

Community & Economic Development Committee

Chief Development Officer Report

September 28, 2009

Facilitate Business and Retail Attraction and Development

- **Attraction**

- Home and Construction Supply—Staff is aggressively working with this green home and construction supply brand to bring two new stores to San Jose.
- LED Lighting Manufacturer—Staff is actively working with a significant competitor to Lumileds for a manufacturing facility in San Jose. This company makes LED lighting solutions. This would represent the recruitment of manufacturing to the City and 150-200 employees.
- Electric Vehicles Manufacturer—This electric vehicle company is seeking to manufacture lightweight EVs for the western US market. The operation would employ 30-50 in its initial phase. Project is in early stages and seeking investors and possible participation in the City's demonstration policy.
- Energy Company—The company is seeking to open a solar consulting and permitting office that would help industrial and residential users smoothly proceed through solar installations.
- Aircraft/Defense Manufacturer and Repair (for specific technology for these applications)—The company is seeking 30,000 feet to manufacture and repair specialized aircraft and defense technology.
- Solar Manufacturer – One of San Jose's major companies is seeking a 40,000 sq. ft. assembly facility for distribution to California and western states for solar panels.
- OED, PBCE and Fire are working with Westfield to open the first indoor farmers market in San Jose. Westfield has implemented a successful indoor farmers market at the Metreon on San Francisco and would bring the same operator to SJ at the Oakridge Mall.

- **Retention**

- Computer Company – Significant San Jose computer related company is seeking a new headquarter location, manufacturing currently in San Jose would remain. OED staff is working to ensure the company relocation occurs within San Jose.
- OED and PBCE (Code Enforcement) are working together to ensure that code inspectors are trained informed of the assistance provided by the City and its partners in providing small business assistance. As Code staff is part of the City's "frontline" and interact with a great many small businesses struggling to keep their businesses afloat.

- Issued and presented commendations as part of Business Appreciation Program:
 - Altera Aug 18
 - Jensen Aug 25
 - Beshoff Motors Mercedes Sept 15
 - Stevens Creek Toyota Sept 29
 - Solexant Sept 29

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

- **Partnerships and Collaborations for Green Vision Growth**
 - Announced at a Sept. 16 City Hall event the PG&E Home Area Network concept with Cisco, IBM, PG&E and Stanford. Once funding is approved in late fall, the project will span a 2010-2012 timeline.
 - Secured support from the Governor for Home Area Network Application as a result of the recent regional economic development workplan presented by the Bay Area Council to the State’s Business Transportation and Housing Agency
 - Received support from Governor’s Office, Bay Area Council and Congressional delegation for Clean Tech Demonstration Center project which was part of the State’s regional economic development workplan
- **New Grant Opportunities Related to Green Vision**
 - Facilitated with General Services’ Fleet Management on CEC grant applications for fleet vehicles to further Green Vision Goal #8: ensure 100 percent of public fleet vehicles run on alternative fuels. There will be \$80-90 million available as part of the application process.
 - On behalf of the City and Environmental Services Department as advised by City Council, the Office of Economic Development submitted a grant application for the Clean Tech Demonstration Center in the amount of \$4 million. The \$4 million dollar grant along with matching funds from the City will allow for the development of the CTDC off of Las Plumas.
- **Business Growth and Green Vision**
 - Met with the following companies to determine appropriate grant applications for Alternative and Renewable Fuel and Vehicle Technology Program administered by the California Energy Commission (CEC) to ensure business attraction, retention and growth. CEC is making \$176 million available for these types of companies.
 - Dynasty/Karakoram Motors
 - Aaraya
 - CNG Demonstration: BAF and Clean Energy (Airport)
 - Electric Vehicle Research Co.
 - Proterra
 - ELV Motors
 - Optony
 - One Cycle Control

