

A card for all seasons

Much more than a targeted marketing device for restaurants or a membership benefit for museums, the San Jose Arts Card is an important symbol of new collaboration between the arts groups and downtown business.

The "Big Eight" San Jose arts groups, known as the Arts Roundtable, and the Downtown Association's group of fine dining and entertainment establishments, known as Alive After Five, introduce the Arts Card August 22 for the 1990-91 season.

The card itself will be issued to 30,000 members and subscribers

of the eight major San Jose arts groups just before the curtain opens on the fall season. Arts patrons use the card for special offers and discounts at 15 participating businesses. A brochure mailed with the credit-card style Arts Card, describes the offers from each business -- varying from 15 percent off the bill to complimentary bottles of wine, appetizers or desserts.

"Arts Card holders also receive VIP service," said Abi Maghamfar, Alive After Five chairman and co-owner of Rue de Paris. "Customers will be at the theater on time without compromising their dining experience."

The card lists each business and its phone number for reservations as well as a code for showing which Roundtable group the Arts Card holder belongs to. A multiple code tracks patrons who belong to more than one group.

The project's most significant feature may be the integrated schedule in the Arts Card brochure -- a bright signal of increased cooperation among the major arts groups. San Jose's first master arts calendar, listing the Roundtable group's 1990-91 performances and museum exhibitions, is published in one official schedule.

"There is real pride and unity between the arts groups and businesses," said Butch Coyne of San Jose Repertory Theatre. "We're all pulling together to make downtown work." *(continued on page 4)*

San Jose



Arts Card

With an Arts Card, patrons of San Jose's major arts groups enjoy VIP specials on dining and entertainment for 1990-91.



Circus of the Sun to shine downtown

Canada's *Cirque du Soleil* redefines Big Top

The internationally acclaimed French-Canadian company, *Cirque du Soleil*, will present 27 performances in downtown San Jose from September 11-30.

A Big Top tent will be erected on the parking lot at Second and San Fernando Streets that will accommodate 2500 spectators.

The San Jose performances will be conducted during evenings and weekends and are expected to bring 67,500 people downtown.

Not a traditional circus, *Cirque du Soleil* has attracted critical and popular success with its ability to produce two-hours of breathtaking scenes charged with human emotion all rhythmically tied together. Spectators are entertained by a myriad of images and sounds that

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New World Festival
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The ground breaking event for the arena on June 28 sent a message throughout the Bay Area that, yes indeed, this project is *already* happening. At the time of events surrounding National Hockey League approval for a Bay Area expansion team, some media reports characterized the arena as little more than a twinkle in San Jose's eyes. Perhaps the arena was being mixed up with the South Bay stadium proposal? At any rate, a couple weeks later, the media gathered on the downtown arena site to watch City Council members dig into the earth, the symbolic start of construction. The carefully orchestrated event accomplished its objective. The word out on the San Jose Arena is: "Opening in 1992."

* * *

The newly turfed section of Guadalupe River Park in front of the Children's Discovery Museum performed beautifully in its first test as a major downtown festival site. More than 60,000 people attended The Great Taste and CDM opening June 2-3 and the park contained everyone and everything comfortably. Except for a lack of drinking fountains, the park appears to be one of downtown's best outdoor venues. The city Parks and Rec Dept. still refers to the expanse of greenery as "the interim park" since it will eventually be home to the Technology Center. It may be "interim," but the Guadalupe River Park is *currently* downtown's finest open space -- and a great new resource for a city short on locations for its growing spectrum of downtown special events.

* * *

The big three-on-three street basketball tourney, Hoop-It-Up, returns to downtown September 21-23. More than 300 teams are expected to compete in men's and women's divisions ranging from "Top Guns" to "Couch Potatoes." Registration fees of \$75 per team are due September 10. Call 377-5927 or the Downtown Association for registration forms.

From the President

Convert information into sales

Location, location, location. That's all there is to running a business, right? Or is it good management that makes for success? Well, as we all know, success comes from a combination of many things, and one of the most overlooked tools to the running of a business is information management. Most owners don't realize how much information their business provides, and how useful it can be.

In the first few months after opening my restaurant downtown, I found myself doing the same thing almost every day. I would go next door to El Paraiso or down the block to Donut Exchange and ask the owners how their business was that day. We all had new businesses in new locations and wanted a handle on overall downtown business trends. Although the gathering of information was not scientific, it was still helpful in determining if we were gaining market share.



