

Business Development Update

| January 28, 2019
| City of San Jose

SAN JOSE

Outreach

425

*Medium and Large
Business Outreach
Meetings*

250

*Small Business
Outreach Connections*

29

*International
Organizations*

103

*Attraction
Targets*

50+

*Investors and
Developers*

| What We're Hearing



- Project timelines are longer
- Industrial real estate remains hot
- Retail continues to evolve
- Global trade impacts local business

| What We're Hearing

- Business investment remains strong and is evolving
- Continued need for entrepreneurship assistance
- Workforce availability is tight



Policy Leadership

Retail Strategies

Small Business Support Strategy

Opportunity Zones

Workforce Development

Interdepartmental Policy Support

| Targeted Services and Support

- Development and Permitting Facilitation
- Manufacturing
- Foreign Trade Zone
- Storefronts Grants Program
- Neighborhood Business District Support

| Targeted Services and Support

- Procurement
- Immigrant Business
- Employer Assistance
- Servicing Small Businesses Needs

Communications

- Public Speaking and Events
- Marketing, Media and Branding



SAN JOSÉ



| The Year Ahead

Major Themes:

- **Planning for an Uncertain Future**
- **Equity and Inclusion**
- **Connecting Employers with Job Seekers**
- **The Cost of Development and Real Estate**

Strategic Initiatives:

- **Major Growth Areas**
- **Understanding our Industrial Lands**
- **Opportunity Zones**
- **Retail promotion and support**
- **Entrepreneurship and Innovation**
- **Procurement Activities**

Questions?

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