



**OFFICE OF ECONOMIC DEVELOPMENT
& CULTURAL AFFAIRS**
Quarterly Report - November 2022

The following items reflect blog posts, activities and communications by the department over the previous quarter.

**HOLIDAY SAN JOSE
SUPPORTS
MERCHANTS**

Blogpost

On November 18, 2022, we launched Holiday San José, the City of San José's six-week promotion supporting merchants, retailers, food and beverage locations and business associations in a selection of shopping areas around our large city.

OEDCA Deputy Director Blage Zelalich unveiled the Holiday San José map at a news conference that was also attended by representatives of many of the city's business district associations.

Blage recognized the associations serving the businesses in Alum Rock, Alum Rock Village, East Santa Clara, The Alameda, Tully and Story Roads, Downtown, Japantown, Willow Glen, Winchester, West San Carlos and the San Jose Berryessa Flea Market. The associations that represent the merchants in these areas helped select the map's highlighted locations, and are distributing flyers, posters and stickers for the campaign in their districts.

“We designed the map to highlight just some of San José's diverse, rich neighborhoods,” Blage explained. “Our local small businesses have taken a lot of hits since the beginning of the pandemic, and I think we’re all ready to get out and explore and celebrate a little!”



QUETZAL GARDENS SMALL BUSINESS CENTER OPENS

Blogpost

On Thursday September 8th, the Latino Business Foundation of Silicon Valley (LBFSV) invited San José Mayor Liccardo, District 5 City Councilmember Magdalena Carrasco, Santa Clara County Supervisor Cindy Chavez and Mexican Consul General Alejandra Bologna Zubikarai to join with community members and business course graduates to celebrate the opening of the [Small Business Resource Center](#), located at Quetzal Gardens 1695 Alum Rock Ave., in East San José.

The Small Business Resource Center is on the ground floor of La Esquina de Quetzal Gardens, a new affordable housing complex located at the intersection of Alum Rock Ave. and King Rd. Quetzal Gardens brings 71 units of new affordable housing closely aligning with the community’s vision of development without displacement.

Critically, the inauguration of the Small Business Resource Center is a partnership effort. LBFSV is sharing the ground floor space with SOMOS Mayfair, a-not-for-profit focused on holistic family needs, as well as Excite Credit Union which specializes in serving unbanked and underbanked residents and businesses.

The event also brought together key funders such as Sobrato Philanthropies and the City of San

José that share LBFSV's vision of a thriving business mosaic as rich, diverse and unique as the city itself.



OEDCA HOLDS SECOND FLEA MARKET VENDOR MEETING

Blogpost

On October 19, 2022, the City of San José's Office of Economic Development & Cultural Affairs (OEDCA) held an informational meeting with the Berryessa Flea Market vendors to provide an update on the next steps in the future development of the Flea Market. This is the second meeting in the ongoing program.

At the first vendor meeting in February 2022, OEDCA and the Berryessa Vendors Association jointly presented to the vendors the steps the City planned to take to support the vendors who may be forced to vacate their business location in July 2024, if the property owners choose to exercise their option to close the Flea Market. The earliest the owners can announce closure is July 1, 2023, with closure effective one year later.

Almost 200 vendors attended the recent October 19 meeting, which was held in the Community Room of the Berryessa Library. The meeting was presented in three languages, with simultaneous interpreters communicating directly with Spanish and Vietnamese speakers via wireless headsets.

Two consultant companies were introduced to the vendors – Estolano Advisors and Baird + Driskell. OEDCA conducted a competitive procurement process and hired the two agencies to provide expertise and manpower to supplement staff resources, and they are just initiating their work for the City and the vendors.

For updates on the Flea Market process, please continue to visit our

[website](#).



SAN JOSE GETS CREATIVE IN OCTOBER

News
Release

In October, the City of San José Office of Cultural Affairs (OCA) invited all San Joséans to join a month-long creative challenge to build public awareness and support for the arts. Every day in October, a “creativity challenge prompt” was released through email, social media, and the [website](#). Prompts were designed to inspire people to create on their own and to attend events around San José.

Weekly themes were presented throughout October, such as “Let it Ride”, which prompted participants to share how they creatively “get around” the city and featured a specially decorated VTA Light Rail car inviting riders to cruise with an artistic flare.

The 2022 campaign launched on October 8 with “Show n’ Shine,” a #WeCreate408 creative showcase led by San José Creative Ambassador Ricardo Cortez, also known as Tijuana Rick. The event featured young artists, lowriders, and other creative ambassadors and artists from Local Color San José. “Show n’ Shine” was held Saturday, October 8 from 6 to 9 p.m. at 20 Barack Obama Blvd.

Participants shared their creative responses on social media using the #WeCreate408 hashtag to help spread their unique talents and ideas far and wide. Everyone was welcome to participate. Visit the [Wall of Creativity](#) to see examples of San Joséans’ self-expression.



