



Community & Economic Development Committee

January 27, 2025

Item (d)4 Economic Development Activities Quarterly Status Report

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

Small Businesses Recognized as Community and Economic Champions

- ❖ More than 300 entrepreneurs and partners attended OEDCA's annual National Entrepreneurship Month event November 18, 2024.
- ❖ Nineteen small businesses were honored with Business of the Year and Legacy Business awards, recognizing businesses for making a positive community and economic impact in San José or having been in operation for 30+ years.
- ❖ **May 2025:** OEDCA's Small Business Month networking + resources event at City Hall.



November 2024

OEDCA's Workforce Development: Helping Foster High Wage Jobs for All

- ❖ work2future helps residents secure the skills and coaching they need to find job, get a promotion, or start a new career.
- ❖ **Manufacturing Week** highlighted the importance of the manufacturing sector to our local and national economy.
 - ❖ The week included tours of nine manufacturing facilities for more than 550 students from eight local high schools.
- ❖ work2future and partners celebrated the completion of the first-ever California cohort of **Semiconductor Manufacturing Apprenticeships** in December 2024.
 - ❖ Employers included Applied Materials, Enablence, Infinera, and Western Digital.



Oct. – Dec. 2024

Celebrating 50 Years of the City's Foreign Trade Zone

- ❖ On November 19, 2024, the City Council celebrated the 50th anniversary of San José's Foreign Trade Zone with commendations to the 11 companies in the program.
- ❖ Foreign Trade Zone 18 includes San José and all of Santa Clara County, Santa Cruz, Scotts Valley and southern Alameda County.
- ❖ Foreign Trade Zone 18 accounts for \$25.5B in activity, \$6.2B in exports and 30,000 employees, driving significant economic growth and international trade.



November 2024

Working Together to Promote San José's Small Businesses this Holiday Season

- ❖ OEDCA collaborated with Team San José, the San José Downtown Association and 12 other local business associations on a holiday destination marketing and shop local campaign.
- ❖ The Holiday San José campaign encouraged residents to explore San José and shop local during the holiday season.
- ❖ Holiday San José pages received more than 20,000 visits, surpassing last year's total of 13,500.
- ❖ Lunar New Year efforts:
 - ❖ Grand Century Mall / Vietnam Town Shopping Center in Little Saigon
 - ❖ Lunar New Year – Tet Festival, Feb 7 – 9, 2025, Eastridge Shopping Center



Nov. – Dec. 2024

Two San José Business Neighborhoods Invest in Their Future

- ❖ Businesses in the Tully Road/Eastridge and Monterey corridors celebrated the establishment of Business Improvement Districts for their neighborhoods, the first two in San José in more than 15 years.
- ❖ Business Improvement Districts allow business owners within a specific geographic area to organize and collectively invest in services and improvements that benefit the district – safety and beautification, marketing and branding.
- ❖ Potential for the two businesses districts to raise up to a total of \$549,000 annually to reinvest in their business neighborhoods.



December 2024

OEDCA Facilitates Increased Collaboration with AI Leader

- ❖ A Memorandum of Understanding between the City of San José and Nvidia was executed in December to leverage AI technologies for civic good, AI skills programs for residents and City staff, and establish a vibrant ecosystem for AI technologies in San José.
- ❖ An accompanying Memorandum of Understanding between Nvidia and SJSU will advance student success in preparation for careers into AI-related fields.
- ❖ Nvidia recently committed to lease 101K square feet in North San José.
- ❖ **March 17 – 21, 2025:** GTC AI Conference in Downtown San José.



December 2024

New Creative Ambassadors Selected to Champion Power of Creative Expression

- ❖ Creative Ambassadors serve a one-year term, producing a creative project that invites active participation from residents.
 - ❖ Photographer **Miguel Ozuna**, *a look thru your lens*
 - ❖ Painter/comic book artist **Julie Cardenas**, *Stories From Our Neighborhood*
 - ❖ Arts collective **More Más Marami**, *The Bay Area Story Archive*
 - ❖ Artist **Steven “Nizzotes” Rubalcaba**, *Voices of the Community*
 - ❖ Artist, Mother **Jessica Gutierrez**, *For the Mamas*
- ❖ Creative Ambassadors will help lead the 2025 **WeCreate408 Campaign**, a month-long creativity challenge in April.



December 2024

Marketing Tips, Trainings and Resources for Small Businesses and Entrepreneurs

Looking for business support? Try one of these FREE upcoming small business workshops:

- ❖ **January 27 – 30 2025:** Prosperity Lab’s “2025 Business Owner” webinar series;
- ❖ **January 29 2025:** “Building a Business That Works” online webinar;
- ❖ **February 4 2025:** “Starting a Business: Write a Business Plan” online webinar;
- ❖ **Free Legal Services for San José Small Business Owners:** Request an appointment online at www.elevatecommunitycenter.org/legal.



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