Chuck Hammers

Currently, the Downtown Association is conducting a retail sales survey. This is intended to give each of us an accurate accounting of how overall business is downtown. All information is confidential and compiled directly by the downtown accounting firm of KPMG Peat Marwick -- the Downtown Association never sees individual surveys. The information is reported as cumulative quarterly sales totals in respective retail categories and businesses participating in the survey receive a copy of this report.

This way, if your store has a poor quarter and the rest of downtown is booming, then you may have some sort of internal problem. This is important because we, as business owners, have a tendency to blame a sales downturn on external circumstances that we cannot control. Being realistic, it's often better to have an internal problem such as poor merchandising, than to have an external problem such as new competition or changing demographics.

Other information management tools which are important include customer and advertising tracking. It's easy to develop a customer profile and a mailing list through simple contests where people leave their name and address or business card. These lists can be very effective for future targeted advertising like direct mail or zoned newspapers. It's also important to keep track of how well your advertising pulls. This can be done by simply asking new customers how they found out about your business, or if you advertise with coupons, keep track of how many were used. Next time the salesperson comes around, you'll know where your ad dollars work best.

City reviews nightclub policies

A subcommittee of the San Jose Planning Commission is reviewing citywide policies concerning the use of nightclubs.

The committee plans to receive input from nightclub owners and neighbors regarding "impaction" issues such as litter, park-

ing and vagrancy.

The committee is also reviewing the current policy of limiting new nightclubs to three downtown entertainment districts.

The committee plans to make recommendations on the subject to the City Council this fall.

Council votes not to raise parking meter rates

After months of work from city staff, consultants and members of the Downtown Association and Parking Advisory Commission (PAC), the City Council approved a dozen actions related to the city's parking program May 29.

The wide ranging Council vote included both immediate and long term issues aimed at strengthening the parking program's ability to construct new facilities.

- 1) Maintain current parking meter rates.
- 2) Maintain current off-street short-term parking rates.

3) Raise off-street monthly parking rates by \$5 per month.

4) Initiate the process to purchase the Third Street area garage site.

5) Return \$350,000 taken from the Parking Fund to pay for parking enforcement.

6) Evaluate consolidation of the city's parking program elements (enforcement, operations, capital projects).

7) Affirm a policy of not acting on Parking Fund matters without first obtaining a recommendation from the PAC.

8) Explore alternative

financing for future garages, including review of the parking in-lieu fees and feasibility of a parking assessment district.

9) Review the Downtown Parking Ordinance that calls for 1.5 parking spaces for every 1000 square feet of office space.

10) Review city incentives for mass transportation and car pooling.

11) Develop a five-year parking plan with a financial strategy component.

12) Review the parking program's cash flow situation for 1990-91.



Bronze sentinel

Linda Yamane, of the Ohlone tribes, spoke about the coyote in her Native-American language during a ceremony July 5 dedicating the Park Avenue bridge sculptures.

Timelines and retrofit standards considered by seismic committee

The city's Unreinforced Masonry Committee (URM) plans to recommend new seismic standards for the city this fall -- and a timeline for building owners to meet those requirements.

The standards likely to be adopted by San Jose within the year are similar to those in the 1988 Los Angeles hazardous building ordinance, accepted by most experts, including the state Seismic Safety Commission, as the best technical model for ensuring public safety during a major earthquake.

The standards require buildings be strengthened to withstand a force equivalent to a percentage of their weight. The amount of retrofit work varies according to the size and occupancy of the building.

Four year timeframe

The tentative timeline discussed by the URM committee for completing such work is four years, with a one year extension for just cause.

The committee has only recently begun to consider financial incentives for owners who would

be required to retrofit their buildings under the proposed law.

Some of the incentive options being discussed include tax credits, relaxation of zoning laws such as those controlling density and parking, relaxation of building codes, waiver of permit fees and direct assistance programs such as low-interest loans.

South line light rail ahead of schedule

Light rail trains linking downtown with the bedroom communities of south San Jose could be running in June 1991, months ahead of schedule.

Light rail service to Tamien Station, near Alma Avenue, begins August 17, nearly 11 weeks ahead of schedule.

This extension of light rail includes service to the Technology Center and Virginia Street stations.

