

Coming On Line

Key downtown projects near completion

Downtown San Jose is getting ready for some dramatic changes this fall.

With new public facilities and attractions opening, the city center is striking a balance of public and private investment that will ensure continued growth leading into the 21st century.

Arena ushers in new era

The opening of the San Jose McEnery Convention Center in 1989 was a major milestone for downtown, bringing in thousands of new people annually on a wave of conventions and trade shows.

Now, in 1993, downtown is anticipating another monumental opening -- that of the San Jose Arena.

With more than 150 events per year including concerts, family shows, Sharks hockey games and other high-profile sporting events, the Arena is expected to draw 1.5 million people to downtown annually.

The potential for economic development is great. New arena's in other cities, such as Phoenix and Orlando, brought about significant increases in local retail business and tax revenues. Downtown restaurants, nightclubs, hotels and shops are anticipated to benefit by the influx of new consumers.

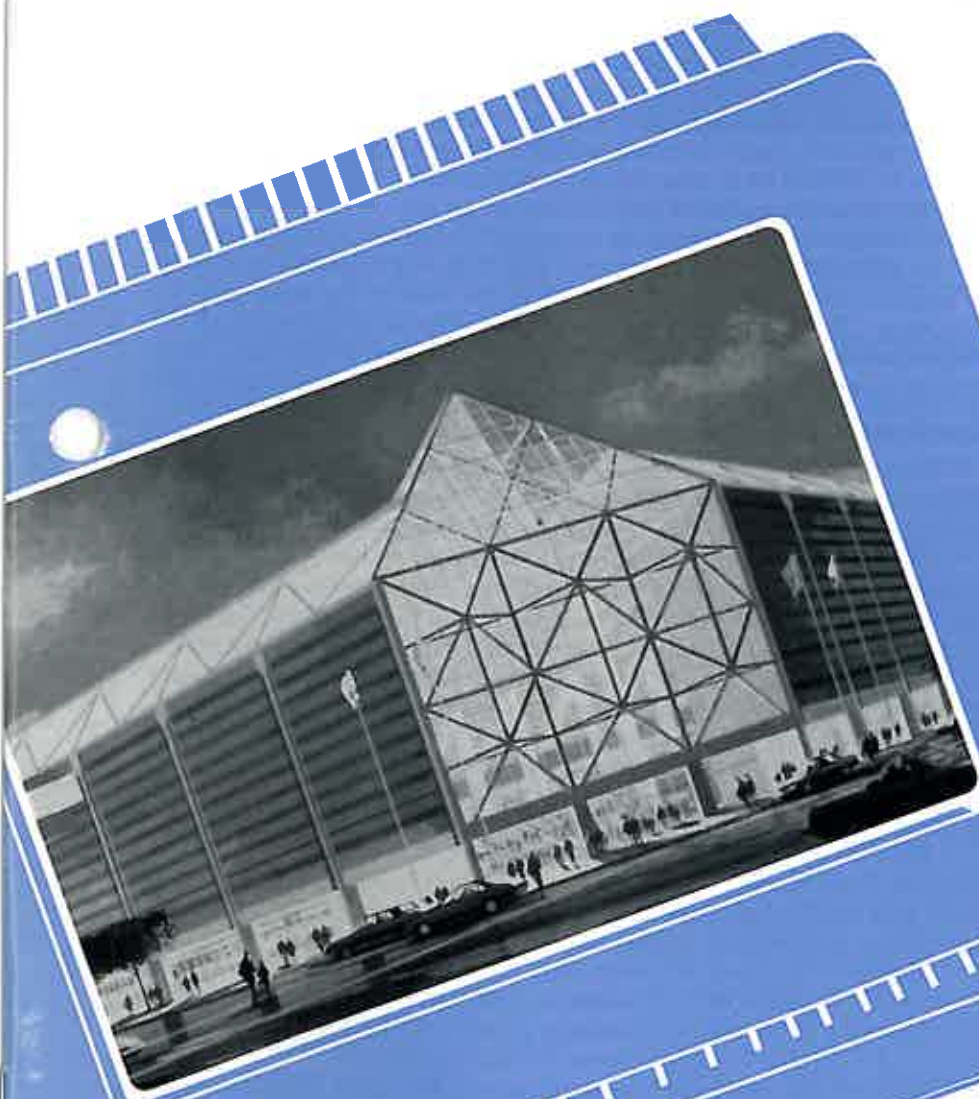
Yet, most importantly, a successful arena opening has the potential to create a positive perception about downtown for a regional audience and to give it the image that it rightly deserves, that of a safe, clean and dynamic city center worthy of civic pride.

Old-fashioned attractions add charm

On the quiet corner of St. John and San Pedro Streets, San Jose's colorful past is coming to life.

Opening its doors in early October, the Peralta Adobe and Fallon House Historic Complex will allow visitors to discover what

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he internationally renowned *El Teatro Campesino* might be making a debut performance at the Jose Theater sooner than anyone thinks.

