

**Community & Economic Development Committee**  
**Chief Development Officer Report**  
**November 2009**  
**DRAFT**

**Facilitate Business and Retail Attraction and Development**

- **Attraction**
  - Urban Market --- Staff and the applicant are making substantial progress on the project which includes the renovation of two buildings and the upgrade of the Plaza for an indoor-outdoor urban market. Staff will be reviewing the program providing an on-site walk through. On 12/2 the Adobe Peralta project is formally presented to the Historic Landmarks Commission. The project will then move on to the Planning Commission on 12/8 – for review/approval of a Conditional Use Permit that will entitle the desired uses for the project. It is anticipated to open Summer 2010.
  - Earthquakes Stadium --- Staff and applicant are making substantial progress. The EIR and zoning will be coming to the Planning Commission in January and is scheduled for Council review in February. Approval of the EIR/Zoning will provide all the entitlements necessary from a land use perspective for the site. Staff is working on last piece of agreement that needs to go to Council for in first quarter of 2010.
  - Business Outreach --- Staff continues to work closely with several large tenants that are in need of space. Company categories include solar, software, networking, and computer companies. Additional outreach retention/attraction work includes two auto dealers and an auto action potential addition to one of San Jose’s auto row uses.
  - Stimulus Allocation – OED was allocated \$1.2 million for economic development purposes. The intent is to provide three to four cleantech or high tech companies funds to purchase equipment. The companies will in turn buy equipment that benefit our property tax income and create jobs—with the caveat that at least 51% of which will be low to moderate income individuals.
  - iHub – OED completed the development of and sent the application for iHub designation. The State’s intent is to encourage organizations to work even more closely/cooperatively to foster innovation and speed commercialization of new products and services – resulting in jobs and revenues for the region. Potential partners for the project include:

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

- **New Opportunities Related to Green Vision**

- Chief Development Officer led a City Team to Seattle and successfully presented the San Jose Environmental Innovation Center Project to the Department of Commerce, Economic Development Administration (EDA) Regional Office. In addition to the presentation of the Project, there was a rigorous discussion and sharing of information with EDA about economic data coming out of Silicon Valley (unemployment, industrial and office vacancy rates, and municipal finance picture), and the need for Federal support for jobs generation and economic development activities such as the San Jose Environmental Innovation Center, focusing on cleantech demonstration, training and construction materials reuse.
- OED staff is assisting ESD in moving forward the Zanker Biogas facility in addition to facilitating discussion of additional technologies to further the City's waste to energy goals.

**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 4,400 individuals—representing a wide array of community
- **Economic Development Strategy**
  - Planned, facilitated and summarized Monterey Corridor focus groups
  - Developing an initial public review draft.
- **Talent Dividend**
  - Successfully collaborated with Mayors office, CEO's for Cities, a national network of urban leaders dedicated to creating next generation cities, and more than 30 business, education and other civic leaders dedicated, and held October 13 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**

- On October 28 the Downtown Coordinator and Vice Unit held a second ABC LEAD server training. In total, the City has been able to train over 200 downtown bartenders and waitresses. A third meeting is scheduled for January 2010.
- Downtown Coordinator and Downtown Services Unit Commander hosted two meetings (part of regular communication).
  - Historic District Nightlife Business Owner Meeting – Worked out issues with parking lots and egress of patrons at closing.

- San Pedro Square Nightlife Business Owner Meeting – Patron egress and branding downtown.
- On November 12, Downtown Coordinator presented at the Responsible Hospitality Institute Annual Conference. The topic was entertainment zone policing and future planning.

