



JUNE 2019 NEWSLETTER AT-A-GLANCE

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SAN JOSE RANKINGS

San Jose ranks #2 best city for small biz, again

Retaining its position as the second best metro area for small businesses in the US for the second year, San Jose's metro area has shown continued strength in its small business community's annual revenue, credit score, longevity and other factors.

The annual ranking is by Biz2Credit, an online company specializing in small business financing. To determine the rankings, Biz2Credit examined the financials of nearly 30,000 companies that applied for small business financing in 2018.



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For more information, contact [Elisabeth Handler](#), Public Information Manager, OED.

ECONOMIC UPDATE

Economic Outlook delivered for 2019-2020 Budget Session



In previous years, the OED Budget Session presentation has been themed "A Tale of Two Cities," but this year, the theme was "A Story of Three Economies." In his presentation as part of the City Council Budget Sessions for Fiscal Year 2019-20, Chris Burton, Deputy Director for Economic Development, detailed the current situation with the Regional Economy, the City Economy, and the Other Economy - the interplay of jobs, workforce, housing and affordability which can expand or restrict opportunities for the city's residents.

Regionally, we are affected by the country as a whole being in the longest economic cycle since World War

II. There are indications that it will continue for a while, but the City must be prepared for a cooling off of national, regional and inevitably local economic growth.

At the city level, San Jose saw its labor force grow after the end of the recession, but Chris pointed out that the rate of increase in employed residents is faster than the rate of jobs being

added in the city, which means that we are still behind the economic curve, especially compared to other cities in Northern California. Added to which, only 15% of San Jose's land area is zoned for job production, critical to San Jose's financial health.

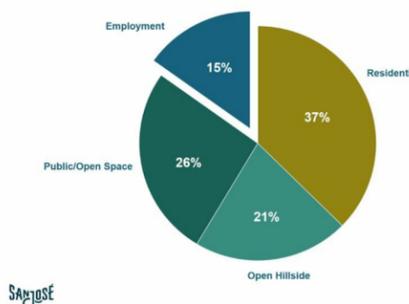
Details on jobs, the real estate market, sales and property taxes are provided in more detail in our [blog post](#). The video of the full presentation and the Council's questions are available [online](#), starting around minute 28 in the video,

[READ THE FULL STORY](#)



For more information, contact [Chris Burton](#), Deputy Director, Economic Development.

Incorporated City Land Area by Use



REAL ESTATE CHALLENGE

Cal-Stanford Challenge: Cal wins the "Shovel"

April 25 witnessed the 30th anniversary of the **Cal-Stanford Challenge** between teams of graduate students from Stanford University and UC Berkeley, competing for the James W. Brecht Memorial Golden Shovel. The Challenge is an intense, 60-day, hands-on experience in real estate development, established 30 years ago by the San Francisco Bay Area Chapter of NAIOP. Our blogpost providc

The competition is rooted in the commercial real estate industry and focuses on how each team can produce the most innovative and technically compelling proposal for the development of a specific site in the Bay Area. Each year, one Bay Area city puts forward an actual site for the proposed development.

This year, San Jose's Office of Economic Development under the direction of Nanci Klein, the City of San Jose's Director of Real Estate, offered the Regional Water Facility site in North San Jose. At the event, Chris Burton, Deputy Director of Economic Development, represented the City and explained the reasons for offering the site for this competition. This strategically significant site exceeding 160 acres is located between the rapidly developing Aviso area and the economic powerhouse of North San Jose.



The Cal Berkeley winning team, accepting the check from NAIOP and the Golden Shovel Award.

[READ THE FULL STORY](#)



For more information, contact [Vic Farlie](#), Senior Executive Analyst, OED.

SMALL BUSINESS

Storefront grants give area retailers a lift

Guest Blog Post
by OED Intern **Adrianna Oliver**,
Majoring in Finance with Minors in Retail Studies and Spanish at Santa Clara University



Over the past few years, OED has helped more than 50 local restaurants, bars, retailers, and exercise facilities by offering these grants. The grants have not only alleviated the costs of expensive permitting, but allowed business owners to make their vision a reality and improve the experience of pedestrians.

These grants have helped businesses create outdoor patios, add attractive signage to aid with marketing and branding, make beautiful indoor renovations, and more. The grants are available to business owners leasing a vacant ground floor space or occupying an existing ground floor space, and who are looking to enhance their storefronts.

[READ THE FULL STORY](#)



For more information, contact [Sal Alvarez](#), Executive Analyst, OED.

CLEAN ENERGY

San Jose ranks 3rd in U.S. "Solar Star" rankings

In case there is any doubt that renewable energy is "a thing" the sixth annual survey of solar energy in America's biggest cities shows that the country now has more than 60 gigawatts (GW) of solar photovoltaic (PV) capacity installed - enough to power nearly one in every 11 homes in America.