The Tamien Station, formerly the Alma Station, was recently renamed in recognition of the area's history as the site of a Native-American village.

Arts Card offers discounts, master arts calendar

(continued from page 1)

The Arts Card project signifies an important milestone for the "Big Eight" members. When the major arts groups began the Roundtable organization, their goals included sharing facilities, printing costs, advocacy and joint promotions with the downtown business community. Great progress has been achieved in every area.

Alive After Five merchants are also pleased with the cooperative efforts, saying the Arts Card targets many of the customers they want to reach.

"The impact of the arts on downtown business is substantial," Maghamfar said. "It is only natural that we should produce an Arts Card together."

A series of promotions is planned to kick off the Arts Card, including a press conference and special section in the San Jose Mercury News.

The Arts Card project is funded jointly by the 15 participating businesses, the Arts Roundtable groups and Downtown Association.

San Jose



Arts Card

The Arts Roundtable members are: San Jose Symphony, Opera San Jose, San Jose Repertory Theatre, San Jose Civic Light Opera, San Jose Cleveland Ballet, San Jose Museum of Art, Technology Center of Silicon Valley and Children's Discovery Museum.

The Arts Card businesses are: Eulipia, Paolo's, Victorian Garden Restaurant, Camera Cinemas, Emile's, Scott's Seafood Grill & Bar, The Last Laugh, Rue de Paris, Lou's Village, Hochburg Von Germania, Leaf's, Abigail's Pub & Flowers, Casa Castillo, Maxi's, and Gerard's Club Jazz.

A sizzling debut for New World Festival

With an opening weekend featuring dazzling special effects, a Brazilian Carnival, international theater and the return of Tapestry in Talent to downtown, what do you do for an encore?

How about two more weeks of innovative events such as the first-ever San Jose Jazz Festival, international dance, music and video shows and the popular "Kidfest" attractions.

Following its explosive opening August 3, the New World Festival continues its unique celebration of San Jose's artistic and cultural diversity through August 19 at various downtown locations.

The multi-cultural, multi-faceted New World project has attracted artists from San Jose's five sister cities in Mexico, Ireland, Japan, Taiwan and Costa Rica. These international artists have combined with local talent to bring a global dimension to San Jose's diverse summer en-

tertainment options.

San Jose Jazz Festival

Many of the New World events are free. The San Jose Jazz Festival premieres in Plaza Park August 11-12 with such notable acts as Poncho Sanchez, Bobby Hutcherson and Freddie Hubbard.

Kidfest returns downtown with a weekend of free family entertainment August 18-19 in Guadalupe River Park.

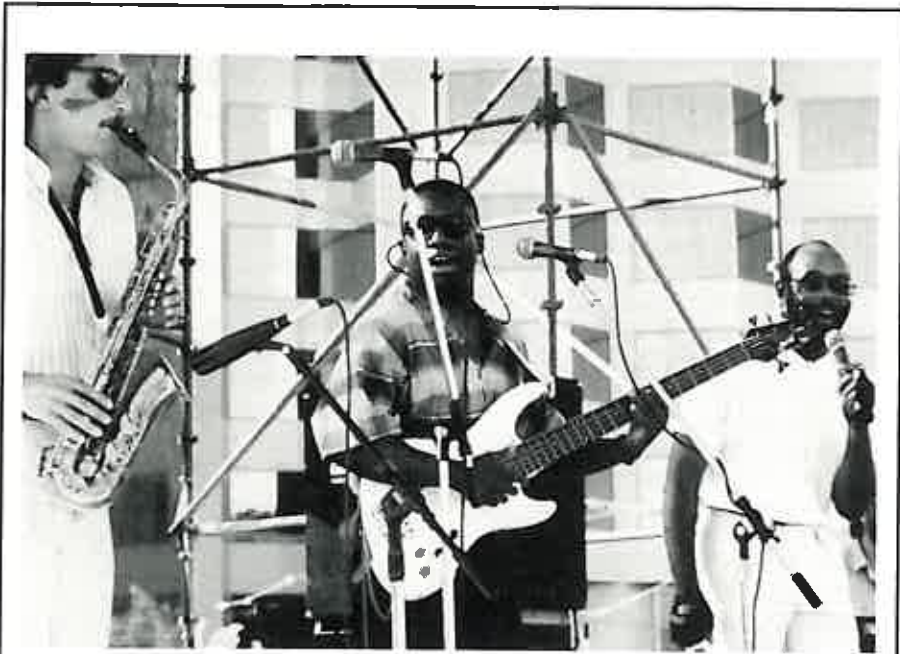
In between there are theatrical shows from Culture Clash, the Abbey Theater and others; a New WorldDanceFest featuring Chinese, Lambada, Folkloric and African dancing; a five-day film festival celebrating cinema in a multi-cultural society; and, of course, lots of music -- at the San Jose Convention Center, Pavilion Shops Food Court and Plaza Park.

