



Community & Economic Development Committee

June 24, 2024

Item (d)1 Economic Development Activities Quarterly Status Report

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

Record Attendance at work2future's Spring Career Fair

- ❖ More than 550 attendees attended work2future's Spring Career Fair with San José City College. More than 85 employers and resource providers were in attendance, including Intermolecular, Tech Mahindra, Tesla, Sutter Health, and CalTrans.
- ❖ **This Summer:**
 - ❖ **San José Works:** Kickoff in June for a six-week long summer work experience program for more than 388 San José youth from low-income and underserved communities.
 - ❖ **Pathways to Self Sufficiency:** Launch of six-month paid work experience program for 40 unstably housed adults.
 - ❖ **Upcoming Career Fair:** August 7, 2024, at the Mexican Heritage Plaza.



City Supports Launch of Spanish-Language Female Entrepreneurship Program

- ❖ In April, Prosperity Lab launched first of three cohorts of the MEE – Motivando, Educando, Empoderando (*Motivate, Educate, Empower*) program, sponsored by OEDCA.
- ❖ 27 active participants enhancing skills such as leadership, financial management, networking, nutrition, and stress management, plus 1:1 business skill advising.
- ❖ Cohort #2 begins July 9, visit prosperitylab.org for more information and to sign up.



MOMENT Paseo Launches with Five New Businesses

- ❖ MOMENT Paseo is the first stage of a Downtown Pop-up Retail program which already includes the existing MOMENT San Pedro Square storefronts.
- ❖ MOMENT Paseo are two storefronts featuring five new businesses along Paseo de San Antonio:
 - ❖ La Paloma Imports
 - ❖ MiGi Cera Candles
 - ❖ Cositas Conteras
 - ❖ Bad Witch Crystals
 - ❖ Plant Slut



City Wins Awards for Holiday San José Shop Local Campaign

- ❖ OEDCA received two awards at the California Association of Public Information Officer (CAPIO) annual conference for the Holiday San José shop local campaign: an EPIC award in the Consultant-Supported Comms/Marketing Plan category and a Best in Show award.
- ❖ *“Every element of this campaign is incredibly impressive....This is such a great way to showcase the community and foster connection between local businesses and community members. Job well done!” – CAPIO*
- ❖ www.sjeconomy.com/shoplocalsj continues as a general “Shop Local San José” page with regular spotlights on social media, [@SJEconomy](https://twitter.com/SJEconomy)



City Brings San José Entrepreneurs Together to Learn and Connect to Resources

- ❖ 200+ entrepreneurs attended OEDCA's Small Business Empowerment Day event May 20.
- ❖ Special guest California State Treasurer Fiona Ma shared how California is helping to invest in local communities and small businesses.
- ❖ Workshop topics included *How to Use AI to Enhance Your Small Business* and *Quick and Budget-Friendly Marketing Hacks*.
- ❖ Visit sjeconomy.com or follow [@sjeconomy](https://twitter.com/sjeconomy) on social media to sign up for a monthly newsletter and receive regular and monthly listings of free small business workshops.



Legal Services for San José-Based Small Business Owners

- ❖ The City of San José, together with partner Elevate Community Center, is offering **free** legal services for San José-based small businesses.
- ❖ 18-month program will support contract drafting and review, litigation, incorporation and formation services, and more.
- ❖ Services also offered in Spanish and Vietnamese.
- ❖ **July 18:** Small Business Legal Advice Clinic in San José



FREE LEGAL SERVICES FOR SAN JOSÉ SMALL BUSINESSES



Meet confidentially with legal professionals to discuss legal needs for your small business.

New businesses welcome.

Restrictions Apply: Must be based in San José.

Request an Appointment Online at:
www.elevatecommunitycenter.org/legal
(408) 357 - 9538



A program funded by  **CITY OF SAN JOSE**
CAPITAL OF SILICON VALLEY

May 2024

CityDance San José Returns to Downtown for Eighth Year

- ❖ CityDance provides professional dance lessons followed by dancing with a live band or DJ + free admission into the San José Museum of Art.
- ❖ Dates and music genres this year are:
 - ❖ **June 20:** Salsa
 - ❖ **July 18:** Bollywood
 - ❖ **August 15:** Vogue / Waacking
 - ❖ **September 19:** Country
- ❖ Upcoming/ongoing summer events Downtown include:
 - ❖ **Pobladores Night Market** (Thursdays thru August)
 - ❖ **Music in the Park** (Four more concerts thru September)
 - ❖ **Starlight Cinemas** (Begins July 6 with *Barbie*)
 - ❖ **Dine Downtown** (July 11 – 21)
 - ❖ **Viva CalleSJ** (September 8)
 - ❖ **Urban Vibrancy Block Parties** (June 20, July 18, August 15)



City of San José Office of Cultural Affairs
presents

CITY DANCE SAN JOSÉ

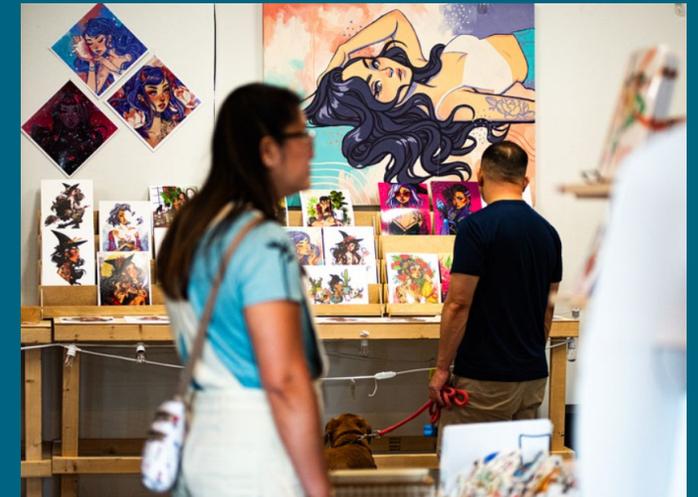
Third Thursdays
@ 6 p.m.
June 20, July 18,
Aug. 15 and
Sept. 19

Circle of Palms
Downtown San Jose

June 2024

San José Ranked #1 City in U.S. for Small Businesses

- ❖ *Biz2Credit's 2024 Annual Top 25 Cities for Small Business Study* measures annual revenue, credit score, age of businesses among small businesses in San José.



OEDCA's Corporate Outreach Team Grows

- ❖ OEDCA's Business Development team welcomed Senior Executive Analysts Noëlle Rabago and Doug Moody in April.
- ❖ Noëlle and Doug will:
 - ❖ Strengthen relationships with and outreach to San José's medium and large companies;
 - ❖ Work to attract and retain companies in high tech (AI, manufacturing, semiconductor and clean technology);
 - ❖ Implement and manage policy initiatives that support San José's economy.



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