



May 2019 NEWSLETTER AT-A-GLANCE

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RETAIL STRATEGIES

Retail strategies approved by City Council

Retail sales are critical for any city's economic health, and the significance to San Jose of energetic retail investment is clear:

- Sales tax is a major driver of revenue for the General Fund. In San Jose, it is the second-largest source of General Fund revenue after property tax, producing about \$226 million in FY 2016-17. (Property tax generated about \$306 million during the same period.)
- Retail provides residents with a better quality of life through access to convenient goods and services.
- Retail contributes to a sense of place by bringing people together, activating social spaces and serving as a kind of entertainment.
- Retail creates jobs, and is often a workforce entry point. Payroll data from the state's Employment Development Department showed the sector is responsible for 11 percent of our job base, about 46,000 of 420,600 jobs within San Jose.



Starting in April of 2017, OED has been developing a series of studies and strategies to help increase the availability of retail city-wide and in North San Jose and Downtown. The process included a series of analyses and recommendations and the refinement of a set of 28 focused strategies that OED suggested in order to increase retail investment across the city. These strategies were grouped as follows:

- Regulatory - Changes in City zoning and processes to reduce barriers to retail investment
- Marketing - Promoting the San Jose retail market to existing and new retailers
- Engagement - Working with developers, property owners, and major retailers to encourage new/enhanced retail activity
- Facilitation and Assistance - Provide support/services to help businesses navigate city processes and provide opportunities to enhance retail projects.

The City Council unanimously accepted the recommendations, and OED will continue to provide updates as we implement and complete the strategies outlined in the report, which can be accessed by visiting the [online meeting video](#), [PowerPoint presentation and associated written agenda](#), [Items # 4.1 and 4.2](#).

[READ THE FULL STORY](#)



For more information, contact [Nathan Donato-Weinstein](#), Business Development Officer, OED.

INTERNATIONAL PROGRAMS UPDATE

San Jose tops U.S. cities in international visitor growth

OED's International Programs Manager Joe Hedges regularly analyzes a wide range of data sources for information and trends that are important to the economic health of the city. In the latest annual federal report of overseas visitors to the United States, Joe noted that **San Jose had the strongest growth among the top 40 U.S. cities in attracting overseas visitors** (overseas visitors include all nations except Canada and Mexico).



According to the U.S. Department of Commerce National Travel & Tourism Office, San Jose ranks 19th among the nation's Metropolitan Statistical Areas (MSA), with 611,000 international visitors in 2017, an increase of 25 percent from 2016. Nationwide, international visitor arrivals increased 0.7 percent in the past year.

While our neighbor, San Francisco, ranked an impressive fifth nationally with 3.4 million visitors, the San Francisco MSA saw a decline of 3.6 percent in their overseas visitors in 2017. New York, Miami, Los Angeles and Orlando are the top four U.S. destinations for overseas visitors, with Las Vegas, Honolulu, Washington, D.C., Boston and Chicago rounding out the top ten.

[READ THE FULL STORY](#)



For more information, contact [Joe Hedges](#), International Programs Manager, OED.

CLIMATE SMART UPDATE

Building owners - get help with smart energy and water use

Across San Jose, almost 1,200 buildings will require compliance with the new City of San Jose Energy and Water Building Performance Ordinance. A recent blogpost explains the ordinance and provides details on compliance. San Jose Downtown Association is offering advice on how Commercial and multifamily buildings 20,000 square feet or more will need to comply with the new ordinance.

In downtown, 81 buildings must meet the May 1 deadline and another 44 buildings will need to register starting May 1, 2020. The list of buildings requiring compliance can be found [online](#). That Web site also has ordinance details, steps to follow to comply and information about a free tracking tool called EnergyStar Portfolio Manager that measures usage.

Why does it matter? The positive outcomes of compliance include lower operational costs for water and energy and opportunities for efficiency improvements that will help tenants and visitors be more comfortable. For more information, Email [San Jose Energy Benchmarking Help Center](#) at or call us at (408) 975-2540.

City of San José Energy and Water Building Performance Ordinance

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY
Environmental Services

CLIMATE SMART
— SAN JOSE —
LEADING BETTER TOGETHER FOR TOMORROW

The Energy and Water Building Performance Ordinance (BPO) will help San José get Climate Smart by focusing on the largest and most resource-intensive buildings and encouraging citywide energy and water efficiency.

THE FOLLOWING ANNUAL BENCHMARKING REPORTING DEADLINES WILL BEGIN:

Commercial and multifamily buildings 50,000 square feet and over. May 1, 2019.	Commercial and multifamily buildings 20,000 square feet and over. May 1, 2020.
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[READ THE FULL STORY](#)



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

HOUSING

Affordable housing development for North San Pedro



The first shovels-full are tossed at the North San Pedro Apartments. From left: Regina Celestin Williams, Richard Keit, Jacky Morales-Ferrand, Raul Peralez, Sam Liccardo, Jim Beall, Geoff Morgan, Cindy Chavez, Joshua Mantz, Johnny Khamis.

