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SEPTEMBER 2020 NEWSLETTER AT-A-GLANCE

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DEVELOPMENT NEWS

Commercial Linkage Fee update - nexus and feasibility reports issued

Two key studies on the Commercial Linkage Fee required for City Council consideration have been completed, the [Nexus Report](#) and the [Feasibility Report](#).

There was some delay in completion of the reports because of COVID-19 and the resulting changes in the underlying economic assumptions necessary for accurate forecasts.

Since the information memo released in June 2020, Keyser Marston has continued to revise both reports to address the economic downturn caused by the COVID-19 pandemic. The nexus study was released Friday, July 17, 2020 and the feasibility study was released on Friday, July 24. To read more about the reports and the next steps. please see our [blogpost](#).

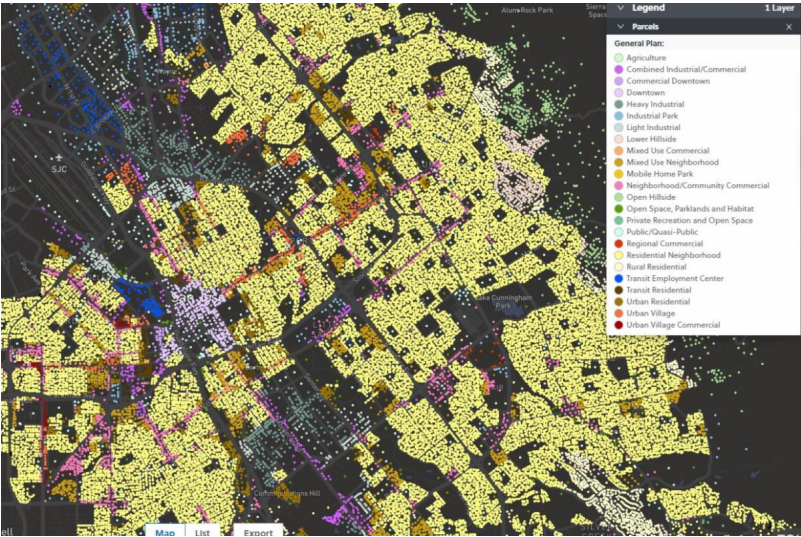
READ THE FULL STORY



For more information, contact [Elisabeth Handler](#), Public Information Manager, OED.

Searching for sites for housing just got easier

In order to support development of housing in San Jose, the City's Office of Economic Development has created a [free, interactive, web-based map application](#) that combines many different datasets, including current zoning and approved permits.



The application, called [San Jose Housing Site Explorer](#), is intended to help the development community identify sites that present an opportunity for new housing production.

The version available now for testing is an initial effort, and the goal is to continue to refine the application by adding more data and analytics to further aid in identifying housing sites. We need your help in testing this version and are seeking you input on what we can improve or add to it. You can access it through the link (best viewed in Chrome). A short [video tutorial](#) is available.

See our blogpost for more details.

READ THE FULL STORY



For more information, contact Jerad Ferguson, Housing Catalyst, OED

ECONOMIC RECOVERY UPDATE

Federal PPP funds received by San Jose businesses may top \$1 billion

The US Treasury and Small Business Administration has reported out on the allocation of Paycheck Protection Program (PPP) loans w and there has been much made of the lending decisions.

To understand how the program has played out locally, OED has analyzed the published data to provide a look at what the PPP loans mean for the City of San Jose.

12,414 individual businesses located in the city of San Jose received PPP loans.

- 128,410 jobs were retained across a wide variety of industry sectors.
- 240 banks/SBA-approved lenders issued loans to businesses in the city.
- 10,410 loans were less than \$150,000 totaling \$392 million.
- 2,014 loans were more than \$150,000.
- Top three industry sectors obtaining loans of less than \$150,000 were dentists, restaurants and general businesses.
- Top three industry sectors for loans exceeding \$150,000 were restaurants, software and law firms.



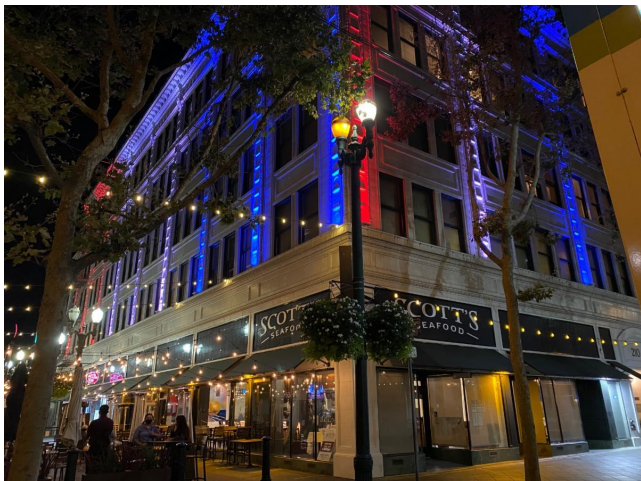
Read our blogpost for more details.

READ THE FULL STORY



For more information, contact Vic Farlie, Business Development Officer, OED.

San Jose Al Fresco expands



Scott's Seafood outdoor patio, at the new location on South First St.

with their customers and clients in our 300 annual days of sunshine.

The City of San Jose is working to support local businesses through the pandemic period by allowing business operations outside on specific public and private properties.

Known as San Jose Al Fresco, the initiative relaxes City rules regarding use of public sidewalks, parking spaces, City-owned surface parking lots, parks, plaza and commercial streets.

All applications for Al Fresco are free. Private parking lot and sidewalk applications are granted on receipt. All the details on the program are available on our re-vamped Al Fresco [webpage](#).

