

Community & Economic Development Committee
Chief Development Officer Report
October 26, 2009

Facilitate Business and Retail Attraction and Development

- **Attraction**
 - LED Lighting Manufacturer—Staff continues actively working with a maker of LED lighting solutions for a manufacturing facility in San Jose. This would represent the recruitment to the City of 150-200 employees.
 - Security Software Company—Staff is working to identify a 500K sq. ft. office and R&D facility in San Jose.
 - Internet Digital Internet Company—Staff continues recruitment efforts to bring this 400-employee company to San Jose.
 - Data Storage Company—One of the largest players in this sector, this company is being courted to locate a manufacturing facility in San Jose.
 - High-End Enterprise Software Company—Looking to establish a manufacturing facility in San Jose, this company would build product to enhance technology in the green space.
 - New Retail Attraction— Staff is initiating a General Plan amendment to allow for more than 300K sq. ft. of retail space to be developed in the Evergreen area.
 - National Moving Company—To be located in the Enterprise Zone, this company will employ 20 and occupy 138K sq. ft. of space.
 - Information Systems Company—Staff is working with this international leader to investigate the development of a significant manufacturing facility in San Jose.
- **Retention**
 - 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.
 - Green Construction Materials Company—Staff is working to ensure application of a use tax allocation.
- **Development Facilitation**
 - Airport West—The environmental impact review is now public and is ready for review.
 - San Pedro Square—Work is moving forward on the development of an enhanced retail and entertainment district for the public market concept.
- **North San Jose Area Development Policy**
 - For the Zanker Biogas facility, negotiations for the project are moving ahead. As a result, additional companies, not part of the original negotiations, are being considered for the nearby sites in the energy and recycling sectors, representing additional jobs and revenue.
 - Staff updating policy to reflect appropriate amounts of hotel and retail space and making revisions to the neighborhood plan.

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

- **New Opportunities Related to Green Vision**
 - Garnered support for SolarTech U.S. Department of Energy Solar America Cities Technical Outreach Funding Opportunity Announcement Number DE-FOA-0000086.
 - Submitted letter to Secretary Chu regarding expediting review of DOE Loan Guarantee applications.
 - The Environmental Services Department and 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.
- **Partnerships and Collaborations for Green Vision Growth**
 - ESD and OED are completing the expansion of residential waste contracts to include a mandate that all new trucks must either be hybrid or electric.
- **Business Growth and Green Vision**
 - Optony Solar and Arraya Solutions are teaming up to create the most powerful solar panels. These will be customized specifically for parking structures and initially showcased at the Green Vision Demonstration Center across from City Hall.

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

- **Arena Management Agreement**
 - Staff is preparing a memorandum of understanding for Council consideration that clearly defines the roles and responsibilities of the City, Redevelopment Agency and Silicon Valley Sports & Entertainment when the opportunity presents itself to bring NBA basketball to permanently to HP Pavilion.

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

- **California Innovation Hub (iHub)**
 - On October 5, San Jose officially submitted its letter-of-intent to apply for a California Innovation Hub (iHub) certification. Based on the letter-of-intent, the State has invited the City to submit a full application.
 - An initiative of California's Business, Transportation & Housing Agency, an iHub is intended to preserve and promote innovation and entrepreneurship in the face of increasing global competition—with the overall purpose to enhance collaboration and commercialization of technology to stimulate job creation.

- The program will include iHubs throughout California and have the ability to enhance our national and global competitiveness by stimulating partnerships that accelerate investment and economic development around research clusters. iHubs would contain assets such as research parks, technology incubators, universities, community colleges, business accelerators, and/or federal laboratories.
- Companies and research institutions within the iHubs will benefit from enhanced partnership opportunities, national and international exposure, and increased marketing opportunities.
- San Jose will submit an official application in November.
- **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 4,000 individuals—representing a wide array of community
- **Economic Development Strategy**
 - OED organized business outreach meetings with District 4 and District 5 to gain insight into issues that will help to shape the City's updated economic development strategy.
 - Several business representatives attended the meetings at City Hall to share their thoughts on key business issues.
 - Staff also conducted a focus group for the ED Strategy with the San Jose/Silicon Valley Chamber of Commerce.

Enhancing a Vibrant Downtown

- **Restaurants and Entertainment Business/Safety Assistance**
 - Downtown Coordinator and Commander of PD's Vice Unit will be holding a second ABC LEAD Server Training, 6-9 p.m., October 28.
- **City Manager's Downtown Advisory Committee**
 - The Responsible Hospitality Institute (RHI), which produced the City's Hospitality Zone Assessment (HZA) report, has nominated San Jose for "Outstanding Achievement in Hospitality Zone Safety" annual award. The nomination is based on the positive steps San Jose has made since the development of the HZA report in our Entertainment Zone and the process City staff conducted for developing a New Entertainment Zone Policing Model.

