

Community & Economic Development Committee

Office of Economic Development Report

November 2010

Facilitate Business and Retail Development

- **Attraction of Company's New to San Jose**
 - OED is working with 3 very large potential high-tech tenants for San Jose locations that could collectively bring hundreds of jobs to the City
 - Staff is working with Brocade to sign a new grocery brand in a 14,000 sq. ft. space in the @First project
 - OED and Agency staff met with executive staff representatives from the University of San Francisco to discuss location of a satellite campus in Downtown San Jose as well as programmatic collaboration
 - Staff is also in conversation with two other higher education institutions to locate campuses in Downtown
- **Retention**
 - **SunPower**--Staff completed all necessary steps to complete the \$30M Recovery Zone Facility Bonds financing for SunPower to facilitate the company's growth/expansion into a new headquarters location and remain in San Jose—an example of how the City is helping our company's access other public funding
- **Facilitation**
 - **Mazda and Subaru** dealerships are proceeding with expansion efforts on Capitol Auto Row that will generate approximately 250 new vehicle sales per year, representing additional sales of \$5.5 million annually.
 - Staff is working on **Arcadia** Almaden and Evergreen to move forward in the entitlement process. Each project has the potential to generate more than \$750K annually, for a total of \$1.5 million in new tax revenue
 - Per direction from Mayor Reed, OED is leading a multi-departmental City staff team formed to address near-term job and revenue creation—a Jobs & Revenue Generation Group to fasttrack construction of 3,600 housing units
 - Since Council approved moving forward Nov. 2, staff continues to work with **Fairfield, Irvine, Essex and Equity** to secure documentation and quickly move forward with their projects, ideally by Dec 31 of this year
- **Meeting with Venture-Capital backed Firms To Retain and Grow Companies in San Jose**
 - Presto Engineering
 - Baxano

- Compass Labs
- Streetline
- Reclamation Nation
- Pulse Energy

Accelerating Clean Tech Industry

- **New Opportunities Related to Green Vision**

- Solar City Clean Energy Showcase
 - Staff continues to work with ESD and participating entities moving towards the unveiling of the Showcase, located on Santa Clara Street, across from City Hall, on Dec. 8
- Lawrence Berkeley National Labs Partnering
 - San Jose was the only U.S. city to receive an invitation from Lawrence Berkeley National Labs to form a partnership with them for an Urban Heat Islands Research and Cool Materials Demonstration technology demonstration pilot
 - The labs recognizes San Jose's successful approach to leveraging our programs in energy efficiency and renewables toward workforce development and business incubation
 - City Manager has responded to the Labs letter and expressed San Jose's interest in participating
 - ESD is partnering with OED to explore opportunities for this partnership pilot program
- Podcar Conference/Green Mobility
 - Assisted with PR strategy and media outreach
 - Coordinated press event Oct. 28, City Hall Rotunda
- OED hosted Panasonic San Jose Labs to explore clean tech partnership opportunities with the City as follow-up to Osaka seminar co-produced by OED
- OED met with CEO of BenteK, a solar technology company, to discuss ongoing company growth in San Jose
- OED is finalizing a \$4 million EDA grant application that would support the San Jose Environmental Incubation Center
- Staff presentation to CleanStart in Sacramento on San Jose Clean Tech cluster efforts
 - Representatives from start-up companies, VC community, State and Federal Agencies were in attendance
 - Other Keynote speakers included Mayor Johnson and Congresswoman Matsui

- **Innovation Region Collaborations**

- The cities of San Jose and Osaka hosted, ***Opportunities for Clean Tech Innovation Partnerships***, a seminar focusing on clean technology (cleantech) innovation collaborations at San Jose City Hall

- The gathering focused on potential partnerships among companies in Osaka and San Jose and how they can create successful partnerships in the global market
- Speakers for the event included
 - Mayor Reed
 - Keizo Kitayama, Vice Mayor, City of Osaka
 - a representative of the Osaka Chamber of Commerce and Industry
 - Eric Hafter, Sr. Vice President, Solar Energy Solutions Group, Sharp Electronics Corp. John J. Curcio, Vice President, Cupertino Electric, San Jose
 - The event was moderated by James Robbins, Partner, Business Cluster Development
- Co-sponsored by the Consulate General of Japan, Japan External Trade Organization (JETRO), Japanese Chamber of Commerce of Northern California, the San Jose Office of Economic Development, the Environmental Business Cluster, Osaka University, San Jose State University and the US Market Access Center

Workforce Development Grows Jobs and Aligns Talent to Market Needs

- **work2future's NUMMI Re-employment Program**
 - The work2future NUMMI re-employment program has provided services to laid off NUMMI workers since April 1, 2010 when the plant closed
 - work2future has enrolled over 500 former-NUMMI employees and has secured an additional \$3.2 million of National Emergency Grant Fund from the Department of Labor to provide training and career transition services to affected NUMMI employees
 - Areas of training for these employees include careers in green energy, advanced manufacturing and information technology
 - work2future anticipates serving an additional 100 NUMMI employees prior to the termination of the grant
- **work2future Receives Grant from the State of California to Assist Displaced Public Sector Workers**
 - work2future received \$970,000 of additional grant assistance from the State of California, Employment Development Department to assist public sector workers who have been laid off due to the state and local area fiscal crisis
 - The grant will assist laid-off workers such as City employees, school teachers and others with job training and job placement service. During summer 2010, work2future provided services to impacted City employee at the Career Transition Center at City Hall