- Wrightspeed
- E-Truck
- Columbia Par Car

Workforce development builds strong talent pool and grows business

- **Summer Work Experience Program**
 - Completing initial phase of Summer Work Experience Program that served 918 youth. First graduation occurred on August 25, subsequent ones September 18 and 25th. Will continue program supporting 150 youth through March 2010. Participants held a variety of positions: clerical, market/program research, building and park maintenance, river basin clean-up, and graffiti clean-up.
- **work2future's Green Corp Program**
 - Putting in place program that targets young adults ages 17 to 24 to provide leadership training and exposure to careers with green organizations and businesses. Approximately 50 individuals will participate.
- **"How green is your business" Self-Assessment for Small Businesses**
 - Developing a self-assessment small businesses tool that will be housed on BOS (BusinessOwnerSpace.com) website. The tool, in line with the City's Green Vision and debuting in November, will allow businesses to understand their carbon footprint and provide helpful information to be more green.
- **Pathways Out of Poverty Grant**
 - City Council approved on September 22 a request to apply for \$2.5 million for a Department of Labor-American Recovery and Reinvestment Act Pathways Out of Poverty Grant to train 250 low-income San Jose residents. Working closely with Working Partnerships on the grant.

Encourage Sporting Teams and Facilities Helps Enhance Our World-Class City and Downtown Core

- **Release of Economic Impact Analysis for a Proposed Major League Ballpark**
 - Working towards the development of a new Major League Ballpark that would be home to the A's, the City and the San Jose Redevelopment Agency prepared an economic and fiscal report of the proposed project to assess economic and fiscal impact, accepted by City Council September 15.
 - The release of the economic impact report resulted in significant local, regional and national press coverage (listed in ATTACHMENT I).

Key strategic initiatives and counsel provide strong foundation for a vital and vibrant City that fuels our dynamic programs and future growth

- **Wikipanning/Envision San Jose 2040**
 - Continued leading ‘wikipanning’ web 2.0 civic engagement pilot project for General Plan.
 - Have successfully secured input from more than 3,500 individuals— representing a wide array of community.
- **Economic Development Strategy**
 - Planned, facilitated and summarized retail, small business and expert advisors focus groups for update.
 - Conducted interviews with executive champions of the 15 Economic Development Strategy initiatives to assess progress and identify future direction.
 - Preliminary draft of the Economic Development Strategy is being reviewed.
- **Talent Dividend**
 - Collaborated with Mayors office, CEO’s for Cities, a national network of urban leaders dedicated to creating next generation cities, and other players to plan a “Talent Dividend” session on the importance of local educational attainment to Economic Development (Talent Dividend is a term that cities capture in real economic gains. For example, increasing college attainment in the San Jose metro area by one percentage point will produce an annual Talent Dividend of \$1.4 billion in positive economic impact annually).

Enhancing a Vibrant Downtown

- **Restaurants and Entertainment Business/Safety Assistance**
 - Downtown Coordinator, Police Department, PBCE, and City Attorney will be meeting with nightlife businesses in the Historic District and San Pedro Square in October. These meetings help with proactive communication and coordination of the downtown nightlife businesses and cover a range of subjects.
 - Downtown Coordinator met with the SJDA and SJRA and various nightlife businesses to introduce the new Downtown Services Unit commander, Lt. Jeff Marozick. Downtown Coordinator is working with Lt. Marozick to bring him up speed on the new deployment model and various projects currently underway.
 - Downtown Coordinator in partnership with the Police Department provided ABC server trainings for downtown entertainment venues. This training included over 100 employees in the downtown from various nightlife businesses. A second training has been scheduled for early October.
 - Downtown Coordinator is working with the Police Department and State Officials to offer security guard training to nightlife businesses.

- **City Manager’s Downtown Advisory Committee**
 - Downtown Coordinator and City Manager hosted the 2nd City Manager’s Downtown Advisory Committee on August 26th. Agenda covered the downtown zoning overlay, special event fees, and live music strategy. The next meeting will occur in October.
- **Good Neighbor Committee**
 - OED in partnership with SJRA continued work on the future Diridon Station. Work included ongoing outreach to the community through the Good Neighborhood Committee which recently met September 24.