Currently more than 100 businesses have already submitted permits that will allow them to interact

By County Order, a significant number of businesses are allowed to re-open if they can conduct their business outdoors, while observing the necessary Social Distancing Protocol.

By putting customer-based interactions outdoors, this effort offers hope to businesses while helping to curb the spread of COVID-19. The businesses allowed to operate outdoors include restaurant/foodservice; personal services such as barbers, nail and hair salons; fitness/exercise; instruction; general retail. Not all uses are allowed on all spaces

OED, PRNS, DOT and Public Work are all involved in implementing this initiative to help our local businesses. Our blogpost includes more information. Visit our revamped [webpage](#) for details and application information.

READ THE FULL STORY



For more information, contact Blage Zelalich, Downtown Manager, OED

COVID COMMUNICATIONS

Questions on social distancing

When Santa Clara County issued new risk-reduction measures for individuals and businesses on July 13, OED's dedicated pandemic/business information email box quickly filled with questions on implementing the Social Distancing Protocols.

Among these were questions from professionals who work at home or with minimal customer contact.

For instance, about submitting the Social Distancing Protocol:

- *I am a work-at-home behavioral health therapist who only works with clients via video conference, and I am the only worker in my home office.*
- *I am a wedding photographer with a home-based studio but I meet my photography clients in hazy wheatfields at first light.*
- *I own a salon and lease "chairs" to stylists. Do I have to submit a Protocol, or do the stylists?*



Example of OED staff office - COVID era

For the answers to these and other questions, see our blogpost.

READ THE FULL STORY



For more information, contact Nathan Donato-Weinstein, Business Development Officer, OED.

Communicating with businesses during COVID-19

Throughout the quarantine/shelter-in-place/lockdown period that started in mid-March, the City has been operating under either full or partial Emergency Operations mode. The communications functions shifted to maximizing the flow of direct help and resource information to the City's key audiences, residents and businesses. For OED, we quickly realized that our outreach had to be faster, more frequent, in multiple languages, and distributed via multiple channels in order to reach as many of our impacted businesses as possible.

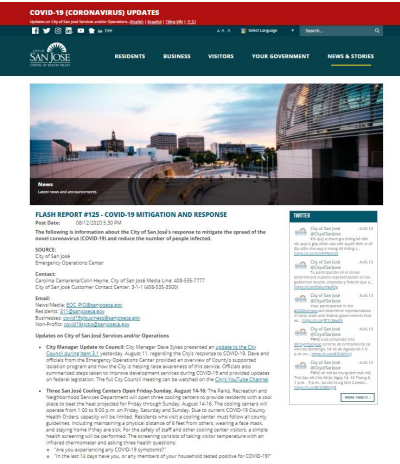
A critical turning point came in mid- July, when the County Health Officer initially announced the option to re-open to most retail businesses for outdoor operations, including malls, personal care services such as hair and nail salons and gyms.

Within just a few days, because of worsening COVID-19 statistics in the County, those businesses had to close again.

And a couple of weeks later, the restriction on those businesses was again lifted.

Throughout the the inevitable frustration with such a fluid situation, we issued news alerts, blog posts and Flash Report items,

An example of one of these posts is here, and in four other languages [Vietnamese](#) [Spanish](#) [Chinese \(tr\)](#) [Chinese \(simp\)](#).

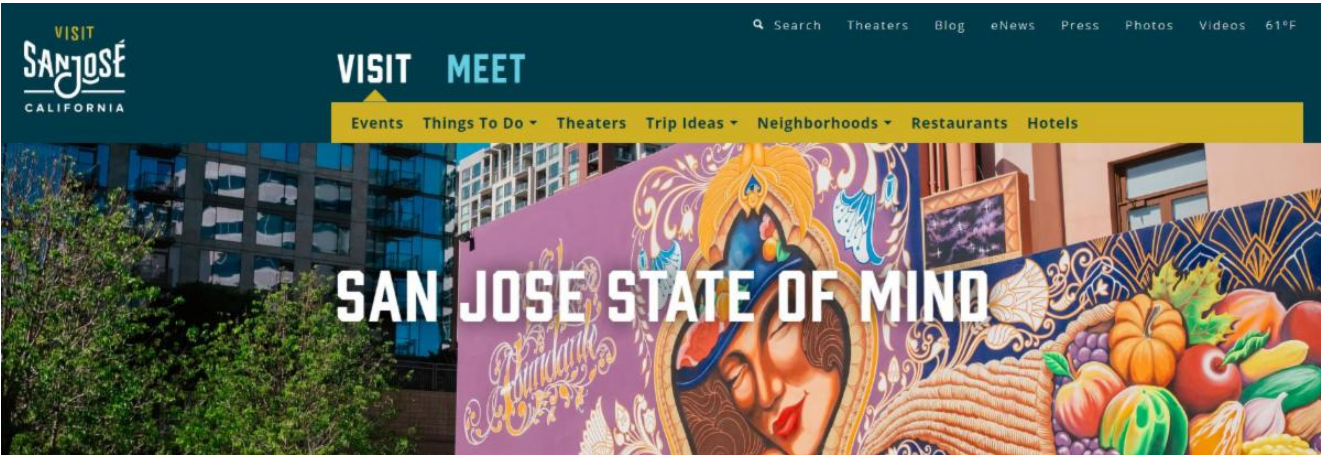


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For more information, contact Elisabeth Handler, Public Information Manager, OED.

During the Shelter in Place, we encourage you to check out [Visit San Jose's site](#) that features tours, activities and events that you can enjoy online.



City of San Jose, 200 East Santa Clara St., 17th Floor, San Jose, CA 95113

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Sent by elisabeth.handler@sanjoseca.gov