

Economic Recovery Work Plan: As of September 2021

Work Area	Work Plan Item	Status	Detail	Impact Area
Economic Stabilization	Outreach to driving industry businesses, major employers, and significant revenue generators.	Ongoing	<ul style="list-style-type: none"> Completed sprint to reach Top 25 revenue generators, fast-growers, plus new San José arrivals during the pandemic to ensure a smooth transition. 	Citywide
	Maintain San José's manufacturing sector.	Ongoing	<ul style="list-style-type: none"> Outreach is continuing to key production companies to understand issues/needs related to operations, hiring, and re-shoring. Continued support and coordination with Manufacture: San Jose (MFG:SJ). 	Citywide
	Plan for transformed retail environment following Shelter-In-Place.	Ongoing	<ul style="list-style-type: none"> Continued work toward anti-eviction initiative and technical assistance provider assistance. 	Citywide
Development	Facilitate construction projects that are currently underway or due to start to maintain momentum in the development market.	Complete	<ul style="list-style-type: none"> The focus on moving construction forward during the uncertain time of Summer 2020 is considered complete and successful; standard facilitation is ongoing. 	Citywide
	Prioritize streamlining of high-impact projects.	Ongoing	<ul style="list-style-type: none"> Maintaining a strong pipeline of entitlements and projects in pre-construction and under construction was prioritized in the late summer/fall; standard high-focus issue resolution is ongoing. 	Citywide
	Implement changes to City policy to ensure support of development goals.	Complete/ Ongoing	<ul style="list-style-type: none"> Short-term policy changes such as construction hour extensions were put in place with the emergency order and have served their purpose; longer-term policy changes are ongoing. 	Citywide
Conventions, Tourism, and Destination Marketing	Retain/attract international, national, and regional events and visitors to the convention center in partnership with Team San José.	Ongoing	<ul style="list-style-type: none"> As gatherings became more allowable, the City worked with its partner, Team San José, to attract events. 	Citywide
	Maintain San Jose's global position for key high-tech conferences and a destination for leisure and business activity.	Ongoing	<ul style="list-style-type: none"> As gatherings resumed and more sectors opened, the City worked with its partner, Team San José, to market to destination travelers. 	Citywide
	Drive hotel use and recover hospitality jobs that have been displaced.	Ongoing	<ul style="list-style-type: none"> As gatherings became allowable and more sectors opened, the City worked with its partner Team San José to market to destination travelers driving hotel use and increasing employment within the hospitality sector. 	Citywide

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Business Support Capacity Building	Foster and strengthen relationships with a variety of Business Support Organizations.	Complete	<ul style="list-style-type: none"> Conducted Business Owner Space virtual partnership coordination and programming; facilitated referrals. 	Neighborhood
	Build capacity for business support organizations.	Underway	<ul style="list-style-type: none"> Developing Request for Proposals (RFPs) for enhanced technical assistance to be made available to business organizations funded by the Economic Development Administration (EDA). 	Neighborhood
	Increase targeted capacity-building in Business Support Organizations.	Complete /Ongoing	<ul style="list-style-type: none"> Achieved award of EDA grant focused on business-org capacity building; focus now on standing up program. 	Neighborhood
Cultural Affairs	Support the sustainability of nonprofit art and cultural organizations and creative entrepreneurs.	Complete/ Ongoing	<ul style="list-style-type: none"> Supported nonprofit sector and creative entrepreneurs in Fiscal Year (FY) 2020-2021 through 103 grants to cultural arts nonprofits and 94 grants to artists and creative entrepreneurs. Awarded 125 FY 2021-2022 grants to the arts and cultural sector, which were partially funded through American Rescue Plan funds to support cultural programming. 	Neighborhood
	Support the return of safe arts and cultural events.	Complete/ Ongoing	<ul style="list-style-type: none"> Coordinated events that pivoted to drive-through or in-person such as Christmas in the Park, WeCreate408, and Make Music Day. Continue to produce events like CityDance and Cornerstone of the Arts, while authorizing outdoor special applications and providing high-quality customer service and guidance on public health. 	Neighborhood
	Provide high-quality public art experiences that engage local artists and the community.	Complete	<ul style="list-style-type: none"> Over the past year, the public art section completed 14 projects. 	Neighborhood
Workforce Development	Place adults and youth into paid work experience, internships, job readiness, or occupational trainings.	Ongoing	<ul style="list-style-type: none"> Provided occupational skills and other trainings as well as paid work experience for approximately 1,500 adults and youth. 	Individual
	Enhance employer engagement and hold virtual job fairs with employers that are actively hiring.	Ongoing	<ul style="list-style-type: none"> Held five virtual job fairs with more than 500 people participating. Pivoted to virtual client services during shelter-in-place. 	Individual