According to an insider with Friends of the Jose Theatre, the Redevelopment Agency should be ready to submit architectural designs for the Jose's renovations to the City Council later this year.

In addition, negotiations are heating up with several corporations eager to associate their names with the Jose and *El Teatro* in exchange for a sizable sponsorship commitment.

* * *

In other arts-related news, the City Council approved funding to spruce up several SoFA District performance spaces. The Stage theater will get a new marquee, and City Lights Theater and the MACLA space garnered funds for building improvements.

* * *

The Downtown Farmers' Market at The Pavilion seems to be achieving its goal of bringing in shoppers from outside of downtown.

Over the past few Thursdays, the Block 3 lot and the Pavilion's underground garage (which normally have light mid-day use) have filled during market hours. Eager produce shoppers are being routed to the Fountain Alley and Camera Three parking facilities.

In fact, this influx of out-of-downtowners amounts to more than 30 percent of the 2,000 to 3,000 weekly shoppers. They, along with the hundreds of downtown office workers who are hitting the streets in search of fresh produce, are contributing to a significant increase in foot traffic on the Transit Mall every Thursday.

* * *

The long-awaited removal of fire-damaged buildings along Second Street across from Fountain Alley could occur before the year's end. Once the burnt-out shells are demolished, the city plans to construct a 130-space parking lot.

From the President

SJDA provides valuable services

Now in its sixth year, the Downtown Association is well regarded for its high profile events. These free, family-centered activities, like the America Festival, have brought life back into the urban core. But events are only part of the Association's value to the community. As the only organization solely dedicated to marketing downtown and representing its businesses, SJDA provides a multitude of services.

Back in the early days of downtown's revitalization, the engineers that drafted plans for the Transit Mall did so with little participation from the businesses that were to be impacted so drastically. Consequently, the business district was severed by an eight-block corridor ideal for mass transit, but incompatible with retailers' needs.

In response, local merchants founded the Association in 1986 to be a voice for the business community. Since then, SJDA has facilitated an ongoing dialogue that connects us to public decision-making processes.

In addition to its advocacy role, SJDA serves business interests by aggressively marketing downtown to the rest of San Jose and the Bay Area. Through its committees, SJDA creates programs that respond to its members, like the Farmers' Market. It addresses the broader needs of businesses with parking and operation programs.

Small staff achieves maximum results

Perhaps the best kept secret of the Downtown Association's success is its staff. It is remarkable that so much can be accomplished with only five full-time staff members.

Our Executive Director since the beginning, Scott Knies, has brought consistent leadership to the Association. He has earned the respect of civic leaders and is well known as a result-driven administrator who maximizes limited resources. As Board member of the International Downtown Association, he is in touch with the latest trends in urban revitalization from across the country.

There are few people more knowledgeable of resources available to business owners than Executive Assistant Louise Carter. In addition to managing the Association's office, she acts as a community liaison, helping members deal with day-to-day operations issues.

With 20 years of shopping center experience, Retail Marketing Director Francine Principe is a tremendous resource to retailers. She gives free marketing consultations, relocates and retains existing merchants and recruits businesses to downtown.

Formerly the head of Santa Cruz Downtown Association, Promotions Director Mimi Paulsen is a skilled event producer. She has expertise in developing business promotions and has successfully recruited a sizable volunteer force for the Association.

Through the efforts of Communications Manager Beth Trask, the Downtown Association has gained a great deal of visibility over the past year. She has generated substantial media exposure for Association activities, member businesses and downtown neighborhoods.

The staff's duties are not easy. They serve the needs of a very diverse business community: retail shops and law firms, nightclubs and ethnic grocery stores, corporate offices and family businesses.

Yet in spite of the challenges, this team, with the guidance of an excellent Board of Directors, constitutes one of the top downtown organizations in the country. And we are glad to have them.



David Walker

Plans ready for Arena shuttles

After more than a year of planning and debate, the arena shuttle service will be ready to roll when the San Jose Arena opens its doors this September.

In June, the City Council unanimously approved the one-year pilot program to shuttle hockey fans between the arena and downtown parking facilities and light rail stops. The shuttles are scheduled to make their first run September 18 and 19 for the Arena's Open House Weekend.

Funded jointly by the Sharks, Redevelopment Agency and City's Parking Fund, the shuttle will be a free service that can accommodate 2,000 passengers per event and will run for all Sharks games.

Composed of County Transit buses, the service will operate around the Santa Clara Street corridor, making three stops: on San Fernando Street between First and Second; at the corner of Second and Santa Clara Streets; and on Santa Clara Street between Almaden and San Pedro.

Shuttles serve businesses

Winning the Council's approval was a victory for Downtown Association members who have spearheaded this project since its inception as a way to link downtown businesses and the Arena.

"Economic development was the rationale behind building the arena on the outskirts of downtown," said SJDA Executive Director Scott Knies. "The shuttles will make it easier for people to enjoy the downtown experience."

