



Community & Economic Development Committee

October 27, 2025

Item (d)4 Economic Development Activities

Semi-Annual Status Report

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

Corporate Outreach Team Makes Connections

- ❖ **Engagement:** 120+ activities, events and meet and greets, connecting with key employers, companies, and commercial and real estate professionals.
 - ❖ North San Jose + Fremont Real Estate Bus Tour with *The Registry*
 - ❖ Hospitality Roundtable at City Hall
 - ❖ Manufacturing Roundtable at City Hall
 - ❖ SEMICON West in Phoenix, AZ
 - ❖ Ribbon cuttings for Thales, Astera Labs, Abacus Semiconductor
- ❖ **AI Incentive Grants:** Co-led the development and promotion of the program which awarded \$175,000 in grants to four early-stage AI companies.



May – October 2025



that is more
appealing,

Fostering Thriving Business Districts

❖ Business Corridor Highlights:

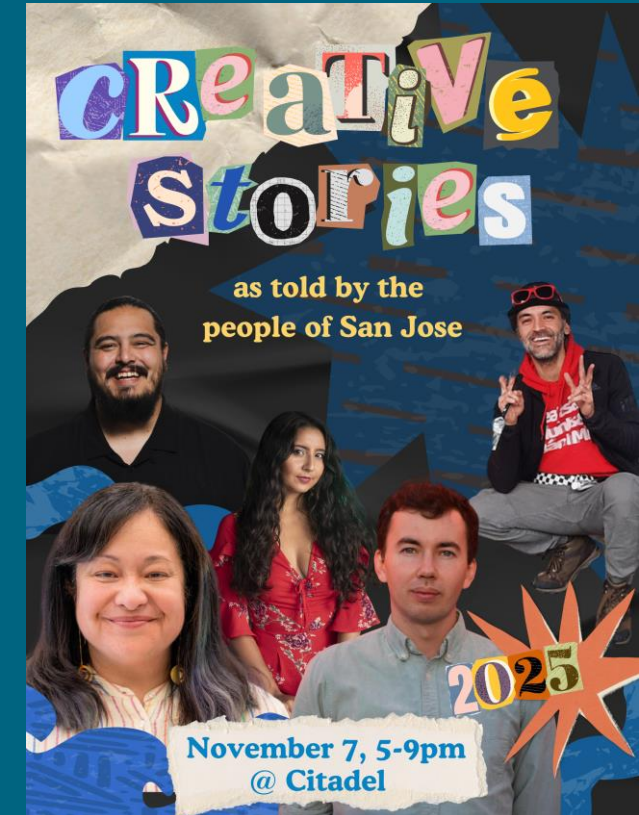
- ❖ The Alameda Community Benefit Improvement District formation, providing an estimated \$327K in annual funding for the corridor.
 - ❖ 13 ribbon cuttings in seven neighborhood business districts.
-
- ❖ **The City's Small Business Allies** facilitated a record 3,000+ small business owners with step-by-step assistance on city permits, inspections, and business tax registrations in FY 2024-2025.
 - ❖ **Holiday Shop Local Campaign:** Collaboration with Team San Jose, San Jose Downtown Association, and 12 local business associations.



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Activating San José's Sports, Arts and Entertainment

- ❖ **Facilitating Events:** The Special Events Team facilitated more than 227 outdoor special event days this summer that drew more 770,000 people.
- ❖ **2025 Creative Ambassadors:** Creative Ambassadors have hosted 25+ events, fostering active participation from residents.
 - ❖ **Group art exhibition Nov. 7 - 23:** *Creative Stories: As Told by the People of San José*
- ❖ **Entertainment Zone Launch**
 - ❖ Pilot of Post Street Entertainment Zone in collaboration with Qmunity.
 - ❖ Program available in eight locations.