For a complete schedule of New World Festival events call 277-5144.



(More) Special days for kids

A parachute envelopes a few of the 60,000 smiling people who celebrated the opening of Children's Discovery Museum June 2-3. Similar family events are planned for Kidfest, August 18-19, also held at the Guadalupe River Park.



Fusion in the parks

The popular local band, Spang-a-Lang, played at The Great Taste festival June 3 in Guadalupe River Park and at Music in the Park August 2 in Plaza Park. The free Plaza Park concerts continue each Thursday to September 6.

Cirque du Soleil no ordinary circus

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plunges them into the world of the imagination. The circus utilizes theatrics, acrobats, trapeze artists, contortionists, music, clowns and more to create its "carnival odyssey."

Founded in 1984, as a non-profit theatrical organization, Cirque du Soleil has become the cultural ambassadors of Canada, playing to more than 3 million people in the United States.

The innovative troupe, supported by the governments of Canada and Quebec, comes to San Jose after July performances at the Goodwill Games in Seattle and an August engagement in San Francisco.

If the downtown venue works out well for the *cirque*, they will add San Jose to their world tour circuit, returning every other year for the next 10 years.

Celebrating the downtown workforce at Music in the Park

What's the best thing about working in downtown San Jose?

The restaurants? The banks? The weather? Special events like Music in the Park?

"These concerts are for the downtown employees," said Jack Warren, Promotions Committee Chairman and co-owner of the Last Laugh. "This is just one of the fringe benefits of working downtown."

The free summer music series began July 19 and continues each Thursday in Plaza Park, from 5-7 p.m., through September 6.

The series is co-sponsored each week by a different radio station and downtown business. Beer, wine poured by the Santa Clara Valley Winegrowers Association and happy hour snacks from a featured downtown restaurant are available during the concerts.

Posters and postcards that list the bands and dates for the series have been distributed throughout downtown. The Music in the

Park line-up is also published each week in Metro newspaper, sponsor of the series.

The concerts were moved to an after work slot following the success of last year's noontime series.

"We're hoping people will stay downtown after the music and do some shopping, have some dinner or visit the clubs," Warren added.

Sunday in the Park, another free music series in Plaza Park, continues each Sunday, 1-3 p.m., through August 26.

Music in the Park Thursday 5-7 p.m. Schedule

Aug. 9 Kitty Margolis (jazz)
Aug. 16 Inka Inka (reggae)
Aug. 23 Timbuk 3 (rock)
Aug. 30 Jack Mack & the
Heart Attack (motown)
Sept. 6 Pete Escovedo
Orchestra (Latin jazz)



The Downtown Association has coordinated circus parking promotions and organized a "Welcome to San Jose" reception for the 150 troupe employees who will be housed near the Big Top. Other circus promotions are planned, including co-op ads, dinner/Big Top packages and a special fundraising event.

Tickets for the San Jose shows are \$12.50 to \$33.50 for adults, and \$6 to \$21.50 for children.

Tickets are on sale at Bass/Ticketmaster counters or charge by phone (408) 998-BASS.

An ounce of retention

Hammer & Lewis, a fixture on Market Street since 1921, is one of the few remaining apparel stores in downtown.

Today, I'm happy to report, the business still remains downtown. But we came close to losing this venerable retailer.

The store primarily caters to juniors and young adults living near the downtown, however some dedicated Hammer & Lewis customers drive from outside San Jose for the familiar, friendly service and merchandise.

Hammer & Lewis is important to downtown not only because of their product, but because they help attract complementary retail. It's a step in the right direction towards a balanced retail district.

This is why I became so alarmed -- and involved -- when Mary Velez, owner of Hammer & Lewis, told me in April she was being evicted from her location of 69 years because of earthquake damage to the building.

