



Community & Economic Development Committee

March 25, 2024

Item (d)1

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

Small Business Advisory Committee Launched

- ❖ The mission of the Small Business Advisory Committee is to advocate for the economic interests of small business, promote entrepreneurship and enhance the City of San José as a place to do business.
- ❖ The Committee will meet quarterly with the intention to host additional events, seminars and conferences. Meetings will be open to the public.
- ❖ Committee work plan topics include Access to Capital, Public Safety, Technical Support & Education and Permitting.
- ❖ **Next meeting: June 6, 2024 at City Hall**



Small Businesses Recognized as Community and Economic Champions

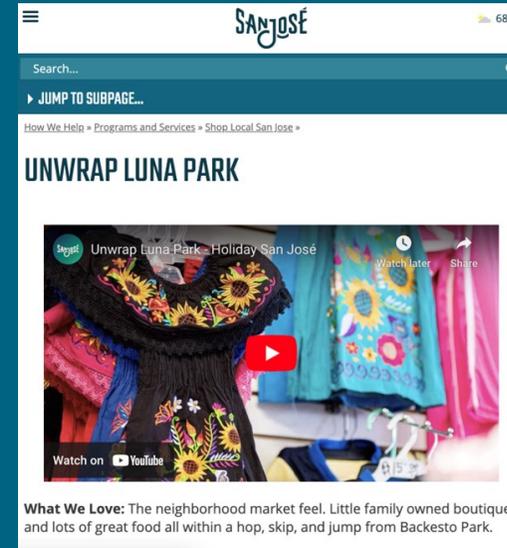
- ❖ 250 entrepreneurs attended OEDCA's annual National Entrepreneurship Month event on November 16, 2023.
- ❖ 22 small businesses were honored with the inaugural Community and Economic Champions Awards, recognizing small businesses for making a positive community and economic impact in San José.
- ❖ **May 2024:** OEDCA's Small Business Month networking + resources event at City Hall.



November 2023

Holiday San José Shop Local Campaign a Success

- ❖ **Goal:** Raise the profile of business neighborhoods during the holiday season and attract people to visit and shop local.
- ❖ 11 unique business neighborhoods in San José were included in the campaign.
- ❖ Holiday San José pages received more than 13,500 visits, surpassing goal of 8,000 and 2022 total of 2,400.
- ❖ www.sjeconomy.com/shoplocalsj will continue as a general “Shop Local San José” page with regular spotlights on social media, **@SJEconomy**



November / December 2023

Emprendéte 2024

- ❖ On January 20, 2024, OEDCA co-hosted *Emprendéte 2024* with Yacanex Community, a free all Spanish-language event for San José-based entrepreneurs and business owners.
- ❖ More than 300 people attended a day full of workshops on how to obtain a business loan, how to start a business, and on topics such as Sales Tax, Marketing, Human Resources, and Contractors Licenses
- ❖ Supported the City's efforts to foster economic prosperity in East San José by connecting small business owners with City and partner resources and programs.



January 2024

Workforce Development: Supporting Youth, Job Seekers and Businesses

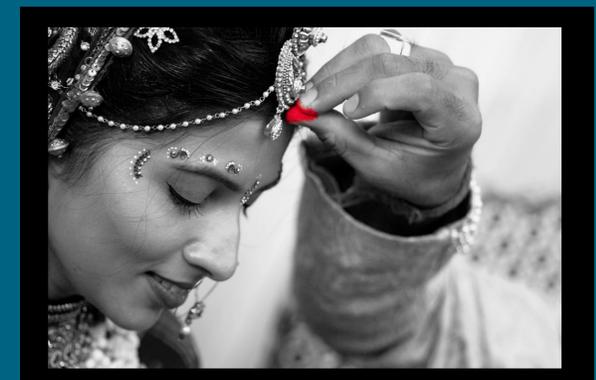
- ❖ In January 2024, Sangeeta Durrall was named the new Director of work2future.
- ❖ In 2023 work2future:
 - ❖ Secured employment for over 1,000 youth and adult clients with 85% obtaining employment in high wage-high growth occupations.
 - ❖ San José Works found subsidized employment for over 400 youth ages 14-18.
 - ❖ Supported over 300 business with their hiring and training needs.
- ❖ **Upcoming Career Fairs:**
 - ❖ April 4, 2024, Emma Prusch Farm Park
 - ❖ April 23, 2024, San José City College



January 2024

Strengthening International Relationships

- ❖ The Sister Cities program continues to provide opportunities for San José residents to engage with cities across the globe in the arts, education, sport, economic development and other initiatives.
- ❖ A reception held February 5 at City Hall for the photo exhibition, *“The Legacy of 25 Years of Friendship: San José / Pune, India,”* celebrated San José’s relationship with Pune, India.
- ❖ The City welcomed the Lord Mayor of Dublin, Ireland, Daithi de Roiste and a Dublin City Council delegation in February to learn and engage in discussions about the City’s services and programs.