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Workforce Development

- ❖ **San José Works Summer Work Experience Program:** 345 San José youth from low-income and underserved communities received a professional learning experience related to a career of interest.
- ❖ **Hiring Now Job Fair:** More than 500 job seekers attended job fair hosted at the Mexican Heritage Plaza.
- ❖ **Upcoming:**
 - ❖ **Fall Career Fair:** Nov. 12, 2025, at San José City College.
 - ❖ **Medical Assistance Training Program:** 9-month certification training will support 15-17 San José residents with low-income status.
 - ❖ **Semiconductor Apprenticeships** with Western Digital accepting applications through Nov. 26, 2025.



work2future
opportunity • jobs • success

NOVA
WORKS

**START A
DYNAMIC
CAREER ON THE
CUTTING EDGE:
NO EXPERIENCE
NEEDED!**



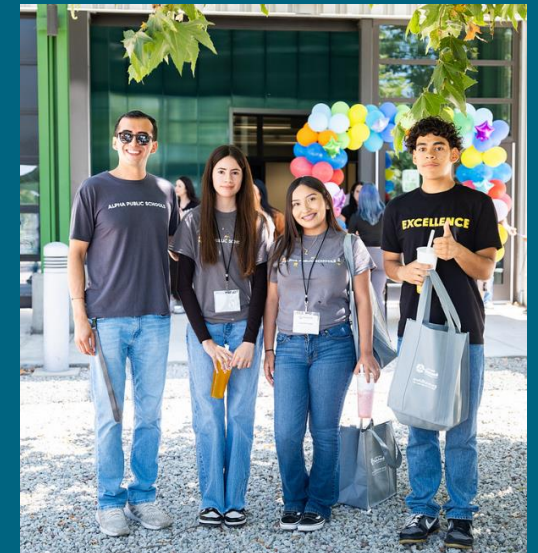
Become an apprentice at a company on the cutting edge of technology. Earn a real wage while you learn skills that will power your success in the fast-growth world of semiconductors.

THINGS TO KNOW:

- Apprentice wages \$23-\$30/hr FT, plus benefits
- No prior manufacturing experience necessary
- Immersive 12-month apprenticeship
- Apply by November 26, 2025

HIRING EMPLOYER:

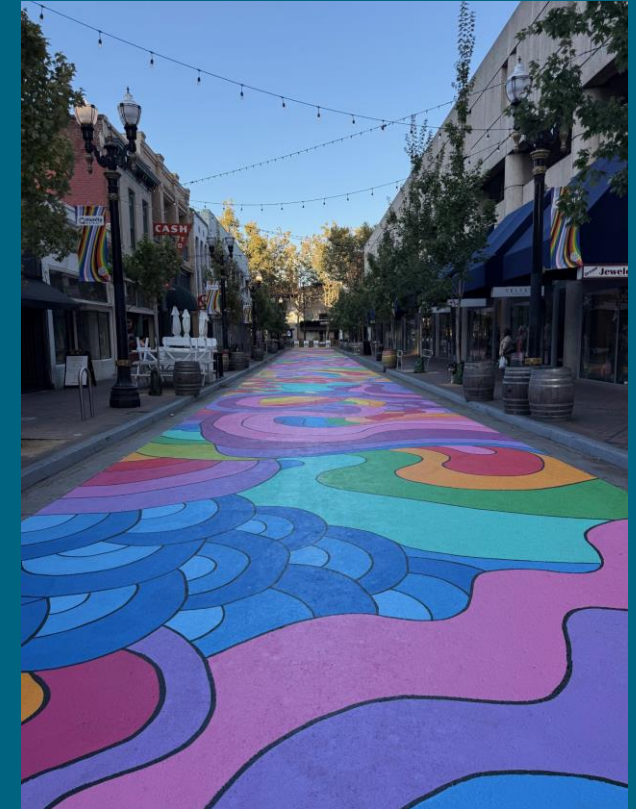
 **Western Digital**



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Accelerating a Thriving Downtown

- ❖ **New Lighting, Storefronts and Art for Downtown:** Celebrated the completion of the Santa Clara Corridor Project downtown beautification initiative in July 2025.
- ❖ **Adding Color to Qmunity District:** OEDCA Staff volunteered in August 2025 to help paint, “Romance” a new mural by San José artist Danny Feliz Hanson.
- ❖ **Downtown Farmers Market Returns:** Opened in April 2025, the Farmers’ Market has averaged 550+ customers and has grown to 16-18 vendors offering fruits, vegetables, prepared and hot food.



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OEDCA Welcomes New Team Members

- ❖ **Jennifer Baker**, Director
- ❖ **Michael Lomio**, Downtown Manager
- ❖ **Erica Garaffo**: Large-Load Energy Customer Lead
- ❖ **Santa Clara University Leavey School of Business Community Fellows**: Camille Agdinaoay, Rima Christie and Shreya Jain
- ❖ **Cristo Rey intern**: Elizabeth Solorio Hernandez



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