

WORKPLAN CONTENTS

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE WORKPLAN August - December 2011

COMMITTEE MEMBERS:

ROSE HERRERA, Chair
SAM LICCARDO, Vice Chair
ASH KALRA, Member
PIERLUIGI OLIVERIO, Member

STAFF:

KIM WALESH, City Manager's Office
RICHARD KEIT, Redevelopment Agency
ED MORAN, City Attorney's Office
RU WEERAKOON, Mayor's Office

MISSION STATEMENT:

To manage the growth and change of the City of San José in order to encourage a strong economy, ensure a diverse range of arts, cultural and entertainment offerings, and create and preserve housing and healthy neighborhoods.

AUGUST 22

1. Verbal Report on Economic Development Activities (Economic Development)

Purpose: Provides a “behind-the-scenes” look at economic development-related activities staff were involved with since the last Committee meeting, including business outreach and “speed of business” development services. Report is illustrative, not comprehensive. Introduction of Building Official Chu Chang.

2. Business Outreach: Workplan for FY 2011-12 (Economic Development/ Redevelopment Agency/CSA partners)

Purpose: Present for Committee review and feedback the joint Economic Development/Redevelopment Agency team workplan describing major objectives, activities and outcomes for business outreach, retention, and attraction. Clarify how City and Agency staff will work as a single team, and involve other City Departments and external partners.

(Economic Strategy Goal #1: Encourage companies and sectors that can drive the San Jose/Silicon Valley economy and generate revenue for city services and infrastructure.)

3. Downtown as “Silicon Valley’s City Center” (Economic Development)

Purpose: Provide an update on progress evolving Downtown San Jose as a vibrant urban center for Silicon Valley-including business/work location, shopping and dining, arts and entertainment, urban living, and the public realm. Seek Committee input on how to sustain momentum Downtown in light of reduced staff capacity and financial resources. (Deferred from June 27)

(Economic Strategy Goal #10: Continue to position Downtown as Silicon Valley’s City Center.)

4. Foreign Trade Zone Site Application (Economic Development)

Purpose: As directed in the Mayor's October 15, 2010 Redevelopment Agency Budget Message, staff will report to Committee regarding a plan to apply for new, expanded Foreign Trade Zone designations in North San Jose and Edenvale as appropriate. Committee will review, discuss, and recommend that Council authorize the City Manager to submit an application to the Foreign Trade Zones Board of the U.S. Department of Commerce.

(Economic Strategy Goal #3: Preserve and strengthen manufacturing-related activity and jobs.)

5. Shop San Jose (Economic Development)

Purpose: Committee Chair had requested update, discussion, and feedback to staff on the design of a new Shop San Jose partnership with social media companies to drive consumer attention to San Jose retailers.

(Economic Strategy Goal #2: Develop retail to full potential, maximizing revenue impact and neighborhood vitality.)

6. Prioritized Workplan for Cultural Connection: San Jose's Cultural Plan for 2011-2020

(Economic Development/Cultural Affairs)

Purpose: Accept report and recommend that this item be heard by the full Council to adopt the Prioritized Workplan for *Cultural Connection: San José's Cultural Plan for 2011-2020*. This Workplan review was directed by Council when they adopted the Cultural Strategy.

(Economic Strategy Goal #12: Develop a distinctive set of sports, arts, and entertainment offerings aligned with San Jose's diverse, growing population.)

SEPTEMBER 26

1. Verbal Report on Economic Development Activities (Economic Development)

Purpose: Provides a "behind-the-scenes" look at economic development-related activities staff were involved with since the last Committee meeting, including business outreach and "speed of business" development services. Report is illustrative, not comprehensive.

2. Economic Strategy Workplan July 2011-December 2012 (Economic Development with CED CSA partners)

Purpose: Committee review prior to Council approval of the second 18-month Workplan to implement the City's Economic Strategy adopted in 2003. The Workplan will identify the "Top Ten" implementation actions that should be prioritized given current staff capacity.

(Economic Strategy: All 12 Goals.)

3. CleanTech Demonstration Center Business Plan (Economic Development/Environmental Services)

Purpose: As directed by City Council on May 18 2011, provide the first Committee update on realizing a viable business plan for the CleanTech Demonstration Center, including proposed and confirmed revenue streams. (Note: the CTDC is a key component of the Environmental Innovation Center at Las Plumas.)

(Economic Strategy Goal #1: Encourage companies and sectors that can drive the San Jose/Silicon Valley economy and generate revenue for city services and infrastructure.)

4. Incubator/Entrepreneur Center Transition Update (Redevelopment Agency/Economic Development)

Purpose: Committee update, discussion, and feedback to staff on plans to transition the Redevelopment Agency-supported incubators and Entrepreneur Center toward a model independent of Agency financial support for lease expenses.

(Economic Strategy Goal #4: Nurture the success of local small businesses.)

