

SAN JOSE



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SAN JOSE UPDATES

Electronic billboards in San Jose's future



In August, the San Jose City Council gave the green light for advertisers to bid on electronic billboards to be placed on public buildings downtown.

Similar to the large signs already on the SAP Center, the new signs could be placed at these locations: San Jose Convention Center, The Tech Interactive, San Jose Museum of Art, Center for the Performing Arts, and the Market/San Pedro Square, and the City parking garages at Third Street and Second/San Carlos.

The process as described by City of San Jose Downtown Manager Blage Zelalich, involves issuing two Requests for Proposal (RFP) simultaneously - one to collect bids for outdoor advertising companies for signs to be mounted on the previously identified City-owned buildings, and one for free-standing digital signs on City-owned property. Both bids are posted on BidSync: OED60-19-9 (Select Sites) - building-mounted signage and OED60-19-2 (Alternative Sites) - free-standing digital signage

The full presentation to the City Council is available on video, and more details are in our [blogpost](#).

[READ THE FULL STORY](#)



For more information, contact [Blage Zelalich](#), Downtown Manager, OED.

Community engagement around Google project continues

At the end of August, Google shared their Mixed-Use Framework for their intended project around Diridon Station. Last month's SJ Economy News included a blogpost on their presentation.

Since then, the City and Google have been participating in a series of community-based events, with tents and table and sticky notes, collecting additional feedback from the community, including the District 7 Village Fest at the Village Oaks shopping center.

City engagement with the Google project now includes staff of Planning, Transportation, and Housing, along with OED, and we are grateful to those departments for providing public information staff for the pop-ups, including Cheryl Wessling/Planning, Building & Code Enforcement, Colin Heyne/Transportation, and Jeff Scott, Housing.

For more information, visit our [blogpost](#).

[READ THE FULL STORY](#)



For more information, contact [Lori Severino](#), Diridon Program Manager, OED



City staff at the pop-up info booth on the Google project, at Village Oaks community festival

CORPORATE SPOTLIGHT

Olympus celebrates 40 years in San Jose and plans a move - in San Jose



Eddie Garces, Olympus San Jose's founding executive, addresses the 40th anniversary celebration

shifts, operating 24 hours a day Monday through Friday, with an eight-hour shift on Saturdays.

San Jose has been proud to be the home of Olympus America's National Service Center for 40 years. An OED contingent attended the company's outstanding anniversary party on August 30, 2019.

Eddie Garces, the facility's founding executive who retired last year, was honored and there were many employees there who were celebrating 10, 20, and 30-year careers with the company.

The poignancy of the event was underscored by the company's plans to relocate in order to expand - while still staying in San Jose. When the current facility was built, it only had to accommodate about 200 employees. Now the facility holds 800 employees and runs three eight-hour

For more details, read our [blogpost](#).

[READ THE FULL STORY](#)



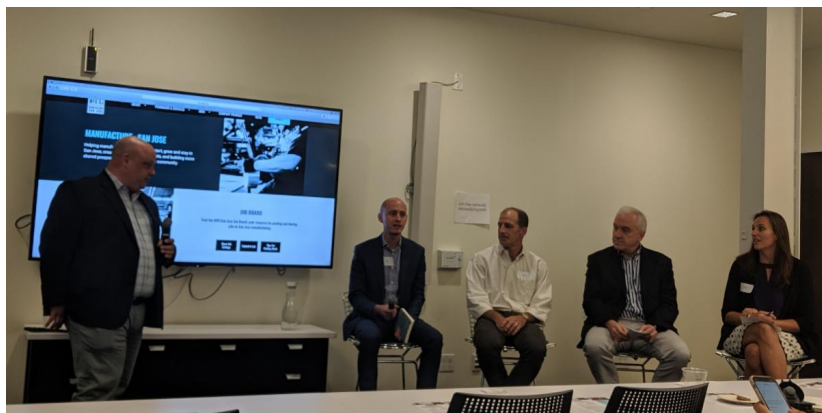
For more information, contact [Emily Lipoma](#), Development Facilitation Officer, OED.

MANUFACTURING NEWS

Summer 2019 Silicon Valley Manufacturing Roundtable -- Maximizing Growth through Financial Planning

Hosted by Manufacture:San Jose (MFG:SJ), the Summer 2019 Silicon Valley Manufacturing Roundtable brought in 70 participants interested in learning more about financial planning as a tool for maximizing growth.

The Keynote Speaker was Amadea Sanchez, Business Development Officer for Wells Fargo. She walked the participants through the detailed and feature-rich [website](#) that Wells Fargo Bank has developed to help small and medium-sized businesses gain and keep control of all aspects of their financial operations.



From left, Michael Erickson, Matt Nesper, Nathan Pendelton, Michel Bourdon and Suzanne Sabharwal.

The panel discussion that followed illustrated the ways businesses can successfully leverage debt. The moderator was Michael Erickson, Regional Director of Manufacture:San Jose, host of the Silicon Valley Manufacturing Roundtable. The panelists were Suzanne Sabharwal, Trade Credit Consultant for Euler Hermes; Nathan Pendleton, Owner of Nox Cookie Bar; Matt Nesper, SVP and Market Executive for Bank of America/Merrill Lynch; and Jean Michel Bourdon, VP of Operations at Rose Electronics.

Upcoming MFG:SJ events this year are a workshop on manufacturing careers held in conjunction with San Jose Public Libraries on Oct. 1, and the Silicon Valley Manufacturing Roundtable on Nov. 7, focusing on trends in food and beverage manufacturing. More information on MFG:SJ and its events are available [online](#).

For more details, visit our [blogpost](#).