We reviewed her lease and options, and discussed the possibility of Hammer & Lewis buying its own downtown building. Mary said she was interested.

Filling a key vacancy

When I first came to work downtown in February, A. Hirsh

had begun its tiresome five-month "Going Out of Business Sale." It was my first "retention" assignment.

After talking with the jewelry chain's senior vice president, I was told A. Hirsh was closing two downtown locations in other cities besides San Jose; it was a consolidation move by headquarters; and the decision was final. He did say the building would go up for sale. My retention assignment was looking more like a recruitment task.

I quickly realized the A. Hirsh building offered several benefits for Hammer & Lewis: larger, yet more efficient space, a better and more visible location, more pedestrian traffic and strong neighboring businesses on First Street.

Mary agreed this was an excellent opportunity to expand and update her store.

We moved quickly through a number of meetings with the brokers and banks and in a matter of weeks, Hammer & Lewis had a new downtown address.

By acquiring the building, Mary made an important business investment that ensured the future of Hammer & Lewis in downtown. She also became her own landlord.

-- Gayle Randazzo

Downtown Association meeting planner

Board of Directors, August 10 & September 14, San Jose Metropolitan Chamber of Commerce, 180 S. Market Street, 2nd floor, 8 a.m.

Events Committee, August 21, D.B. Cooper's, 163 W. Santa Clara St., 1:30 p.m. & September 11, El Paraiso, 155 W. San Fernando, 4:30 p.m.

Business Promotions, August 22, Camera III, S. Second & San Carlos, 5:15 p.m. & September 18, Taj India, 118 E. Santa Clara, 5:15 p.m.

Parking -- August 1 & September 5, San Jose Metropolitan Chamber of Commerce, 180 S. Market Street, 8 a.m.

PAC (Parking Advisory Commission), August 14 & September 11, Traffic Operations, 4 N. Second St. #1000, 8 a.m.

Downtown Operations, August 15, Eulipia, 374 S. First St. 8 a.m.

Promotions Committee, August 28, SJDA Office, 28 N. First St. #201, 3 p.m. & September 25, Federico's, 325 S. First St., 1:30 p.m.

Annual Meeting, September 20, Holiday Inn Park Center Plaza, 282 Almaden Blvd., 8 a.m.

All meeting dates subject to change. Call 279-1775 to confirm.

San Jose Downtown Association 1990

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Promotions Coordinator

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Retail Marketing Director

St. Joseph Cathedral, Tech Center Garage to open

A restored San Jose landmark and a high tech museum open within a week of each other in downtown this fall.

St. Joseph Cathedral re-opens its doors October 28 after three years of renovation work.

An inauguration ceremony and transfer of responsibility to the elegantly refurbished Cathedral includes a procession of St. Patrick parishioners down Market Street. St. Patrick accepted St. Joseph parishioners while the downtown cathedral underwent reconstruction.

The St. Joseph Cathedral inauguration events continue through Holy Week in March 1991 and include many special masses, festivals and performances in the 800-seat cathedral.

Opening to the public November 3, the Technology Center of Silicon Valley Garage opens in McCabe Hall on San Carlos Street with an exciting array of exhibits about science and technology.

The Silicon Valley Garage offers a preview of the innovative programs and exhibits that will eventually occupy the Center's

permanent Guadalupe River Park facility. The Garage is named after the legendary beginnings of the area's high tech companies.

Interactive Garage displays in-

clude directing remote-controlled vehicles across a simulated Martian surface, operating robot arms and building a bicycle using computer-assisted design.

Coupon books go 'Back to School'

Following the success of the spring coupon book, the Downtown Association has released a second edition with special offers from 25 participating businesses.

Several merchants had more than 100 coupons returned from the spring issue and expect an even better response with distribution adjustments made to target San Jose State University students and staff.

Of the total 28,000 books printed, 16,000 have been mailed to zip codes within a three-mile radius of downtown. Another 4000 books will be mailed to the campus community the last week of August when SJSU classes begins. Faculty and staff at the university also receive books that week through inter-campus mail. The remaining 5000 books are distributed by the Association at promo-

tional events like Tapestry in Talent and downtown's fiesta celebrating Mexico's Independence Day.

Set sights on 1991 at annual meeting

The annual meeting of the Downtown Association members is a chance to reflect on past accomplishments, review 1991 goals and elect board members for the coming years.