February 2024

Celebrating San José's Black and Women Business Owners and Entrepreneurs

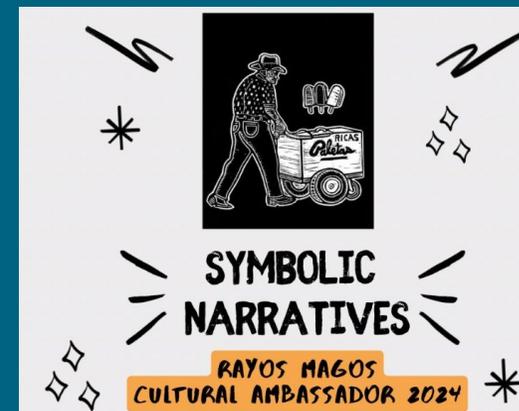
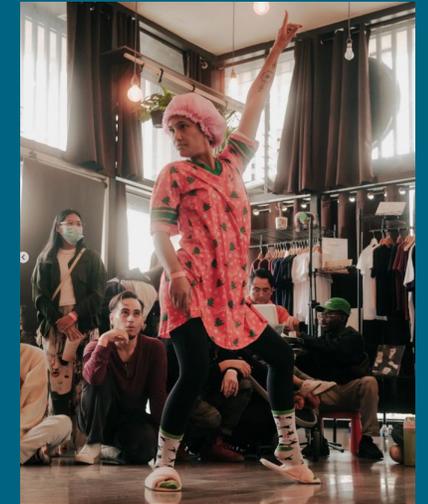
- ❖ In February and March, OEDCA highlighted San José's Black and Women business owners and entrepreneurs for Black History Month and Women's History Month.
- ❖ Women-owned business growth rates, led by Black/African American and Latina entrepreneurs, outpaced those of men-owned businesses during the pandemic and after.
- ❖ Looking for business support? Try one of our partner's upcoming small business workshops:
 - ❖ **April 1:** How to Create Snazzy Graphics for LinkedIn & Social Media (online)
 - ❖ **April 3:** Find your Targeted Customers and Understand their needs (online)



February / March 2024

Creative Ambassadors to Help Lead WeCreate408 Campaign

- ❖ Five local artists are serving as the City's 2024 Creative Ambassadors, producing a creative project that engages residents in finding their creative voice and celebrates the diversity of San José's cultural communities.
- ❖ WeCreate408 is a month-long online challenge starting in April to inspire creativity and celebrate San José's rich and diverse arts and culture.
- ❖ You're invited! Upcoming events and activities:
 - ❖ **Saturday April 6:** San Jose Day at Empire Seven Studios (525 N. 7th Street)
 - ❖ **Monday, April 8:** Disco Connection Kruinking Workshop in front of King Library, hosted by Creative Ambassador Alice Hur
 - ❖ **Saturday, April 27:** Fiesta de Abuelos at Parque de Los Pobladores and MACLA, hosted by Creative Ambassador Yosimar Reyes



March 2024

STACK Infrastructure Data Center Breaks Ground in San José

- ❖ North San José is Silicon Valley's largest tech business center with more than 81,000 jobs and 5,700 acres of land. It is home to companies working on emerging technologies in the fields of biotechnology, computer programming, battery technology, and electric vehicles.
- ❖ STACK Infrastructure celebrated the groundbreaking of their data center campus expansion in North San José on March 13, 2024.
- ❖ The campus will feature a four-story advanced manufacturing building and two three-story data center buildings totaling 522,000 square feet.



March 2024

San José Ranked #1 California City for Quality of Life

- ❖ *U.S. News World News & Report's* “Best Places to Live for Quality of Life in the U.S. in 2023-2024” measures how satisfied residents are with their daily lives by metro area.





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