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Business Education and Guidance	Build momentum in San José for businesses to meet health and safety operational requirements.	Complete	<ul style="list-style-type: none"> Provided accessible touchpoints for businesses to get answers on changing regulations. Notified San José registered businesses of important announcements and requirements (such as Social Distance Protocols). 	Individual
	Continue to improve City education and information communications for business.	Ongoing	<ul style="list-style-type: none"> Ensured translated materials were available (web and print) on key business resources. Piloted BizChatSJ drop-in “office hours.” Started twice-monthly BizWalks. 	Individual
	Enhance business data collection and interpretation.	Ongoing	<ul style="list-style-type: none"> New tools allowing higher frequency tracking are being collected and analyzed (Pulse survey, credit card, movement). 	Individual
Small Business Support	Outreach to small businesses to provide access to resources and support.	Ongoing	<ul style="list-style-type: none"> Supplemented digital offerings with multilingual phone hotline and flyer materials. Continued fortnightly small business webinars, average 70 attendees, mostly in 4 languages. 	Individual
	Support business re-opening efforts through the SJ Al Fresco initiative	Completed	<ul style="list-style-type: none"> Provided implementation and one-stop assistance for businesses to legally add outdoor dining in private and public spaces. 	Individual
	Provide small businesses with access to capital.	Completed	<ul style="list-style-type: none"> Initiated major push (through direct outreach and partners) to encourage businesses to apply to Paycheck Protection Program (PPP), Economic Injury Disaster Loans (EIDL), California Relief Grants, Corporate Grants, etc. Facilitated several rounds of City-funded grants providing funding primarily to underserved small businesses. 	Individual

October 2021 – July 2022 Economic Recovery Work Plan

Work Area	Work Plan Item	Status	Detail	Impact Area
Economic Stabilization	Counter California/Bay Area corporate exodus through close coordination with GoBiz and issue resolution with top employers.	Initiated	<ul style="list-style-type: none"> Outreach meetings have begun with key employers and are producing insights into issues such as office-space utilization. 	Citywide
	Facilitate opportunities for strategic uses, including manufacturing and retail.	Initiated	<ul style="list-style-type: none"> A Monterey Corridor digital hub will promote the key commercial/industrial area and centralize the work of the Monterey Corridor Task Force. 	Neighborhood/ Citywide
	Support office return-to-work efforts to recapture the economic impact of office workers.	Developing	<ul style="list-style-type: none"> Includes understanding office-tenant plans to resume on-site work. 	Citywide
Development	Conduct early issue identification for high-impact projects to facilitate project streamlining.	Ongoing	<ul style="list-style-type: none"> Establishment of a tracking list of milestone successes. 	Citywide
	Launch a high-impact project attraction initiative, including promoting development facilitation tools such as site identification mapping and consolidated fee information.	Developing	<ul style="list-style-type: none"> Will use City data to highlight the San José market to a diverse range of investors, developers, and businesses to encourage real estate development in the City; ties in with Monterey Corridor digital hub. 	Citywide
	Implement changes to City policy to ensure support of development goals.	Ongoing	<ul style="list-style-type: none"> Continued work on the Housing Crisis Work Plan and Cost of Development; support of citywide process improvement and coordination with Planning, Building and Code Enforcement (PBCE). 	Citywide
Conventions, Tourism, and Destination Marketing	Retain/attract international, national, and regional events and visitors to the convention center in partnership with Team San José.	Ongoing	<ul style="list-style-type: none"> As gatherings are becoming allowable, the City will work with its partner Team San José to attract events. 	Citywide
	Maintain San José's global position for key high-tech conferences and a destination for leisure and business activity.	Ongoing	<ul style="list-style-type: none"> As gatherings are becoming allowable and more sectors are opening, the City will work with its partner Team San José to market to destination travelers. 	Citywide
	Drive hotel use and recover hospitality jobs that have been displaced.	Ongoing	<ul style="list-style-type: none"> As gatherings are becoming allowable and more popular, the City will work with its partner Team San José to market to destination travelers driving hotel use and increasing employment within the hospitality sector. 	Citywide