International outreach ensures continued global relevance and collaborations

- **International Economic Development Council**
 - San Jose will be honored with a 2009 IEDC Excellence in Economic Development Award. San Jose is being recognized in the Sustainable and Green Development Category, for a City with population over 200,000, for the San Jose Green Vision. A panel of economic development experts consisting of members from both the public and private sectors selected the project based on the Green Vision simultaneously targeting and creating relationships between economic development and environmental sustainability. Specifically, the award cited efforts to grow business and jobs while encouraging energy efficiency and renewable energy, green buildings, materials and products, environmental technologies and industries, smart growth, green infrastructure, and green chemistry.
 - Paul Krutko at the conference will make a presentation on the potential of green jobs and the transitioning of the workforce.
 - Krutko will share with this international audience how San Jose is growing the green workforce and how programs like work2future are providing the workforce with the necessary skill upgrades to transition into these new "green" careers.
 - He is also participating in a U.S. EPA Sustainability Roundtable meeting at the close of the IEDC conference, focusing on the interplay between green jobs and economic development.

Investing in Arts & Culture

- **Events bring draw visitors and bring community together**
 - **San Jose Jazz Festival:** The 20th annual AT&T San Jose Jazz Festival was held on August 7-9 in the Downtown, drawing an estimated 100,000 attendees. Over 1,000 musical artists converged on San Jose for three days of the festival. The estimated economic impact of the 2009 event is currently being developed by staff and will be available shortly.
- **Strategic cultural initiatives ensure a vibrant arts and culture ecosystem**
 - **Airport Public Art:** “Hands” a 1,200 ft mural is currently being installed on the façade of the Consolidated Rental Car Garage at Norman Y Mineta San

Jose International Airport. This artwork, which employed mapping technologies pioneered in Silicon Valley, consists of pixilated images of the hands of 54 community members reaching toward the sky. Art & Technology program at the airport is a key element of branding Mineta San Jose International Airport as the Gateway to Silicon Valley, a global center for innovation & creativity. The project will be completed by mid-January.

- **Changing Artworks Downtown:** The Public Art Program, partnering with ZER01, has launched a national competition to design and install highly visible, artworks on San Fernando Street from Diridon Station to 1st Street in the Downtown. These artworks will be installed from June through October 2010 and will amplify the identity of and interest in Downtown as well as tie in with next year's 01SJ Festival taking place September 2010. The City is partnering with ZER01 on the curation and additional fundraising for the project.
- **Art and Green Initiatives:** The Climate Clock. The David and Lucille Packard Foundation and Bank of America have provided a total of \$107,500 for the Climate Clock Initiative, a project under development by San Jose State University in collaboration with the San Jose Office of Cultural Affairs and Public Art Program, and the Montalvo Art Center. Project weaves together San Jose's culture of technological innovation with art and climate data, creating a signature work of public art for Silicon Valley. The work will help measure climate change, make the process more visible, and engage and inspire individuals to personally explore and modify their carbon footprints.

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

- **DC Outreach**
 - GlobalFluency has successfully arranged interviews for Mayor Reed during his Washington DC trip to amplify the City's voice on the Federal level:
 - The Wall Street Journal
 - C-SPAN
 - Federal News Radio
 - Nation's Cities Weekly
 - Governing Magazine
- **Media Coverage**
 - San Jose continues to garner strong coverage global. Attached is a sample of recent headlines from media coverage (53 articles) from the past 45 days.

ATTACHMENT I

THE FOLLOWING REFLECTS REGIONAL, NATIONAL, INTERNATIONAL AND ONLINE SAN JOSE MENTIONS AND COVERAGE FROM THROUGHOUT LATE SPRING AND SUMMER 2009. LISTED COVERAGE WAS SECURED WITH THE ASSISTANCE OF GLOBALFLUENCY. IN CHRONOLOGICAL ORDER.