5. Report on Key Legislative Items (City Manager's Office/Intergovernmental Relations)

Purpose: Report on State Legislation in the Community and Economic Development City Service Area.

OCTOBER 24

1. Verbal Report on Economic Development Activities (Economic Development)

Purpose: Provides a “behind-the-scenes” look at economic development-related activities staff were involved with since the last Committee meeting, including business outreach and “speed of business” development services. Report is illustrative, not comprehensive.

2. Development Taxes, Fees, and Costs (Planning, Building and Code Enforcement/Economic Development)

Purpose: Committee review and discussion of staff analysis of private development costs in San Jose, the best practices of other cities in the region, and potential changes to make San Jose more competitive with surrounding communities for sectors that generate tax revenues. This direction was provided in the Mayor’s March 2011 Budget Message.

(Economic Strategy Goal #6: Improve the speed, consistency, and predictability of the Development Review Process and reduce the costs of operating a business in San Jose.)

3. Development Services Update (Planning, Building and Code Enforcement/Public Works/Fire)

Purpose: Discuss performance measures and service improvements.

(Economic Strategy Goal #6: Improve the speed, consistency, and predictability of the Development Review Process and reduce the costs of operating a business in San Jose.)

4. Five-Year Affordable Housing Investment Plan (Housing)

Purpose: To provide the committee with a report on the accomplishments of the 2007/2008 – 2011/2012 Affordable Housing Investment Plan and to obtain feedback on the policy framework and process for the development of a new Housing Investment Plan.

5. Review of Relevant 2012 Legislative Guiding Principles (City Manager's Office/Intergovernmental Relations)

Purpose: Review 2012 Legislative Guiding Principles with focus on community and economic development.

NOVEMBER 28

1. Verbal Report on Economic Development Activities (Economic Development)

Purpose: Provides a “behind-the-scenes” look at economic development-related activities staff were involved with since the last Committee meeting, including business outreach and “speed of business” development services. Report is illustrative, not comprehensive.

2. Public Entertainment Business Permit Fee Methodology (Economic Development/CAO)

Purpose: As directed in Mayor's June 3 Budget Message, review an ordinance to amend Title 6-Public Entertainment Ordinance to authorize a change in the fee methodology for the Public Entertainment Business Permit charged to public entertainment businesses and parking lot owners operating in the Downtown Entertainment Zone to include costs related to policy enforcement of the Public Entertainment Ordinance.

(Economic Strategy Goal #10: Continue to position Downtown as Silicon Valley's City Center.)

3. Work2future Update (Economic Development)

Purpose: Staff will present a summary of work2future's key activities and accomplishments during the last year, including service to key San Jose employers, and anticipated workplan for the next year.

(Economic Strategy Goal # 7: Prepare residents to participate in the economy through education, training, and career support.)

4. Local/Small Business Participation (Public Works/Finance)

Purpose: Accept the annual report on contracting with local and small businesses for Fiscal Year 2010-11.

(Economic Strategy Goal #4: Nurture the success of local small businesses.)

5. Cultural Facilities Asset Management (Public Works/Economic Development)

Purpose: Provide update on implementing Mayor's March Budget Directive to engage the operators of City cultural facilities to examine ways to support facility sustainability in order to lessen reliance on the General Fund and on Redevelopment Funds.

(Economic Strategy Goal #12: Develop a distinctive set of sports, arts, and entertainment offerings aligned with San Jose's diverse, growing population.)

DECEMBER 19

- 1. Verbal Report on Economic Development Activities** (Economic Development)
Purpose: Provides a “behind-the-scenes” look at economic development-related activities staff were involved with since the last Committee meeting, including business outreach and “speed of business” development services. Report is illustrative, not comprehensive.

- 2. Real Estate Streamlining** (Economic Development)
Purpose: Seek feedback on draft staff recommendations for how to streamline City processes for selling, leasing, and acquiring City real estate in order to save time and money.

(Economic Strategy Goal #1: Generate revenue for City services and infrastructure.)

- 3. Business Outreach: Progress Update** (Economic Development/Redevelopment Agency/CSA partners)
Purpose: Provide an update on progress implementing the FY 2011-12 joint OED/Agency Workplan for business outreach, retention, and attraction.

(Economic Strategy Goal #1: Encourage companies and sectors that can drive the San Jose/Silicon Valley economy and generate revenue for city services and infrastructure.)

- 4. Verbal Report on Convention Center Expansion** (Public Works/Team San Jose)
Purpose: Provide update on expansion of Convention Center, since the Convention Center is an important driver of economic impact.

(Economic Strategy Goal #10: Continue to position Downtown as Silicon Valley’s City Center.)

- 5. Residential Development Tenure Changes Policy** (Planning, Building and Code Enforcement/Housing/City Attorney’s Office)
Purpose: Engage Committee members to provide input on key questions and options related to developing a City policy on Tenure Change Notification, including implementation considerations.