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Business Support Capacity Building	Continue to foster and strengthen relationships with a variety of business support organizations.	Ongoing	<ul style="list-style-type: none"> The development of a revamped businessownerspace.com technical-assistance website will better refer customers to existing service providers. Support for the Quetzal Gardens Small Business Center will enable the Latino Business Foundation to provide services directly to small businesses. 	Neighborhood
	Begin implementation of Economic Development Administration grant.	Ongoing	<ul style="list-style-type: none"> Two staffers have been hired (through co-partners San José Downtown Association and MFG: SJ) to support capacity building in targeted communities. Additional scopes are being drafted for enhanced technical service providers. 	Neighborhood
	Support the development of stronger/new neighborhood business districts.	Ongoing	<ul style="list-style-type: none"> The City will lead the exploration of Property Based Improvement Districts (PBIDs) in six primarily underserved commercial corridors. 	Neighborhood
	Direct support to enhance the City's technical assistance provider portfolio.	Planning	<ul style="list-style-type: none"> Additional funding will be provided to support technical assistance providers working with underserved business owners and communities on issues such as business startups, access to capital, marketing, and more. 	
	Increase targeted capacity-building in Business Support Organizations.	Ongoing	<ul style="list-style-type: none"> Recruitment of Monterey Corridor, Tully Road – Eastridge, and East San José Business District Managers through an RFP process, who will help the business communities in these areas increase their reach and effectiveness. 	Neighborhood
Cultural Affairs	Support the sustainability of nonprofit art and cultural organizations and creative entrepreneurs.	Complete/ Ongoing	<ul style="list-style-type: none"> FY 2021-2022 grant recommendations were approved as part of the Operating Budget process and contracts and payments are being processed. Providing technical assistance for event producers to meet changing health requirements including vaccination mandates. 	Neighborhood
	Support the return of safe arts and cultural events.	Complete/ Ongoing		Neighborhood
	Provide high-quality public art experiences that engage local artists and the community.	Ongoing	<ul style="list-style-type: none"> The public art section staff are managing approximately 50 active citywide public art projects and initiatives, including the conservation and maintenance of the City's public art collection. 	Neighborhood

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Workforce Development	Place adults and youth into paid work experience, internships, or trainings	Ongoing	<ul style="list-style-type: none"> Continue implementation of Resilience Corps, placing hundreds of youth and young adults in job training and paid work experience. 	Individual
	Enhance employer engagement and conduct job fairs with employers that are actively hiring.	Ongoing	<ul style="list-style-type: none"> Provide Rapid Response for mass layoffs, as well as virtual and in-person job fairs and targeted hiring events. 	Individual
	Relocation of the One-Stop Center to East San José.	Ongoing	<ul style="list-style-type: none"> The move of work2future's One-Stop Center will provide easier access to services for clients. 	Individual
Business Education and Guidance	Support community vaccination goals and health-and-safety guidance as it emerges.	Ongoing	<ul style="list-style-type: none"> Continue to provide business-appropriate messaging on these issues. 	Individual
	Connect businesses to available resources.	Ongoing	<ul style="list-style-type: none"> Ensure City communications are available in multiple languages. Continue to flag resources and information needed through in-person business walks (BizWalkSJ) and electronic communications. 	Individual
	Enhance business data collection and interpretation.	Ongoing	<ul style="list-style-type: none"> Continued buildout of the Tolemi data visualization system will provide insights into economic activity by geography. Contract to procure high-frequency credit card sales data is underway. Conduct a study of small-business displacement to help lead a citywide approach. 	Individual

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Small Business Support	Outreach to small businesses to provide access to resources and support.	Developing	<ul style="list-style-type: none"> Hiring two new staff members to focus on business outreach and service referrals in Spanish- and Vietnamese-speaking small business communities. 	Individual
	Support businesses in commercial clusters to market themselves more broadly.	Developing	<ul style="list-style-type: none"> Establish a Digital Business District Hub to help get the word out about neighborhood business district offerings and enhance small-business neighborhood tourism within the city. 	Neighborhood
	Provide small businesses with access to capital.	Ongoing	<ul style="list-style-type: none"> Continue to source capital opportunities (such as the relaunch of California Relief Grants) and connect small businesses to trusted service providers, particularly those with strong language competencies. 	Individual
	Provide direct financial assistance to small businesses.	Developing	<ul style="list-style-type: none"> Develop two grant programs – a grant for implementing permanent “Al Fresco” outdoor improvements; and a grant for small businesses that did not receive other forms of federal or state aid. 	Individual
	Help first-time entrepreneurs start up their business in San José.	Developing	<ul style="list-style-type: none"> To encourage successful startups, lead the development of a virtual business startup center to help residents plan for and launch a new business. 	Individual
	Implement Council direction to assist Flea Market vendors and support future Flea Market transitions.	Developing	<ul style="list-style-type: none"> Lead the engagement with the Berryessa Flea Market Vendor Association to implement support services, outreach, technical assistance, and Advisory Committee formation. 	Individual