

ATTACHMENT B
Business Development Division FY 2024-2025 Work Plan

Focus Area	Work Plan Item	Planned Outcome
Small Business	Strengthening the Small Business Ecosystem	<p>Small Business Advisory Committee: Provide recommendations to staff and City Council focusing on access to capital, neighborhood business corridors, business advice & education and permitting resulting in three to five new programs, policies or initiatives.</p> <p>Revamp the BOS Network: Launch a new web-based service with digital tools and network for small business/business associations in the Fall of 2024.</p> <p>Promotion: Leverage the Shop Local page, sjeconomy.com/shoplocalsj and focus social media content, digital ads and earned media to promote two business corridors/neighborhoods each month. Attract an average of 2,000 visits monthly to the Shop Local page and increase engagement on social media by 2% each quarter.</p>
	Technical Assistance	Inclusive Prosperity: Launch a new ‘Women in Business’ program with partner

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	Direct Financial Assistance	<p>Prosperity Lab to coincide with Women's History Month in March 2025.</p> <p>Free Legal Services: Launch an 18-month program, estimated to serve over 100 business owners, focused on mitigating commercial displacement and improving landlord - tenant relationships.</p> <p>Resource Events: Host two in-person events in the City Hall Rotunda and one in the Mexican Heritage Plaza. Attract a mix of 500 business owners, entrepreneurs, and partners to three free events with programs comprising guest speakers, panel discussions and workshops.</p> <p>Communications: Promote a comprehensive list of free, online or in-person business advice trainings and workshops hosted by technical assistance partners through bi-weekly social media posts and a monthly e-newsletter (10K subscribers). Garner a minimum average engagement rate of more than 5% on social media content and an average open rate of 43% and click rate of 2% (all industry averages) for e-newsletter.</p> <p>Storefronts: Clear the current wait list of 15 applications</p>

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	Public Realm Planning & Construction	<p>East Village and along Alum Rock E. Santa Clara St.,</p> <p>Story Road and Winchester Boulevard Business corridors: Formation of new business associations in the Story Road and Winchester Blvd business corridors.</p> <p>5 Wounds Study and review of Urban Villages: Support PBCE to publish the report and apply the conclusions to the proposed Commercial Mitigation study.</p> <p>BART Phase 2 Mitigation: Review the proposed Business Resource program and support VTA's promotion to the business community.</p>
Special Projects	<p>Cannabis Equity</p> <p>Berryessa Flea Market</p>	<p>Cannabis Equity Business Program: Launch the next phase of the Cannabis Equity Program in the summer of 2024 to establish five new delivery and five new retail licenses.</p> <p>Berryessa Flea Market Advisory Group: Sunset the work of the Vendor Advisory Group with the formation of a package of recommendations for the placement of vendors when the current market site is closed.</p>

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Downtown Management	Public realm & Activation	<p>Post Street Pedestrian Mall Law: Complete property owner outreach and begin the legal process by Q4 2024, leading to additional programming and activation on the street.</p> <p>San Pedro Street Activation and Vibrancy: Implement interim improvements on San Pedro Street such as programming, removeable bollards and a street mural.</p> <p>Santa Clara Street Beautification Initiative: Improve Santa Clara Street through tactical aesthetic improvements beginning in May 2024, in partnership with the Property Based Improvement District.</p> <p>Paseo de San Antonio Visioning: Develop a shared vision of public and private space utilization on the Paseo de San Antonio through the coordination and production of a report by the end of the calendar year.</p> <p>Downtown Wayfinding: Support efforts to improve wayfinding in the Downtown in collaboration with DOT partners.</p> <p>Pop-Up Retail Program: Launch five retail storefronts with 11 small businesses in</p>

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	Clean & Safe	<p>early May 2024, leading to increased foot traffic.</p> <p>Road to 2026: Position San Jose as a major experience/activity hub for upcoming major sports events through partnership with the SJ Sports Authority and Bay Area Host Committee.</p> <p>Holiday Lighting: Expand the holiday projection lighting program from one to three buildings for 2024’s holiday season.</p> <p>Promote a “college-town feel” through additional branding/partnership with San Jose State University, including through asphalt art, banners, and event/promotion partnerships.</p> <p>Partner with interagency, department and mayor/council offices to address issues related to unpermitted vendor activity downtown while supporting a pathway to permitted activity.</p> <p>Support activation, marketing, parking utilization, and business development through the City’s services agreement with the San Jose Downtown Association.</p>

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	Business Outreach and Development	<p>Addressing unhoused and mental illness: Continue to support the efforts of social services providers in downtown through The Collab initiative, addressing the needs of the most vulnerable downtown residents.</p> <p>Downtown Safety and Security Committee: Continue to program the Downtown Safety Committee, bringing together stakeholders from public safety, social services and business to discuss and collaborate on issues affecting the Downtown.</p> <p>Downtown Resource Guide: Design and distribute a flyer to downtown businesses that provides an overview of the layers of support for quality-of-life concerns, leading to increased utilization of available resources.</p> <p>Address top blighted buildings by partnering with Code Enforcement and City Attorney's Office.</p> <p>Meet with Downtown's Top 20 large and strategic employers to encourage retention and expansion. Support positive decision-making on DTSJ with investors, brokers and tenants in the market.</p>

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		<p>Host regular broker roundtables/breakfasts to communicate Downtown progress to key decision-makers and address concerns.</p> <p>Develop new collateral to communicate Downtown's benefits to various audiences.</p> <p>Support Team San Jose's efforts to recruit/retain major business conferences that activate Downtown and generate business</p>
Development Facilitation	Permit and Process Assistance	Deliver the permit facilitation service for complex, high-value and fast turnaround commercial, industrial, and residential projects.
Corporate Outreach	Engagement with mid- and large-sized companies	<p>New campaign focused on developing relationships with top 50 corporate employers and top 20 sales tax revenue generators.</p> <p>Increase corporate manufacturing tours during national Manufacturing Month in October by at least 10%.</p> <p>Emerging industries: Facilitate the establishment of up to two Artificial</p>

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		<p>Intelligence-related incubators.</p> <p>Foreign Trade Zone (FTZ): Expansion of FTZ 18 by up to three companies.</p> <p>Maximize CHIPS Act-related benefit to San Jose companies.</p>
Policy	Economic Development Initiatives	<p>Cost of Development Study: Annually update to the study and report findings to City Council.</p> <p>Commercial Mitigation Policy: Procure consultants and launch the policy design.</p> <p>Downtown Residential High-Rise Incentive Program: Bring extension of program to City Council for consideration.</p> <p>Fiscalization of Land Use: Complete analysis of cost to service various types of development in the City.</p>