International outreach ensures continued global relevance and collaborations

- **TechBA (Mexico)**
 - Staff met with TechBA, the Mexican government –sponsored business incubator in San Jose for Mexican technology companies.
 - TechBA moved earlier this year from South San Jose to a building at North First Street and Metro Drive.
 - TechBA will be marking their fifth year in San Jose in early 2010.

- OED was able to assist TechBA with a business license issue.
- **East Midlands Universities Association (England)**
 - OED staff joined San Jose State University in meeting with a delegation of university officials from the UK representing the East Midlands Universities Association.
- **Biocat (Spain)**
 - OED staff hosted a visit by Biocat, a biotechnology organization from Catalonia, Spain.
 - In addition to meeting with OED and Redevelopment Agency staff, arrangements were made for the Catalonia officials to meet with the San Jose BioCenter.
 - The Catalonia Trade and Investment Agency has an office in San Jose and plans to bring six Catalonia companies to San Jose as the base of their U.S. operations.
- **Brussels Development Agency (Belgium)**
 - OED hosted a business seminar at the Hayes Mansion for the Brussels Development Agency.
 - The seminar highlighted the opportunities in for San Jose area businesses in the capital of Belgium and the European Union.

Investing in Arts & Culture Workforce

- **Strategic cultural initiatives ensure a vibrant arts and culture workforce ecosystem**
 - ***Creative Entrepreneur Project***
 - As part of the continuing effort to expand the opportunities for artists and creative entrepreneurs that live and/or work in San Jose, the *Business of Art Fall 2009* San Jose series is currently underway.
 - Classes meet for eight consecutive Tuesday evening (6:30 - 9:30pm) sessions from September 29 through November 17, at the work2future Building, Executive Board Room, 1290 Parkmoor Avenue.
 - The sessions focus on attaining skills and knowledge in areas such as marketing, strategic and business planning, financial planning and legal issues for artists.
 - Artists living and/or working in the City of San Jose are eligible to receive full tuition reimbursement of \$210.
 - A total of 22 individuals are participating in the series.
 - All Business of Art graduates who live or work in the City of San Jose will also be eligible to apply for a modest Encouragement Grant to support further career development.
- **Events bring draw visitors and bring community together**
 - 35th Annual Tapestry Arts Festival, September 5-7, 2009

- As one of the oldest downtown San Jose celebrations, this event featured 100 booths of 150 artists and crafters from around the country that included food, an indoor home and garden show drawing an estimated 100,000 attendees and an economic benefit of an estimated \$12 million.
 - Tapestry Arts received a Festival, Parade and Celebration Grant in the amount of \$18,000 to support this year's festival.
 - 18th Annual San Jose Mariachi and Latin Music Festival, September 20-27, 2009.
 - For the first time ever, Grammy-award winning Linda Ronstadt served as the Festival's official artistic director.
 - The event celebrates Mexican music, art, food, and lifestyle that drew its estimated 35,000 - 40,000 attendees and an economic benefit of an estimated \$1.8 million.
 - Mexican Heritage Corporation in FY 2009-10 received a Festival, Parade and Celebration Grant in the amount of \$20,000 to support this year's festival.

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 continue to build consistent brand messaging to leverage positioning and City-funded marketing projects.
- **Media Coverage**
 - San Jose continues to garner strong coverage. Attached is a sample of recent headlines.

ATTACHMENT I

THE FOLLOWING REFLECTS RECENT NATIONAL AND ONLINE SAN JOSE MENTIONS AND COVERAGE. LISTED COVERAGE WAS SECURED, IN PART, WITH THE ASSISTANCE OF GLOBALFLUENCY.

PG&E, San Jose seek federal dollars for smart-meter experiment

<http://www.eenews.net/search?keyword=san+jose+pg%26e+smart+grid>

Debra Kahn, ClimateWire

September 17, 2009

ZDNET: Green Tech Pastures Cisco's accelerating smart grid momentum

<http://blogs.zdnet.com/green/?p=7343>

Heather Collins, Clean Tech Pastures

September 19, 2009

San Jose Green Vision Named Best Sustainable Development Program

www.einnews.com

World News Report

October 5, 2009

Waste-to-Energy – a growing environmental solution

<http://envirothink.greenpress.com/unategorized/waste-to-energy-a-growing-environmental-solution/>

Debra Atlas, EnviroThink Blog

October 7, 2009

San Jose Green Vision Named Best Sustainable Development Program in U.S. for a Big City by International Economic Development Council

<http://streetinsider.com>

October 13, 2009

SJ's Green Vision Named Nation's Best Sustainable Development Program

http://www.sanjoseinside.com/sji/blog/entries/sjs_green_vision_named_nation

[s best sustainable development program/](#)

October 15, 2009

3 governing challenges, 3 Web solutions

http://fcw.com/articles/2009/10/26/tech-crowdsourcing.aspx?sc_lang=en

Doug Beizer, Federal Computer Week

October 20, 2009