



Community & Economic Development Committee

May 22, 2023

Item (d)1

Carlos Velazquez, Public Information Manager,  
Office of Economic Development and Cultural Affairs

# Small Business Month Event on May 12 a Success

- ❑ 130+ small business owners and partners attended *Helping Small Businesses Thrive: Tools to Grow Your Online Presence and Manage Your Finances*
- ❑ Two panels:
  - ❑ How to use social media to market your small business
  - ❑ Financial tools for small business owners
- ❑ Live interpretation offered in Spanish, Vietnamese, Chinese

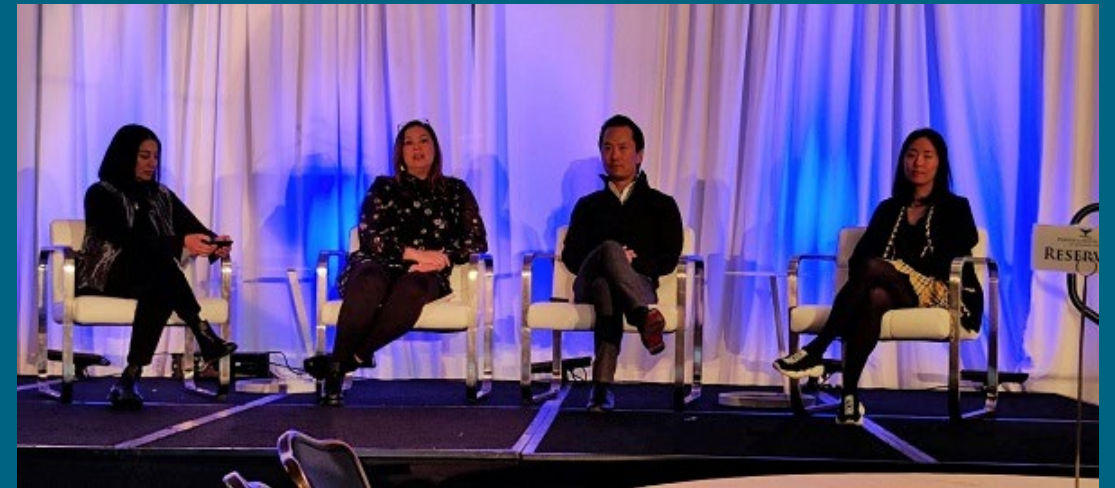


# Retail Takes Center Stage at Annual ICSC Monterey Event

ICSC, the trade association formerly known as the International Council of Shopping Centers and re-branded as “Innovating Commerce Serving Communities,” brought together hundreds of professionals for two days of conferencing and deal-making on Feb. 28 and March 1 in Monterey.

Staff from the Office of Economic Development and Cultural Affairs was there to glean industry insights, promote San José as a good place to do business, and share information about San Jose retail opportunities.

In San José, nine of the City’s top 25 sales-tax payers are retailers and approximately 55,000 people work within the sector.



March 2023

# Fun + Sharing of Ideas: Recap of Lord Mayor of Dublin, Ireland and Delegation's Visit to San José

In celebration of the 37-year San José and Dublin, Ireland sister city relationship, the City hosted Lord Mayor Caroline Conroy and a six-member Dublin City Council delegation in March. The last Dublin delegation visit was in March 2019.

The Dublin City Council officials met with several City leaders and departments to learn of the City's work in various areas including youth programs, libraries, housing, economic development, and civic engagement.



March 2023

# Women's History Month – March 2023: A Spotlight on San José's Women-Owned Businesses

The Office of Economic Development and Cultural Affairs recognizes women business entrepreneurs, including those who have opened their businesses in San José.

Our office is committed to assisting small businesses and helping lay a foundation for entrepreneurs and companies to develop new ideas and foster economic opportunities for generations to come. Are you interested in opening a business in San José? Get started here with our Business Coaching Center!