- **work2future Receives Grant from San Jose/Evergreen Community College— Part of the Green Innovations Program**
 - Workforce Institute, the contract education division of the San Jose/Evergreen Community College District, was recently awarded a workforce development grant from EDD to run the Green Innovation Challenge Program
 - This grant will provide multiple training opportunities for work2future clients in energy efficiency fields. Work2future will provide case management and job development services for the participants
 - work2future has been awarded \$150,000 to provide these services
- **work2future hosts Youth Job Fair to Ease Next Generation Talent into Workforce**
 - In partnership with District 7 and District 10, work2future sponsored interviewing skills, resume preparation and application assistance workshops, and a subsequent Job Fair at Westfield Oakridge Mall
 - More than 200 youth attended the workshops and over 500 youth attended the Job Fair
 - 15 employers were in attendance with approximately 150 plus job openings in a wide array of employment opportunities
- **work2future Honored by U.S. Department of Labor for Youth Workforce Collaboration**
 - work2future has been identified as a best practice by the U.S. Department of Labor as one of 10 workforce investment boards in the United States regarding how WIBs and TANF agencies can work together to develop subsidized summer work experience programs for at-risk youth
 - The work2future program supported with County of Santa Clara TANF-ARRA funds allowed 654 teens who were eligible for the free and reduced school meal program to participate as well in a paid summer work experience organized and operated by work2future directly
 - All youth were between the ages of 15-17
- **work2future Receives California Incentive Awards**
 - For the fifth year in a row, work2future received an incentive award from the State of California Employment Development Department in recognition for exceeding all of its 9 federally mandated performance measurements for both its ARRA funding and Workforce Investment Act (WIA) allocation
 - work2future was one of only ten WIBs out of the 49 in California to receive this award

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

- **Strategic Communications**
 - San Jose Citywide Key Message Executive Brief

- OED worked with senior staff and partners to refine content within this messaging document
- **PR/Media Relations**
 - Managing GlobalFluency work surrounding:
 - Scope of continuing engagement; council memo was submitted for consideration on Dec. 7

Investing in Arts & Culture

- **San Jose Cited in “Creative Placemaking” Report**
 - San Jose was among 13 cities selected from across the country to be featured in a new national research report, commissioned by the Mayors’ Institute on City Design (MICD) and supported by National Endowment for the Arts (NEA), entitled Creative Placemaking
 - The report puts forth strategies for leveraging the arts to help shape and revitalize the physical, social, and economic character of neighborhoods, cities, and towns
- ***Cultural Funding Portfolio: Investments in Art, Creativity and Culture***
 - Pre-application workshops for the FY2011-12 arts and cultural grant cycle started the week of November 15th; deadlines will be in early 2011. About 100 applications for 3 funding programs are expected
 - OCA has streamlined the application and reporting requirements associated with the core arts grants programs (Operating Grants, Project and Program Grants and Festival, Parade and Celebration Grants) of the *Cultural Funding Portfolio: Investments in Art, Creativity and Culture*. The revisions will save time for program participants, while maintaining good grantmaking best practices
- **Fostering Destination Events in San Jose**
 - Silicon Valley Marathon, October 31, Downtown San Jose and outlying areas; 2,500 registered runners; 1,000 viewers along the route and at the finish
 - Upcoming Events
 - 83rd Annual Veterans Day Parade (oldest parade in the history of San Jose) Thursday, November 11, 11:00 AM-2:00 PM, Downtown San Jose (Santa Clara & Market Streets); expected attendance 35,000
 - Downtown Ice (Circle of Palms) Opens November 19 through January 17, 2011
 - Winter Wonderland (November 24-January 2, 2011 (Paseo de San Antonio 1, 2, 3, Almaden Walkway, Repertory Plaza, & Park Avenue between Market and Almaden Blvd.
 - Silicon Valley Turkey Trot, November 24-25, Arena Green, Downtown San Jose and outlying areas
 - Christmas in the Park (November 26-January 1, 2011) Plaza de Cesar Chavez, Downtown San Jose

- **National Arts Marketing Project (NAMP)**
 - The Office of Cultural Affairs was the local cohost for the Americans for the Arts 2010 NAMP conference that took place at the Fairmont Hotel from November 12-15
 - Themed *New Tech. New Tools. New Times.*, the conference was attended by over 600 arts professionals from across the country and informed about technologies and audience engagement for the arts
 - San Jose was selected by Americans for the Arts through a competitive process with key criteria being the unique cultural assets of a community and the city's investment in cultural development
- **Enhancing the Public Realm with High Impact Public Art and Urban Design**
 - Seven Trees Community Center (D-7) opened and features an innovative play sculpture by artist Roman De Salvo
 - Two new exhibits have been installed in City Hall
 - "Conscience of the City" a photographic study of the Water Pollution Control Plant, is on display at City Windows Gallery (City Hall Fourth Street retail space)
 - "Pageant of the Pacific" – Miguel Covarrubius' murals and source material from the 1939 Golden Gate International Exposition are on display in the City Hall ground floor wing niches. The murals have not been seen since 1939 and will be going to a museum for permanent display following their tenure at City Hall
- **Strategic Planning for Cultural and Economic Development**
 - Completed internal and external review of Envision San Jose 2040 Arts and Cultural Development Element & Cultural Plan which targets ten strategic goals that shape San Jose's cultural future over the next decade; the draft *Cultural Connection: San Jose's Cultural Plan* will be presented to the Council in January 2011.