[READ THE FULL STORY](#)



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

OED UPDATES

OED welcomes Housing Catalyst to staff



OED is pleased to welcome our newest Business Development Officer, Jerad Ferguson, who is our first Housing Catalyst. As the housing shortage across the Bay Area continues to take an economic and personal toll on so many, OED is committed to providing additional support to those interested in residential real estate development and investment.

As Housing Catalyst, Jerad will be meeting, developing relationships and partnering with developers, contractors, investors and other residential development stakeholders. His goal is to help the City create housing development opportunities - both market-rate and affordable - through site analysis and research, to provide hands-on site selection, permitting and entitlement support for developers, as well as participating in roundtables, conferences and events that promote and celebrate new housing in San Jose.

Learn more about Jerad's background and experience in City Hall and beyond in our [blogpost](#).

[READ THE FULL STORY](#)



For more information, contact [Jerad Ferguson](#), Housing Catalyst, OED.

DOWNTOWN HAPPENINGS

OED gets a private tour of The Grad



Rendering of The Grad development, looking north-east.

In August, a small group of OED staff were given a private look at The Grad, a 19-story dorm-style apartment building one block from San Jose State University. The tour was hosted by Carol Schwartz, senior project manager for Amcal, co-developer with Swenson, and included a terrifying ride on the external construction elevator to the first stop, the 18th floor.

With a 2020 opening scheduled, the L-shaped high-rise is being completed working upwards, with appliance installation, flooring, and finishes moving from floor to floor. On the third floor, over the adjacent parking garage, is a spacious, 3/4-acre open-air recreation area that will include a swimming pool, barbecues, sundeck, sports courts and storage for as many as 575 bicycles. The building also features extensive study and common areas and workout facilities.

City staff collaborated closely with the development team through 2016 as they worked to consolidate a multi-property project encompassing the then-blighted former McDonald's restaurant at the corner of San Carlos and 3rd Street. AMCAL and Swenson then partnered during the planning process in the Fall of 2016, and the project received an entitlement for the 19-story tower within five months.

For more details, read our [blogpost](#).

[READ THE FULL STORY](#)



For more information, contact [Blage Zelalich](#), Downtown Manager, OED.



Carol Schwartz of Amcal, showing view from 18th floor of The Grad

ART FOR EVERY DAY

New pavement-level art x4 in SoFA



Ready to cut the ribbon inaugurating the new crosswalks, from left: Michael Ogilvie, Leanne Lindelof, Scape Martinez, Ramona Snyder, Bree Von Faith, Anjee Helstrup-Alvarez, and Raul Peralez.

In September, a celebration of new art in Downtown took place at the intersection of South First and San Salvador Streets. In fact, the art being welcomed actually defines the four sides of that intersection. Four colorful, lavish blocks of color designed by local artist Scape Martinez occupy the crosswalks at the heart of San Jose's arts district, SoFA.

The City commissioned Mr. Martinez to design the crosswalks to enhance the intersection after his original design in the center of the street had to be removed due to repavement and safety improvements. Digital artist Corinne Okada Takara helped ensure that the application of Mr. Martinez' design met crosswalk safety standards. The crosswalks were a project of the City Department of Transportation, Office of Cultural Affairs and San Jose Downtown Association (SJDA). Designed to last for many years, the four crosswalks are made of a pre-formed thermoplastic, and the City crew completed the installation in under a week.

The ribbon-cutting was celebrated by City Councilmember Raul Peralez (D3); Ms. Takara; Michael Ogilvie, San Jose's Public Art Director; Leanne Lindelof, San Jose Arts Commissioner; Ramona Snyder, Vice-Chair of San Jose Arts Commission; Anjee Helstrup-Alvarez, Executive Director, MACLA; and Bree Von Faith, Director of Marcom & Events, SJDA. More details on the project are available in our [blogpost](#).

[READ THE FULL STORY](#)



For more information, contact [Michael Ogilvie](#), Public Art Director, City of San Jose

EVENTS

[Please visit October's full event calendar](#). Don't miss out on these featured events.

[Swan Lake - Russian Ballet Theatre](#)
San Jose Center for the Performing Arts
10.1.2019

[Art Hangs: Trivia Takeover](#)
Uproar Brewing Company
10.3.2019

[LAST NIGHT: CityDance San Jose 2019 - Merengue & Cumbia](#)
Plaza de Cesar Chavez
10.3.2019

[Franco Escamilla - Payaso Tour](#)
San Jose Civic
10.4.2019

[Pink Floyd Concert Experience - House of Floyd](#)
Montgomery Theater
10.5.2019

Water Lantern Festival
Almaden Lake Park
10.5.2019

Symphony Silicon Valley - Peacocks & Tchaikovsky
California Theatre
10.5 & 10.6.2019

AI DevWorld
San Jose McEnery Convention Center
10.8 through 10.10.2019

Teatro Vision's Macario
School of Arts & Culture, Mexican Heritage Plaza
10.10 through 10.20.2019

South Bay Composers
Tabard Theater
10.12.2019

Silicon Valley Walk to End Alzheimer's
Arena Green
10.12.2019

NT Live - Frankenstein
Hammer Theatre Center
10.13.2019

sjDANCEco - Etched in Time
California Theatre
10.18 and 10.19.2019

REO Speedwagon
San Jose Civic
10.19.2019

Baby Shark Live!
Center for the Performing Arts
10.20.2019

Steinway Society Presents Anna Dmytrenko
Hammer Theatre Center
10.27.2019

Trick or Treat Trail
Winchester Mystery House
10.26 and 10.27.2019

Fisher
San Jose Civic
10.31.2019