President Chuck Hammers will deliver the "State of the Association" address and review 1989-90 finances at the 8 a.m. meeting, September 20, at the Holiday Inn Park Center Plaza.

The meeting is open to the public. Current members of the Association may vote on board elections and other membership business.

MEMBERSHIP APPLICATION

Annual association membership dues

- Basic BID (Voting) member** (no charge)
Businesses inside Business Improvement District (BID)
- Contributing (Voting) member** \$40
Businesses inside BID includes membership benefits
- Sustaining (Voting) member** \$100
Businesses inside BID includes membership benefits plus recognition at Vision Award Dinner
- Associate (Non-Voting) member** \$50
Businesses outside BID includes membership benefits

BID boundaries: I-280, Highway 87, Fourth and Julian Streets

New _____ Renewal _____

Name of Business _____

Address _____

Phone _____

Contact Name _____

Type of Business _____



SAN JOSE DOWNTOWN ASSOCIATION

Make checks payable to:
San Jose Downtown Association
28 N. First St., #201
San Jose, CA 95113
(408) 279-1775

It's live, it's free, it's the member's mixer in the park

The last (but certainly not least) SJDA mixer of the summer will be at Plaza Park on August 30 when Jack Mack & the Heart Attack performs at Music in the Park's Thursday after work series.

This SJDA members only mixer will be held in a VIP section of the park and includes complimentary beer, wine and appetizers.

There is no cost to SJDA members participating in this 5-7 p.m. event, however attendance is limited to two representatives per business.

To be sure your business is a current member of SJDA, call the office at 279-1775.

Businesses located within the Downtown San Jose Business Improvement District have the option of joining SJDA at no charge. See the membership application on Page 7.

Galleries & Museums

WORKS/San Jose
66 S. First Street
"Hats, Hair & Veils"
through August 17
More information 295-8378

San Jose Museum of Art
110 S. Market Street
"Immaterial Objects"
through - September 30
More information 294-2787

Katia Lacoste Gallery
227 N. First Street
"Ten Emerging European Artists"
August 2 through September 20
More information 295-5706

d.p. Fong Galleries
383 S. First Street
"Architectonic Fiber Works"
through August 11
More information 298-4141

San Jose Art Tours
Walking tours of Museums and Galleries
Wednesdays & Saturdays
More information 295-5368

Events

Lunchtime Walking Tours of Historic Downtown San Jose
San Jose Historical Museum
Thursdays - August through October
More information 277-4017

St. Joseph Cathedral
80 S. Market Street
To arrange restoration tours
Call 982-8397

City Lights Theater Co.
430 So. 4th Street
"Sister Mary Explains It All to You"
and "I'm Herbert"
August 10 - September 8
More information 295-8318

Union Bank Heart of the City 5K Run
American Heart Association benefit
on downtown San Jose streets
August 29, 6:30 p.m.
More information 279-7746

Big Lil's Cabaret
157 W. San Fernando Street
"Massacre at Fort Gullywash"
through September 1
More information 295-7569

Friends of San Jose Public Library
Dr. Martin Luther King Main Library
180 W. San Carlos Street
"Author Lecture Series"
September 16 & October 14
More information 277-4822

Hoop-It-Up
County Special Olympics benefit
September 21, 22 & 23
More information 377-5927

San Jose Chamber Music Society
First Unitarian Church Rotunda
160 N. Third Street
"Philadelphia Quartet"
October 7, 7 p.m.
More information 286-5111

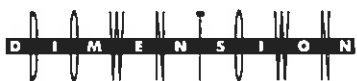
"For Your Information"
Current information on downtown events
Call 295-2265 Ext. 483

San Jose Downtown Association
28 N. First St., #201
San Jose, CA 95113
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SAN JOSE DOWNTOWN ASSOCIATION

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DOWNTOWN DIMENSION is the bimonthly newsletter of the SAN JOSE DOWNTOWN ASSOCIATION. SJDA is a membership organization devoted to creating a healthy business economy in downtown San Jose.

Membership, which includes a subscription to **DOWNTOWN DIMENSION**, is open to individuals and businesses. See the membership form in this newsletter.

Correspondence should be sent to the above address. Call (408) 279-1775 for information.

Scott Knies, *Editor*
Glenn Randle, *Design*
Louise Carter, *Datebook Editor*

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