According to Environment America Research & Policy Center's "[Shining Cities 2019](#)" report, San Jose has been ranked #3 in the list of "Solar Star" cities who have more than 50 watts of solar PV capacity installed per capita.



Solar panel installation at San Jose Mineta International Airport

Of the 57 cities surveyed in all six editions of this report, 79 percent more than doubled their total installed solar PV capacity between 2013 and 2018." In 2013, only eight of the cities surveyed for this report had enough solar PV per capita to be ranked as "Solar Stars," but now 23 cities have earned the title

Honolulu leads the United States for solar power per person among cities surveyed, followed by San Diego, San Jose and Burlington, Vermont. California is the only state with two "Shining Star" cities - San Jose and San Diego. For more information about San Jose's Climate Smart of Clean Energy programs, visit the [website](#).

[READ THE FULL STORY](#)



For more information, contact [Elisabeth Handler](#), Public Information Manager, OED.

Five things businesses should know about the Energy and Water Building Ordinance

The City of San Jose adopted the Energy and Water Building Performance Ordinance (BPO) as a first policy step in the implementation of [Climate Smart San Jose](#), the City's new climate action plan for reducing community-wide greenhouse gas emissions and water use.

The BPO prioritizes the City's largest energy and water users - large commercial and multifamily buildings - and will encourage them to track their resource use and make improvements to their buildings over time. A recent blogpost details how benchmarking their utilization of energy and water can benefit businesses.

[READ THE FULL STORY](#)



For more information, contact [Vic Farlie](#), Senior Executive Analyst, OED.

MANUFACTURER SPOTLIGHT

Family-owned speciality manufacturer celebrates 40-year anniversary



[HBR Industries](#) is 40 years old and going strong! Established in 1979 by Hendricus Bernardus Ryssemus and now led by his sons Mike and Karl, HBR is one of those pioneering local businesses that has played a critical role in the prototyping of new designs in the electrical and semi-conductor industry - a strong contributor to making Silicon Valley a powerhouse of world class design and innovation.

A veteran-owned business, HBR has for the past 30 years owned and occupied a 5,000 square foot manufacturing facility at 2261-B Fortune Drive in San Jose. Initially the business focused on commercial scale transformers and power supply but pivoted into critical energy management in semi-conductors. Read our blog post to learn more about this pioneering company in North San Jose.

[READ THE FULL STORY](#)



For more information, contact [Vic Farlie](#), Senior Executive Analyst, OED.

LIFESTYLE

Viva CalleSJ - SJ braves the rain and carries on!

For its fifth year in San Jose, [Viva CalleSJ](#) again planned fun and exercise for throngs of San Joseans relying just on human power, on Sunday, May 19. However, the weather brought lots of rain which cut the number of participants, but not the spirit of the event.

Viva CalleSJ is about being able to skate, stroll, bike, run, scoot or even ride horseback through six miles of streets in the city, with no cars or other engine-powered vehicles allowed on the streets,

This year the main start and end points were St. James Park in Downtown and Emma Prusch Farms on the East Side. Between these hubs, the six-mile route passes through Plaza de Cesar Chavez and Parc de los Pobladores, and east on Willow/Story Road. Along the way, the food trucks, bars, coffee shops and restaurants did a great business, as participants ducked in to warm up and hang out with friends.



We get another chance to explore car-free streets when Viva CalleSJ comes back in September - and we will share the details here!

[READ THE FULL STORY](#)



For more information, contact [Sal Alvarez](#), Senior Executive Analyst, OED.

EVENTS

[Please visit June's full event calendar.](#) Don't miss out on these featured events.

[Tabard Theatre Benefit Concert: The Essence of The Stage](#)
San Jose Museum of Art
6.1.2019

[Community Day: Maker Day](#)
San Jose Museum of Art
6.1.2019

[Symphony Silicon Valley: Beethoven's Ninth](#)
California Theatre
6.1 and 6.2.2019

[Apple WWDC 2019](#)
San Jose McEnery Convention Center
6.3 through 6.7.2019

[Broadway San Jose - School of Rock](#)
Center for the Performing Arts
6.4 through 6.9.2019

[Summer Stems & Sips](#)
Forager Tasting Room & Eatery
6.9.2019

[Women in Leadership](#)
San Jose Museum of Art
6.13.2019

[Felipe Esparza](#)
San Jose Civic
6.14.2019

[Make Music San Jose 2019](#)
Multiple venues throughout San Jose
6.21.2019

[Music in the Park](#)
Plaza de Cesar Chavez
6.21. through 8.23.2019

La Llorona - The Weeping Woman
School of Arts & Culture @ Mexican Heritage Plaza
6.28 through 6.30.2019