



Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Nanci Klein

SUBJECT: SEE BELOW

DATE: November 10, 2020

Approved

Date

11/13/20

SUBJECT: VERBAL REPORT ON THE ECONOMIC RECOVERY WORK PLAN

RECOMMENDATION

Accept the status report on the implementation of the Economic Recovery work being undertaken by the Office of Economic Development in response to the COVID-19 pandemic.

BACKGROUND

In March 2020, the Office of Economic Development's (OED) Business Development Team was activated into the City's Emergency Operations Center (EOC) to form critical components of the Business Response and Small Business Support Teams within the Liaison Branch. Since August 2020, the Business Development Team has remained integrated within the EOC Community and Economic Recovery Taskforce while resuming regular operations with the City Manager's Office.

With OED, the Business Development Team is typically focused on promoting economic growth and opportunity, encourage and facilitating development that supports the build-out of General Plan (GP) 2040, and engaging in programs that evolve and enhance the perception and experience of people working, visiting, or living in San José. The eleven-member team is organized into four primary service areas:

- ***Business Outreach and Assistance*** – Works with existing and potential San José businesses and entrepreneurs to encourage business and job attraction, retention, expansion, and creation.
- ***Development Attraction and Facilitation*** – Provides support and process facilitation to major development projects, works with the development community to encourage investment in new commercial and market-rate residential development projects.

- ***Business District Management*** – Manages relationships, agreements, and initiatives within the City’s business districts including the Downtown and Neighborhood Business Districts, as well as delivering programmatic support through the Storefronts and Citywide Banner programs.
- ***Economic Policy Analysis/Communications*** – Performs economic and data analysis to support policy development, business intelligence activities, and decision-making by numerous departments and City Council, and communicates significant OED/City data, activities, and policies to external audiences.

In the context of the COVID-19 Pandemic and ensuing economic crisis, the work of the Business Development Team has shifted to reflect the immediate need of the business community, including more focused work around small business support and business district development, particularly in areas hardest hit by COVID and the resulting economic downturn. Staff’s report will provide further context of how data is being used to monitor the economic situation and the status of the current three-month work plan.

/s/

Nanci Klein

Director of Economic Development

For questions please contact Chris Burton, Deputy Director, at (408) 535-8114.