participated in this program. Stimulus funds were principally used to pay for the salaries of the participating youth.
- Regional Innovation Grants of Opportunity
 - This initiative is a partnership of the NOVA, work2future and San Mateo County workforce investment boards and would focus on Silicon Valley (Santa Clara and San Mateo Counties).
 - Building on a U. S. Department of Labor Regional Innovation grant and its framework on regional workforce collaboration, the cluster initiative would begin this process by examining the information technology and health/biomedicine clusters.
 - The goal, however, is to ultimately determine the cluster (s) best poised for future growth within the context of an increasingly dynamic economy and

would convene a working group including representatives from industry, community organizations and organized labor in an effort to identify the leading indicators of future cluster growth.

- Funded with stimulus, the total amount of the grant is \$200K, with work2future's share being \$90K.

International outreach ensures continued global relevance and collaborations

- Foreign Trade Zone Project
 - The Office of Economic Development is reviewing requests from Tesla Motors and Lam Research on Foreign Trade Zone subzone designations.
 - The Foreign Trade Subzone designation will enhance their global competitiveness and foster economic development in the region.
 - The City received Foreign Trade Zone designation in 1974 and San Jose's Foreign Trade Zone territory includes the counties of Santa Clara, Monterey, San Benito, Santa Cruz and the southern region of Alameda and San Mateo counties.
 - The Tesla and Lam Research Subzone applications will be on the Council agenda in April.
- Dublin Lord Mayor Visit and Launch of Irish Innovation Centre
 - Councilor Emer Costello, the Lord Mayor of Dublin, and a delegation of city and business officials made an official visit to San Jose March 3-7.
 - The visit by the Lord Mayor and delegation highlighted the importance of the 24-year San Jose-Dublin Sister City linkage.
 - The San Jose-Dublin Sister City Committee organized several community events, including an Irish film premier, community breakfast, performance at the Ballet and the annual Spirit of Ireland Dinner.
 - In addition, meetings were held with local businesses, City departments, and the Lord Mayor participated in a pre-game ceremony at a San Jose Sharks game.
 - The Prime Minister of Ireland, Brian Cowen, T.D., traveled to San Jose prior to his meeting with the President in Washington and participated in the March 14 launch of the Irish Innovation Centre in downtown San Jose.
 - The Innovation Centre, which represents a significant private investment by local business leaders, with support of the Irish Government, is an incubator for Irish companies seeking to enter the U.S. market and Irish entrepreneurs.
 - Mayor Reed and Craig Barrett, the Chairman of the Irish Technology Leadership Group, were among the speakers at the opening ceremony.
 - The City of San Jose was a sponsor and supporter of the association 2010 Irish Technology Leadership Awards Gala, held March 15 at Stanford.

Enhancing a Vibrant Downtown

- Downtown Coordinator held two small group meetings to discuss possible revisions to the Public Entertainment Ordinance.
- Downtown Coordinator presented the City's Downtown Zoning Overlay proposal to the Planning Commission, which passed unanimously and heard by the City Council on March 23, 2010.
- Downtown and Agency led two Diridon Good Neighbor Committee meetings regarding the ballpark EIR and Framework for Implementation.
- Downtown Coordinator held meeting with SoFA Business Owners and the Police Department to discuss ongoing issues related to closing.

Investing in Arts & Culture

- Public Study Sessions on Cultural Vision Plan on April 7 and April 14
 - The Arts Commission and Office of Cultural Affairs will hold a public study session on the draft Cultural Vision Plan on April 7 from 6 – 7:30 at the Roosevelt Community Center.
 - The Arts Commission will hold another study session on the plan as part of their regular meeting on April 14th in City Hall Wing Room 120 at 5:30 pm.
 - In May, the Commission will be forwarding a recommendation to City Council to approve the draft plan.
 - The strategies in the draft plan appropriate for Envision San Jose 2040 will be presented to the Envision San Jose 2040 Task Force in late May for the cultural element of the general plan.
 - The draft cultural vision plan is anticipated to be presented to City Council in August.
 - To date, hundreds of people have participated in stakeholder, focus group and town hall meetings and an additional 700 through a public online survey.
 - The draft plan includes ten strategic goals that aim to align City, partner, and community resources to shape San Jose's cultural future over the next decade.
- National Association of Latino Arts and Culture Conference in San Jose, April 14-18, 2010
 - From April 14-18, 2010, the National Association of Latino Arts and Culture (NALAC) will hold its seventh national conference in downtown San Jose. NALAC will convene Latino artists, arts administrators, scholars, performers and funders to participate in this year's conference entitled *Latino Creativity in the 21st Century - Beyond the Tipping Point*.
 - This will be the first NALAC National Conference to take place in California, comprised of approximately five days of concentrated, high-profile activity in San Jose.
 - The host hotel will be the downtown Marriott. Expected attendance is approximately 400, including an anticipated 200-250 people from outside the Bay Area.

