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MAY 2021 NEWSLETTER AT-A-GLANCE

- **City and Google present community benefits of DTW project**
- **City of San Jose receives \$1.7 million federal grant**
- **OED Webinars attract 2000 business owners since January**
- **Santa Clara County back to Orange Tier**
- **April is WeCreate408 month**
- **Online Events**

DOWNTOWN WEST PROJECT

City and Google announce Development Agreement including community benefits



After extensive negotiations with Google, the City of San Jose has published a recommended [**draft Downtown West Development Agreement**](#).

The Agreement establishes a community benefits plan that Google will fund to provide specific programs, services and opportunities to residents of San José. The dollar value of these community benefits is \$200 million, targeted towards creating economic opportunity via training, education and jobs, and minimizing displacement, with a focus on those most in need.

The project itself is huge, centered around Diridon Station and the future BART station. Plans presented to the City include:

- 7.3 million square feet of office space; 500,000 square feet of retail, cultural, and educational space;
- 4,000 housing units, and
- 15 acres of parks, plazas and open space.

The community benefits identified in the agreement are consistent with the 2018 Memorandum of Understanding (MOU) between the City and Google and address the following priorities that were consistently expressed by community members over more than three years of community [**outreach**](#) conducted by the City and Google:

Affordable Housing, Community Stabilization, and Economic Opportunity

The Downtown West project exceeds the Citywide requirements for affordable housing and supports the goal for 25% affordable housing in the Diridon Station Area through land dedication, use of commercial linkage and inclusionary housing in-lieu fees. and a range of affordable housing for people of extremely low and moderate income, as well homeless.

Community benefits include a Community Stabilization and Opportunity Pathways Fund. This provides resources to “minimize displacement from rising costs” (community stabilization) and to “maximize opportunities for youth and adults to participate in job opportunities” through training education and support (opportunity pathways).

The Fund would provide grants for communities that have historically been affected by structural racism and are most vulnerable to displacement, including East San José and the Downtown. In determining the allocation of funds, the process is proposed to address the root causes of displacement and economic mobility and advance racial equity.

“No other private project in the history of this City has come close to the potential community benefits that we expect from Downtown West,” said Economic Development Director Nanci Klein. “In working on the Google Project and Development Agreement, scores of City staff across our departments have been involved. We have analyzed and improved the project with the goal of maximizing City resources and the quality of life for our residents for decades to come.”

See our [blogpost](#) for more details, and visit www.diridonsj.org and the Planning Departments’ [project page](#).

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

BUSINESS RECOVERY



CITY OF SAN JOSE RECEIVES \$1.7 MILLION FEDERAL GRANT FOR BUSINESS RECOVERY, JOBS

The U.S. Department of Commerce’s Economic Development Administration (EDA) recently announced approval of the City of San José’s grant application for the City’s Small Business and Manufacturing Recovery Initiative. To be managed by the Office of Economic Development, the \$1.17 Million in CARES Act Recovery Assistance will allow us to provide more support to our small businesses and manufacturers in underserved areas hit hardest by the pandemic.

OED is partnering with the [San Jose Downtown Association](#) and [Manufacture: San Jose](#) to build a stronger small business climate for a resilient business ecosystem that has been severely stressed during COVID-19.

Outreach and workforce support to our manufacturing sector through nonprofit Manufacture: San José. Manufacturing is the city’s largest job sector and was hit hard by COVID-19, with more than 10,000 jobs lost regionally through the end of 2020. Manufacture: San José will aid this industry’s recovery and connect disadvantaged communities and displaced workers with opportunities for economic advancement through good-paying manufacturing jobs in San José.

Business support will be focused on Downtown, Central, and East San José, areas that have experienced higher COVID-19 infection rates than the rest of the city. These areas are also characterized by higher unemployment rates and are historically underserved in terms of business assistance and access to capital. Details are available in the [news release](#).

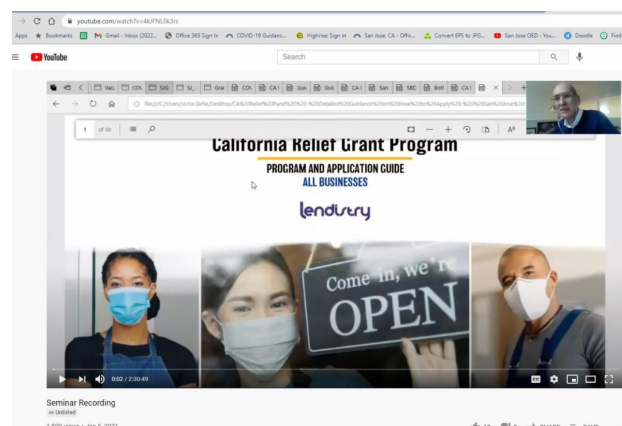
For more information, contact [Melina Iglesias](#), Program Manager, OED

OED’S BUSINESS SUPPORT WEBINARS ATTRACT 2,000 ATTENDEES IN FIRST QUARTER OF 2021

An important part of the City’s outreach to our small businesses has been the webinars that OED have developed to provide targeted, useful information and how-to advice in the form of online workshop/webinars offered on Zoom.

The webinars are usually presented with one of our community technical assistance partners, cover subjects ranging from how to apply for a federal loan to how to pivot to online business operation.