The City, the County and the state of California were all represented at the celebratory groundbreaking for North San Pedro Apartments, the affordable housing component of the large North San Pedro Residential Project just north of West Saint James Street and east of the 87 Freeway in Downtown San Jose.

This area saw a significant City investment in infrastructure that included straightening a portion of Julian Street, re-alignment of much utility infrastructure, creating a new park and streetscapes, and even relocating a massive equestrian sculpture to improve traffic flow.

North San Pedro Apartments includes 135 units: 118 studios and 16 one-bedroom units for those earning 30-50% of area median income, plus one unrestricted manager's unit, with a set-aside of permanent supportive housing for 55 chronically homeless veterans and 60 chronically homeless individuals. The project will incorporate community-centered wellness principles including a landscaped podium courtyard with fitness park, property management and social service coordination adjacent to laundry, computer lab, multipurpose room, and outdoor gathering space

Award-winning architectural firm OJK Architecture and Planning designed the project. Construction begins this month and completion of the project is planned for early 2021.

[READ THE FULL STORY](#)



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

SMALL BUSINESS SERVICES

8th Annual Summit of Entrepreneurship & Innovation



The GPS for a Changing Economy

Bringing together area leaders in business, government and not-for-profit organizations, the Eighth Annual Summit of Entrepreneurship will provide in-depth information and resources for start-ups and existing small and medium-sized businesses in Silicon Valley, Wednesday, May 8, 8 am - 2 pm, at Mexican Heritage Plaza, 1700 Alum Rock Avenue, San Jose.

Subjects covered in the workshops are designed to foster business resilience, and include access to capital, marketing, business planning, maintaining working capital and how to navigate during changing local and national economic seasons. Sponsors of the event are Wells Fargo Bank, FranNet and the City of San Jose. Featured presenters include: Kiva, SCORE, San Jose Downtown Association, EY and many more.

There is no charge to attend the event, and there is free, on-site parking. Please [register](#) to save your seat at the event.

[READ THE FULL STORY](#)



For more information, contact [Dhez Woodworth](#), Economic Development Officer, work2future

DOWNTOWN NEWS

Downtown Openings Celebrated

In March the San Jose Downtown Association and OED helped celebrate a series of openings in and around Downtown, including AARP, HOTWORX:San Jose, and The Penny Cafe.



Mayor Sam Liccardo helps celebrate the opening of the AARP regional office in San Jose, at 111 W. St. John Street. Check out the organization's San Jose [page](#).



From left: David Heindel and Mary Joe Heindel, owners of the first open Northern California franchise of HOTWORX, San Jose City Councilmember Raul Peralez (D3) and San Jose City Councilmember Johnny Khamis (D10) cut the ribbon at the new infra-red workout facility at 54 W Santa Clara St. More information is available at the [website](#).



The ribbon is cut at The Penny Café, a new hot drinks and snacks service being provided in the cozy front room of the Five Points Bar, the newest undertaking of downtown entrepreneur and host, David Mulvehill, left. He was helped by Downtown Association Business Development Manager Nate LeBlanc and Councilmembers Khamis and Peralez. Located at 169 W Santa Clara Street.

[READ THE FULL STORY](#)



For more information, contact Blage Zelalich, Downtown Manager, OED.

EVENTS

Please visit [May's full event calendar](#). Don't miss out on

these featured events.

Lunchtime Lectures - Intersection of Art & Science
San Jose Museum of Art
5.1.2019

Tony Bennett
City National Civic Auditorium
5.3.2019

May the Fourth Be With You - Star Wars Day @SJMQT
SJ Museum of Quilts & Textiles
5.4.2019

Creative Awareness for Mental Health - Women + Wellness
Eastridge Center
5.4.2019

Fourth Annual San Jose Derby Day
Garden Theatre, Willow Glen
5.4.2019

Symphony Silicon Valley - Petrushka & Rach 2
California Theatre
5.4 & 5.5.2019

The Adventures of Tom Sawyer - CMT
Montgomery Theatre
5.2 through 5.5.2019

2019 Spring HAM - Handmade Almaden Market
6072 Cecala Dr, San Jose, CA 95120
5.5.2019

National Geographic - Symphony for Our World
Center for the Performing Arts
5.6.2019

NCT 127 World Tour
City National Civic Auditorium
5.9 & 5.10.2019

The Lightning Thief - The Percy Jackson Musical - Broadway SJ
Center for the Performing Arts
5.10 through 5.12.2019

Mexico Magico
Hammer Theatre Center
5.19.2019

Into the Wilderness - Max Dehart
Art Object Gallery
5.17 through 5.19.2019

Japantown Immersive
Japantown - 5th & Jackson Streets, San Jose
5.12.2019

Silicon Valley Open Studios 2019
The Alameda ArtWorks
5.18 through 5.19.2019

Chicago - CMT
Montgomery Theatre
5.10 through 5.19.2019

Cinderella: The New Ballet
California Theatre
5.18 & 5.19.2019

VivaCalle San Jose 2019
St. James Park to Emma Prusch Park
5.19.2019

Derek Hough Live
Center for the Performing Arts
5.29.2019

City of San Jose, 200 East Santa Clara St., 17th Floor, San Jose, CA 95113

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