



Proposed Economic Strategy Work Plan Fiscal Year 2025-2026 and Fiscal Year 2026-2027

**Community and Economic Development Committee
January 27, 2025
Item (d)1**

Nanci Klein, Director, Office of Economic Development & Cultural Affairs

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Background and Purpose

Background:

- April 2010: City Council approved the 2010-2015 Economic Strategy with 12 goals.
- March 2016: City Council approved a two-year work plan
- Staff provided annual work plan updates to Community and Economic Development Committee and City Council.
- March 2020: OEDCA pivoted its work plan, resources, and staffing to respond to the needs of businesses and workers most impacted by the pandemic.

Purpose:

- Given post-pandemic conditions/trends, OEDCA proposes a “refresh” to narrow its focus over the next two years.
- Proposed two-year Work Plan will serve as a blueprint for programs, initiatives, and day-to-day operations.
 - Focus on 5 Goals with Objectives measured by Key Results.



Goals

Goal 1

Encourage companies and sectors that can drive the San José economy and generate revenue for City services and infrastructure.

Goal 2

Nurture the success of the San José small business ecosystem.

Goal 3

Foster economic self-sufficiency, resilience, and economic mobility for San José residents, with a particular focus on underserved communities.

Goal 4

Enhance the economic vitality of downtown San José.

Goal 5

Develop a distinctive set of sports, arts, and entertainment offerings resulting in civic pride and positive economic impact.



Goal 1

Encourage Companies and Sectors that Can Drive the San José Economy and Generate Revenue for City Services and Infrastructure

Objectives

1.1

Strengthen the City's corporate business ecosystem, with special focus on top technology and manufacturing companies.

1.2

Support retention and growth of jobs and revenue with medium and large businesses.

1.3

Optimize the City's real estate assets and transactions to maximize revenue generation and advance critical projects and infrastructure.



Goal 2

Nurture the Success of the San José Small Business Ecosystem

Objectives

2.1

Maximize the use of City resources to strengthen the small business ecosystem, including Neighborhood Business Districts.

2.2

Support entrepreneurship and promote innovation across the city.



Goal 3

Foster Economic Self-Sufficiency, Resilience, and Economic Mobility for San José Residents, with a Particular Focus on Underserved Communities

Objectives

3.1

Enhance career opportunities for youth and adults with multiple barriers and prepare them for high-wage, high-growth occupations.

3.2

Expand collaboration with employers in high-wage, high-growth sectors and connect them with qualified job seekers.



Goal 4

Enhance the Economic Vitality of Downtown San José

Objectives

4.1

Maintain and grow Downtown's commercial and residential base.

4.2

Support an enhanced Downtown experience for businesses, residents and visitors.



Goal 5

Develop a Distinctive Set of Sports, Arts, and Entertainment Offerings, Resulting in Economic Vitality and Civic Pride

Objectives

5.1

Prepare for the 2026 Major Sports Events: build civic pride, maximize local economic impact, and position the City for future large-scale events.

5.2

Strengthen and support San José's Creative and Experience Economy.

5.3

Catalyze a vibrant, creative place and public life.



Next Steps

- Cross-Reference to City Council on February 25, 2025.
- Continue collaboration and engagement with stakeholders and partners.
- Provide annual updates to Community & Economic Development Committee and City Council.





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