



Community & Economic Development Committee

February 23, 2026

Item (d)4 Economic Development Activities

Semi-Annual Status Report

Carlos Velazquez, Public Information Manager

City Manager's Office of Economic Development and Cultural Affairs (OEDCA)

Celebrating San José's Sports Culture and Community

❖ Activating San José's Artists + Residents During Super Bowl

- ❖ *Hometown Heroes* on display at City Hall through July 31, 2026
- ❖ *Invisible Skies* pop-up flash performance by more than 2,000 participants
- ❖ Facilitation of major events by OEDCA's Special Events team



❖ 2026 Creative Ambassadors Announced

- ❖ Dance collective **Los Panaderos**, *Fandango For All: Tradición Viva, Comunidad Unida*
- ❖ Designer **Jorge "J.Duh" Camacho**, *Pop-Up Box*
- ❖ Artist **Tricia Creason-Valencia**, *I Am/We Are: Our Stories Connect Us*



Supporting an Enhanced Downtown Experience

❖ Downtown and Regional Wayfinding:

- ❖ Crosswalk enhancements, 100 'swimming' sharks installed along Sharks Way as part of Stitching Districts initiative
- ❖ 12 additional pedestrian wayfinding signs in Downtown West



❖ March 16- 21 2026 NVIDIA GTC:

- ❖ Cross-departmental effort to coordinate expanded activations at Arena Green, Convention Center and Plaza de Cesar Chavez.

❖ Recent Ribbon Cuttings:

- ❖ Entre Comales
- ❖ Guitar Wars
- ❖ The Locker Room Visitor's Center
- ❖ Toastique



November 2025 – February 2026

Fostering Thriving Businesses + Business Districts

- ❖ **Small Business Startup Grant:** Up to 20 grants totaling \$150,000 will be awarded to early-stage small businesses in San José. **Deadline to apply: March 6, 2026**
- ❖ **Cannabis Equity Business Program:** 8 of the 10 residents eligible to open a cannabis retail business have secured leases on commercial property in San José.
- ❖ **Helping Small Businesses Prepare for SJ2026:**
 - ❖ Small Business Toolkit: sj26.sanjose.org
 - ❖ Co-hosted *Eastside Small Business Town Hall* in December at Mexican Heritage Plaza
- ❖ **Business Improvement Districts:** Establishing Business Improvement Districts along The Alameda, Story Road, and Alum Rock Ave.
- ❖ **Holiday Shop Local Campaign:** More than 23,000 visits to online shop local guide in annual collaboration with Team San José and business associations.



November 2025 – February 2026

Corporate Outreach Team Makes Connections

- ❖ **First Data Center Energized under City of San José/PG&E Agreement:** January ribbon-cutting event celebrated the delivery of power and energization of Equinix's SV12 Data Center in South San José.
- ❖ **Corporate Outreach Activities:**
 - ❖ Data Center Investment Conference & Expo
 - ❖ SPIE Photonics West 2026
 - ❖ Hosted Philippine delegation, *Advancing U.S.-Philippine Relations for American Semiconductor Supply Chains*
 - ❖ Ribbon-cuttings for Rose Batteries, Netgear, IONNA
- ❖ **Foreign Trade Zone Activity:** Unigen Corporation joined San José's Foreign Trade Zone and seven pending company applications.



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Resources for Small Businesses and Entrepreneurs

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

- ❖ **February 24:** Prosperity Lab's "2025 Business Owner" webinar series
- ❖ **February 25:** "Strategies to Identify and Reach Your Target Customers"
- ❖ **February 26:** "US Government Grants Funding"
- ❖ **March 3:** "Business Credit & Cash Management: Strategies for Sustainable Growth"
- ❖ **March 4:** "Digital Marketing Series: Session 1"



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OEDCA Welcomes New Team Members

❖ **Emily Lam**

Business Development Officer

❖ **Jen Lovvorn**

Public Art Director

❖ **Dolores Estrada**

Diridon and Downtown District Coordinator



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