Since January 2021, we have moved to a regular weekly cadence of webinar offerings, and in those months more than 2,000 participants have attended. Two OED staff, Vic Farlie and Dhez Woodworth take turns leading or presenting, usually



with subject matter experts from organization such as the Small Business Administration, Ernst & Young and Silicon Valley SCORE.

Here are some of the workshops presented since early March:

- **American Rescue Plan: what's next for business?**
- **Webinar on rebuilding your business for customers and employees**
- **Performance venues and businesses can get SBA grants**
- **American Rescue Plan allocates \$28.6 Billion in COVID relief grants for food and beverage businesses**
- **California Relief Fund opens for 5th round of applications**

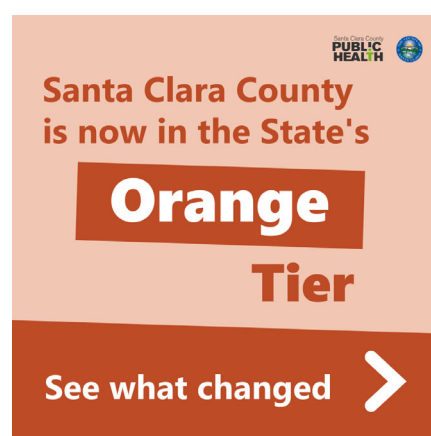
We have also started providing simultaneous interpretation into Spanish, Vietnamese and Mandarin for specific webinars, and are planning to get those versions posted to our [YouTube channel](#), as well as promoting through social media posts.

See our [blogpost](#) for more details.

For more information, contact [Vic Farlie](#), Senior Executive Analyst, OED

COUNTY HEALTH ORDERS

SANTA CLARA COUNTY BACK TO ORANGE TIER



As of Wednesday, March 24, 2021, Santa Clara County moves back into the Orange Tier of California's Blueprint for a Safe Economy.

This move to a less restrictive tier means that more businesses and leisure activities can re-open, indoor operations are extended and some restrictions on gatherings are reduced. More information is available in our [blogpost](#) and the [County Public Health website](#).

For more information, contact [Nathan Donato-Weinstein](#), Business Development Executive, OED

APRIL IS FOR ARTS IN SAN JOSE

WeCreate408 - a month of creative expression in San Jose

The City of San Jose Office of Cultural Affairs, with partnering artists, arts organizations, businesses and other community groups, announce the return of WeCreate408, a month-long online challenge to inspire creativity and celebrate San Jose's rich and diverse arts and culture.

"Creativity is all around us, and lives inside each of us," said Kerry Adams Hapner, Office of Cultural Affairs Director for the City of San Jose. "At this moment in time, we can use creativity to connect emotionally with friends, family, and the world around us."



Every day in April, participants received "creativity challenge prompt," through email, social channels, or on the website, www.wecreate408.org. Prompts are designed to inspire people to create on their own and to check out creative activities around San Jose.

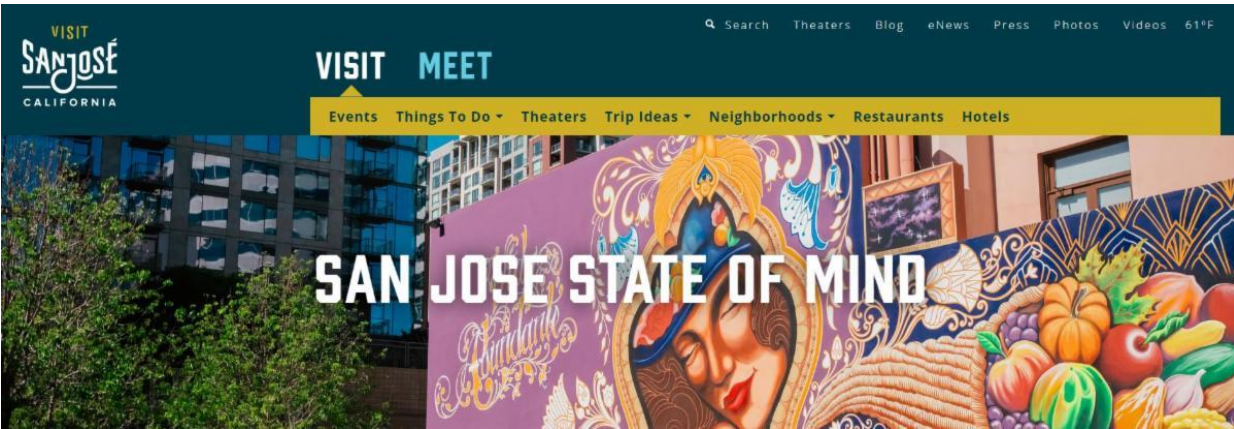
The Office of Cultural Affairs hosted the first WeCreate408 online creativity challenge in October of 2019. More than 1,000 individuals and organizations took part in the festivities, and the #WeCreate408 hashtag continues to be used today to highlight creativity across the city.

For more details on WeCreate408, see our [blogpost](#) or visit the program's [webpage](#).

For more information, contact [Kerry Adams Hapner](#), Cultural Affairs Director, CSJ

EVENTS

Until San Jose can again offer a wide range of in-person entertainment activities, shows, conventions and events, please check out the Visit San Jose [Online Events](#) directory for digital entertainment, learning and community engagement.



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