**International outreach ensures continued global relevance and collaborations**

- **U.S. Department of Commerce European Market Growth for Green Building**
  - On Nov. 6, Mayor Chuck Reed, OED and the U.S. Department of Commerce hosted a market briefing on the vast opportunities in Europe for U.S. businesses.
  - The briefings showcased the newest developments in sustainable building and promote U.S. exports of goods and services. U.S. business owners, CEOs, and decision makers offering competitive sustainable products and services should participate.
  - Foreign Commercial Officers from U.S. Embassies in France, Germany, Italy, Sweden and the United Kingdom were in San Jose to meet with Silicon Valley businesses and presented a comprehensive market briefing on the opportunities in Europe for environmentally-friendly construction materials, energy and water-efficient buildings, and green design.
  - Attendees learned about the EU regulatory environment, standards, and certifications, received comprehensive market briefs on sustainable construction prospects in France, Germany, Italy, Great Britain, and Sweden as well as briefs on the EU’s dynamic smaller markets, met one-on-one with U.S. Commercial Service Market Specialists from five U.S. embassies and the U.S. mission to the EU for customized guidance on how to develop and optimize Europe market entry and/or business strategy.
  
- **Investing in Arts & Cultural**
  - The Public Art Program is partnering with ZER01 San Jose to facilitate two major artworks that will be installed before, during and after the 01SJ Festival:
    - a mural by Shepherd Fairey, the artist who created the famous Obama “Hope” poster, to be installed downtown beginning in June 2010
    - lighting by The Rockwell Group at the City Hall Rotunda during 01SJ and through the ICMA conference in October (The Rockwell Group, an environmental spectacle organization is best known for their work at the Kodak Theater during last year’s Academy Awards)
  - Both of these efforts will require a high amount of coordination with and cooperation from the City Attorney and General Services Department.

- **Art and Green Initiatives**
  - Artist Peter Richards has been selected to develop site-integrated, interpretive public art at San Jose’s Environmental Innovation Center.
    - Mr. Richards was, for many years, the Senior Artist at San Francisco’s Exploratorium.
    - He is best known for his earthworks at Byxbee Landfill Park in Palo Alto and for Wave Organ, at the San Francisco waterfront.
  - Photographer Robert Dawson is currently “in residence” at the Water Pollution Control Plant developing a photo-essay on the cleansing and reuse of water.
    - His work will help support the work of San Jose and the Tributary Agencies as they advocate for the new plant master plan.
  - Environmental artist Mark Brest Van Kempen has been commissioned to develop interpretive artworks.
    - They will be integrated into the Water Pollution Control Plant tour to help explain the complex workings of the plant to visitors.
  
- **Events bring draw visitors and bring community together**
  - Rock ‘n’ Roll Half Marathon San Jose took place Oct. 5 and attracted
    - 11,532 participants
    - 50,000 spectators (includes volunteers, staff and general spectators)
    - 25,000 attended the 2-day expo

**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 CVB 09-10 Marketing Plan.
  - Feedback will be incorporated into final version.
- **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.

### **American Style**

San Jose Raises “Hands”  
Winter 09 – 10 Issue

### **VentureBeat**

New names for GreenBeat’s all-star lineup: Bell, De Martini, Fromer, Reed and Williams  
<http://green.venturebeat.com/2009/11/03/new-names-for-greenbeats-all-star-lineup-bell-de-martini-fromer-reed-and-williams/>  
Camille Ricketts  
November 3, 2009

### **Fox Business**

San Jose Mayor Chuck Reed on the current economic difficulties facing the Golden State.  
[http://video.foxbusiness.com/#/11231614/mayor-california-is-un-governable/?category\\_id=928437e04a88036d6b11eb71111e7a4c34079dce](http://video.foxbusiness.com/#/11231614/mayor-california-is-un-governable/?category_id=928437e04a88036d6b11eb71111e7a4c34079dce)  
November 2, 2009

### **NDRC’s Simple Steps**

Four Cities, Four Markets: Profiling the Growth in Green Jobs  
<http://www.simplesteps.org/community/businesses-markets/4-cities-4-markets-profiling-growth-green-jobs#pagination-top>  
Robert Goodier  
October 21, 2009  
- Paul McRandle mentions article in Huffington Post:  
[http://www.huffingtonpost.com/paul-mcRandle/growing-green-jobs\\_b\\_335294.html](http://www.huffingtonpost.com/paul-mcRandle/growing-green-jobs_b_335294.html)