March 2023

## Creating Community on Tully Road

*Christina Bui shares her thoughts on her experience as a business owner and the work to launch the TREBA.*

"My family and I immigrated to America as refugees of the Vietnamese war in 1980. Moving to East San José in the 1980's was like moving to a second Vietnam, there were already many immigrants like ourselves settling into San José and opening businesses. We were surrounded by markets that sold our types of food, restaurants that made pho just like home, and a bookstore that had Vietnamese books, newspapers and magazines.

We were very happy here, everything we needed was within a three-mile radius. New shops were opening all around us. But I realized something: most of the shop owners like my parents did not speak English or had very little understanding of it."



April 2023

# Celebrating New Businesses in San José

We love to celebrate the openings of new businesses in San José! It's an opportunity to see in person the entrepreneurial spirit that Silicon Valley is known for and for many business owners, to witness their dream come true. Below are a few of the recent grand openings we've been able to support, attend, and celebrate.

- Hula Bar and Kitchen, 30 East Santa Clara St.,
- Rosario's Tacos, 889 S. Almaden Ave.
- 2 Marias Western Wear, 10 Stewart Ave
- Plant Lush Willow Glen, 1324 Lincoln Ave.
- K&J Sweets & Bakery, 115 E. San Carlos St.



# DTSJ Through the Lens of an Out-of-Downtowner

*Guest blog post by the San José Downtown Association*

On March 29-31, San José was host to hundreds of out-of-towners for the West Coast Urban District Forum, organized by the San José Downtown Association, California Downtown Association and the International Downtown Association.

What we heard:

- Seattle: “All of the art on the streets is incredible. I'd walk through this area even if there weren't businesses. It's like an outdoor art gallery.”
- Vacaville, Ca.: “I see a downtown with a lot of hotels, some tech, lacking middle development -- housing and smaller commercial -- and a lively downtown of restaurants and businesses. I can see its potential -- it just takes time.”



**March 2023**



# work2future's Spring Career Fair a Success

On April 25, work2future partnered with San José City College, and Manufacture: San Jose to host the Spring Career Fair, which was a resounding success with more than 350 job seekers and 60 employers in attendance.

The event created an opportunity for the community to network with potential employers and discover new career paths in various industries. Attendees had the chance to meet with hiring managers and recruiters from a range of industries, including manufacturing, government, finance, and so much more.



April 2023

# Make Music San José 2023: Want to Perform or Host a Performance?

On Wednesday, June 21, 2023, in more than 120 countries around the world, musicians young and old, amateur and professional, of every musical persuasion — will pour onto streets, parks, plazas, and porches to share their music with friends, neighbors, and strangers.

San José is taking part – wanna join?

Make Music San José is open to anyone who wants to take part. People get together in their neighborhoods and create musical events in a do-it-yourself fashion. Venues can be anywhere, and performers can be anyone. No cost to register or attend. All events are free and open to the public.



# Additional Highlights

- ❑ Grant + professional opportunities for San José artists: Creative Economy Fund & Entrepreneurial Training for artists
- ❑ Small Business Rent Relief Grant program: Extended through June 30, 2023
- ❑ Headliners in Japantown becomes official retailer for San José merchandise
- ❑ San José named second-happiest City in the U.S.: Wallethub

City of San José  
Special Opportunities!

**Office of Cultural Affairs** **Center for Cultural Innovation**  
**SAN JOSÉ CREATIVE ECONOMY FUND**  
PROJECT GRANTS UP TO \$8,000

**Office of Cultural Affairs**  
**SAN JOSÉ BUSINESS OF ART**  
ENTREPRENEURIAL TRAINING FOR ARTISTS

Applications accepted May 31 - July 12, 2023. Learn more at [cciarts.org](http://cciarts.org).

¿Su empresa/negocio tiene una deuda de alquiler por más de 60 días? Puede calificar para una subvención de alivio de la Ciudad de San José.

¡Todos los servicios son gratuitos incluyendo el servicio administrativo!





Community & Economic Development Committee

May 22, 2023

Item (d)1

Carlos Velazquez, Public Information Manager,  
Office of Economic Development and Cultural Affairs