Total Articles: 53

Total Unique Articles: 22

San Jose Launches Wikiplanning

<http://www.govtech.com/gt/articles/711535>

Government Technology, Wayne Hanson

Aug 17, 2009

California Mayor on Going 'Green'

<http://www.foxbusiness.com/search-results/m/25957987/california-mayor-on-going-green.htm>

FOX Business

August 19, 2009

Envision San Jose 2030 General

Update: Focus on People, Not Just Cars

<http://www.server-jbmultimedia.net/EvergreenTimes/sitebase/index.aspx?view=single&adgroupid=173239&webstoryid=17093560>

Sheila Sanchez, Evergreen Times

August 23, 2009

Report: New stadium in SJ would generate millions

Associated Press

September 3, 2009

Syndications: 23

San Jose expects 1,000 jobs, \$130M from A's move

<http://sacramento.bizjournals.com/sacramento/stories/2009/08/31/daily76.html>

Sacramento Business Journal, David Goll
September 3, 2009

Ballpark would give San Jose a \$130M boost

<http://sanfrancisco.bizjournals.com/sanfrancisco/stories/2009/08/31/daily72.html>

San Francisco Business Time, Eric Young
September 3, 2009

New ballpark would generate jobs, revenue

http://abclocal.go.com/kgo/story?section=news/local/south_bay&id=6997574
KGO-TV, David Louie (Online and Broadcast)

September 3, 2009

Is an A's Ballpark in SJ a Go?

<http://www.kgoam810.com/Article.asp?id=1486147&nId=6&spid=30365>

KGO-AM, Ed Baxter

September 3, 2009

San Jose's Field Of Dreams Could Be A Good Investment

<http://www.ktvu.com/news/20718923/detail.html>

KTVU (Online and Broadcast)

September 3, 2009

Syndications: 1

Report: San Jose Would Net Millions for San Jose

<http://www.kcbs.com/Report—San-Jose-Would-Net-Millions-for-San-Jose/5145831>
KCBS (Online and Broadcast)
September 3, 2009

The A's May Find A Way To San Jose

<http://www.forbes.com/2009/09/03/ba-seball-san-jose-business-sports-oakland-as.html>
Forbes, Tom Van Riper
September 3, 2009

Athletics Owner Wolff Says He Wants to Move Team to San Jose

http://www.bloomberg.com/apps/news?pid=20601079&sid=aI_AplL8B6yM
Bloomberg News, Erik Matuszewski
September 3, 2009

Syndications: 2

Still no love for Oakland from A's owner Lew Wolff

http://www.sfgate.com/cgi-bin/blogs/inoakland/detail?&entry_id=46882
SFGate.com in Oakland Blog
September 4, 2009

A's ballpark in San Jose would bring \$130M a year in benefits to city, report finds

http://www.mercurynews.com/politics/ci_13261705
San Jose Mercury News, Tracy Seipel
September 3, 2009

Syndications: 5

Report: A's stadium benefit to San Jose would total only \$65 million

http://www.fieldofschemes.com/news/archives/2009/09/3811_report_as_stadium_1.html
Field of Schemes
September 4, 2009

San Jose releases economic impact analysis

http://www.sfgate.com/cgi-bin/blogs/athletics/detail?blogid=21&entry_id=46849
SFGate.com, Vlae Kershner
September 3, 2009

A's Worth \$130M a Year to San Jose: Report

<http://www.nbcbayarea.com/news/local-beat/As-Worth-130-Mil-per-Year-to-San-Jose-Report-57090522.html>
NBC Bay Area, Jose Kukura
September 4, 2009

Do the Athletics Know the Way to San Jose?

<http://online.wsj.com/article/SB10001424052970203440104574398862307228506.html>
Wall Street Journal, Reed Albergotti
September 8, 2009

San Jose, Calif.'s Wikiplanning Project on Course

http://www.govtech.com/gt/articles/719878?id=719878&full=1&story_pg=1
Government Technology, Chad Vander Veen
September 8, 2009

San Jose, PG&E lift veil on major Smart Grid collaboration

<http://green.venturebeat.com/2009/09/16/128418/>

VentureBeat, Camille Ricketts
September 16, 2009

**San Jose smart grid plan could mean
100% green power**

<http://www.smartgridtoday.com/members/728.cfm>

Smart Grid Today, Brett Brune
September 16, 2009

Change The World

Prevue Magazine, Greg Oates
September/October 2009 Issue