SAN JOSE MANUFACTURING WEEK 2022

Blogpost

Guest blogpost, Natalia Rey, Santa Clara University Fellow, 2022-23

The SIATech Charter student asked a question about the machine that was engaged in rapid prototyping of an aluminum part for a client in the medical industry. Jaime Nevarez explained how the machine is controlled by a computer program.

This was just one moment in a series of manufacturing facility tours taken during California Manufacturing Week, October 4-11, 2022. Participating manufacturers included Bestronics, Vander-Bend Manufacturing, Acosta Sheet Metal and GAF Energy.

Schools that participated in sending students to take a close-up view of San José’s vibrant manufacturing sites included Independence High School, Yerba Buena, SIATech Charter, Goodwill of Silicon Valley, William C. Overfelt, and Piedmont Hills High School.



WORKFORCE PROGRAM HOSTS JOB FAIR IN SAN JOSE

Blogpost

Two of San José’s most powerful workforce initiatives - work2future and San José Works - hosted a major job fair on Friday, Sept. 23, 2022, in the South Hall of McEnery Convention Center, 435 S. Market Street, from 1:00 to 4:00 p.m. The Career Expo was open to anyone over the age of 16, and there was no charge to attend. With hundreds of jobs to fill, 75 major area employers were able meet and accept applications from both entry-level and highly skilled candidates.

The employers were offering opportunities for seasonal work, a first job, and even the next step in someone's career. Employers with hiring teams at the Career Expo include Farmers Insurance, VTA, Bloom Energy, Safeway, Homecare California, Hertz International, Southwest Airlines, San José Police Department, and Teledyne. Hundreds of job-seekers arrived with multiple copies of their resumes, and the

hiring teams were kept busy for the whole event.

The Career Expo also featured organizations that provide support to job-seekers, including the California Employment Development Department, JobTrain and the Trades Orientation Program.



VISIT SAN JOSÉ WINS TOURISM MARKETING AWARD

Blogpost

Visit San José, the official destination marketing organization for the City of San José, has been recognized with a 2022 Silver Magellan Award from Travel Weekly in the category of “Marketing - Promotions with Purpose.”

Visit San José was recognized for their “San José Love” campaign and their collective efforts to stimulate COVID-19 recovery while cultivating an authentic brand voice and digital brand presence. During the pandemic, Visit San José turned their marketing efforts (and dollars) in-state to drive regional exploration, local spending and destination awareness during unprecedented times and a historic changing cultural landscape. Messages of hometown pride, resiliency and the importance of visitor spending to the local economy were channeled through website development, original content creation, digital marketing strategy, earned media and partnerships with local artists and influencers.

The Magellan Awards honor the best in the international travel industry and acknowledges the tourism professionals behind the work. The Magellan Awards are presented by Travel Weekly, a leading travel trade publication of news, research and analysis in North America. For a complete list of silver and gold winners, please visit www.travelweeklyawards.com.

For the latest on Visit San José, go to www.sanJosé.org or follow @visitsanJosé on social media.



SPEED LIMITS LOWERED IN SAN JOSÉ BUSINESS AREAS

Blogpost

**Guest Blogpost – Colin Heyne,
Public Information Manager,
Transportation Department**

Thanks to [California State Assembly Bill 43 \(AB 43\)](#), the City of San José has reduced speed limits on some streets in business activity districts. Speeding is the top known cause of fatal and severe injury crashes in San José and we are using all tools at our disposal to bring speeds down.

New signs reflecting the reduced speed limits have been installed in parts of Downtown, Calle Willow, and Evergreen Village Square.

Lowering speeds in business activity districts is the first step allowed under the new law. Over the next year and a half, AB 43 provisions will also allow cities to start adjusting speed limits on other, larger streets. By June 2024, local jurisdictions will be able to reduce speed limits by an additional 5 mph beyond current law on higher-speed streets that meet certain criteria based on safety needs. Caltrans is still developing criteria for those faster streets. When they are announced, we will assess our high-injury streets, including our Vision Zero Priority Safety Corridors, and reduce speed limits where appropriate.



ENERGY EFFICIENCY REBATE PROGRAM FOR SMALL BUSINESSES ANNOUNCED

Blogpost

**Guest Blogpost - Zach Struyk,
Assistant Director, San José Clean
Energy**

The City of San José invites local companies to reinvigorate their business, save money, and support community-wide conservation efforts through a new program from San José Clean Energy, the local clean electricity provider operated by the City of San José.

The San José Energy Efficient Business Program has unlocked several rebates to San José business owners for qualifying projects. These rebates, totaling up to 80–90% off the project cost, will make renovations to your small business more affordable and kickstarting these upgrades so much easier! All business customers with an active San José Clean Energy account are invited to participate.

For details and to find a participating contractor visit the San Jose Clean Energy/Business [website](#).

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