- The San Jose local host committee for the 2010 NALAC National Conference includes leadership from MACLA, 1st ACT Silicon Valley, Teatro Visión and the Hispanic Foundation of Silicon Valley. As part of its agreement with NALAC, the local host committee has committed to raising \$50,000 for the conference.
- This fundraising effort is supported by the City of San Jose through an Office of Cultural Affairs grant in the amount of \$11,500.
- Cultural Funding Portfolio
 - The annual grant review process is underway for the three core art grant programs that comprise the Cultural Funding Portfolio: Festival Parade and Celebrations, Project and Program Grants, and Operating Grants.
 - Three peer review panels will review 74 grant applications in March and April. Recommended grant awards will be presented to the Arts Commission in May and to the Council for approval as part of the 2010-2011 Operating Budget Cycle in June.
 - The primary source of funds for these grants is the TOT.
 - These grants programs leverage private sector dollars that result in exceptional arts and cultural opportunities for San Jose's residents and visitors and also generate significant economic benefits for the City.
- San Jose's Art and Technology Program Featured in *Public Art Review*
 - San Jose's Art & Technology program at the airport was featured prominently in the Fall/Winter issue of *Public Art Review* in an article called "Destination Art: Taking Off".
 - The article featured Christian Moeller's "Hands" at the ConRAC garage; eCLOUD by the artist team UeBERSEE; and the airport's unique program of activated platforms for changing artwork commissions.
 - *Public Art Review* is a national publication and the only journal covering the field. The airport will be the largest public display of technology and digital based art outside of a museum.

Events Engage Residents and Visitors and Drive Cultural Identity

- Upcoming Signature Special Events
 - Amgen Tour of CA (ATOC) Route Stage 4 San Jose to Modesto, May 19th
 - 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

- DC Media Outreach
 - Supported Mayor's press team with strategic media relations surrounding Mayor's DC visit

- Worked with DC-based lobbyists to ensure high-level of relevance to overall San Jose positioning and messages
- NASDAQ 20TH Anniversary
 - Crafted programming and content with NASDAQ officials and Mayor's Office for use in press materials
 - Shaped discussion for a Silicon Valley Leadership Group-NASDAQ Roundtable
 - Coordinated with Mayor's Office and facilities for press outreach and event production
- Coordinated Marketing Effort
 - OED, Mayor's Office and Redevelopment Agency along with CVB, Chamber and other partners continued review of the current Airport 09-10 PR Marketing Plan.
 - Strategic alliance among all Communications Working Group members will allow maximum effort—given Airport marketing staffing shortages.
- Media Coverage
 - San Jose continues to garner strong coverage. Below is a sample of recent headlines:

Benchmarks for Bikes

<http://www.cyclecalifornia.com/CycleCAMar2010.pdf>
 Cycle California, Tracy Corral
 March 2010

Mayor of San Jose makes case for clean tech innovation

<http://thehill.com/blogs/hillicon-valley/interviews-profiles/86509-mayor-of-san-jose-makes-case-for-clean-tech-innovation>
 The Hill , Kim Hart
 March 12, 2010

California Dreamin'

http://www.rollcall.com/issues/55_95/kfiles/43620-1.html
 Roll Call, Matt Murray
 March 1, 2010

San Jose Mayor Reed Discusses Governmental Insolvency: BLAW

<http://media.bloomberg.com/bb/avfile/Politics/Law/vysuPpNk87IE.mp3>
 Bloomberg Law, Anthony Pacchia
 February 24, 2010

Mayors: Cities need lasting jobs

<http://americancityandcounty.com/admin/finance/arra-buy-american-clause-20100120/index.html>
 American City and County, Ed Brock
 Feb 17, 2010

Cities Prepare for Life With the Electric Car

<http://www.nytimes.com/2010/02/15/business/15electric.html?pagewanted=1&%2359;%20and%20%2334&sq&st=Search&%2359;%20and%20%2359;Todd%20Woody&%2359;San%20Jose&scp=1>
 New York Times, Todd Woody
 February 14, 2010

San Jose ranks first for kids' cycling safety

<http://www.bikeradar.com/news/article/san-jose-ranks-first-for-kids-cycling-safety--25000>
 BikeRadar.com. Kirsten Robbins
 February 12, 2010