The shuttle was also envisioned to insure that arena patrons have a positive experience downtown.

"The arena is the most important thing to happen to downtown in years," said Arena Committee co-chair Steve Borkenhagen. "We must make sure that visitors feel good about coming downtown."



Urban farming

A downtown office worker shops for fresh fruit at the Downtown Farmers' Market at The Pavilion. The market is open every Thursday, 10 a.m. to 2 p.m. through November 18.

SJDA opposes entertainment permit

On the recommendation of club owners, the Downtown Association Board of Directors is asking that the City's Transportation and Development Committee shelve the proposal to require a new permit for entertainment establishments.

The proposed entertainment permit duplicates existing regulations enforced by the City's Conditional Use Permit (CUP), as well as state ABC regulations, creating additional costs for business owners and granting too much discretionary power to City staff.

Under this permit, the police could subjectively set regulations on a club by club basis, which may result in significant costs to the owners. Furthermore, the new process would require that all principal owners and managers go through an extensive criminal background check, one that goes beyond what is currently required by the ABC, every two years.

"Essentially, the permit is designed to make it easier for the city to shut down bad operators," explained SJDA Board member Georgie Huff. "However, we believe in safeguarding the due process guaranteed by the existing

CUP process."

The city committee is expected to review the permit at its August 26 meeting. It will then go on to the Council for a final vote.

SJDA, ConVis join forces on S.J. Guide

For the first time, the Downtown Association is joining forces with the San Jose Convention & Visitors Bureau on *The Official Guide to San Jose*. Thanks to this collaborative effort, the annual publication will have a stronger focus on downtown businesses than ever before.

A downtown retail section is a new feature to the Guide, highlighting restaurants, shops, and other visitor-related establishments. Alive After Five's annual dining and entertainment guide -- which details fine restaurants, hotels and arts organizations -- is another addition.

Published by the San Jose Business Journal, the Guide will be available in September. More than 250,000 copies will be distributed to convention delegates, tourists and South Bay residents.

Key projects coming on line

(Continued from page 1)

life was like during the Spanish and early American periods.

Storefront improvements and a streetscape on the neighboring San Pedro Square are planned for the coming year to create a unified historic district.

A few blocks to the west, the initial phases of the Guadalupe River Park are approaching completion. The riverwalk section from San Carlos Street to the Arena is scheduled to be finished by October. Extensive landscaping, nature trails, festival grounds and a picnic area will follow over the next few years creating an oasis of greenery just north of Santa Clara Street, in the "confluence" area of the Guadalupe River and Los Gatos Creek.

Future outlook bright

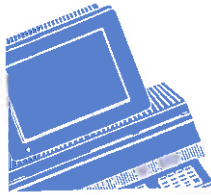
The pace of downtown development is not as fast as it was when the Convention Center was built in 1989. Tight public budgets are a reality of the '90s, yet several key projects are on track.

Exhibitions from the acclaimed Whitney Museum will grace the halls of the San Jose Museum of Art beginning May 1994.

On St. James Square, the historic County Courthouse, closed since the earthquake in 1989, will reopen next May following extensive renovations. San Jose Repertory Theatre's new performance venue on El Paseo de San Antonio is slated for completion in late 1995.

Finally, the project which is perhaps the most symbolic of downtown's vision for the 21st century is the IBM office tower. Designs have been approved for the Big Blue's future headquarters at the corner Almaden

Boulevard and San Carlos Street with construction slated to begin this October.



Core neighborhoods focus of promotions

For the past six years, the Downtown Association has used major productions, such as Music in the Park, to re-introduce San Joseans to their new downtown. Now the Association has taken on several smaller events to focus public attention on city center's unique neighborhoods

"SJDA wants to promote the individuality of downtown's neighborhoods," said SJDA's Vice President of Promotions Chuck Hammers. "These business districts have a sense of history and character that cannot be found in suburban strip malls."

Fair shows off South First

First produced by SJDA last year, the SoFA Street Fair highlights the South First Area's emergence as an arts and entertainment district.

Set for September 19, the Fair provides local retailers with an opportunity to promote their businesses to a large audience.

Attractions include film showings at Camera One, art exhibits at San Jose Institute for Contemporary Art, poetry readings courtesy of Ajax Lounge, bands sponsored by SoFA nightclubs and food prepared by local restaurants. In

the evening, the festivities continue at SoFA eateries and clubs.

Square hosts new event

SJDA and the San Pedro Square Association are producing the first annual "San Pedro Square Brew Ha Ha" October 2 in conjunction with a Sharks exhibition hockey game. The free event is designed to introduce Arena patrons and others to the historic Square's attractions.

Visitors will be able to taste test local beers headed for competition at the acclaimed Great America Beer Festival later that month in Denver. Other attractions include stand-up comedy and tours of the newly-opened Fallon House and Peralta Adobe.

Mall ties in with market

The weekly Downtown Farmers' Market at The Pavilion was designed to create an ongoing attraction for the Transit Mall area.

Since its opening in June, the market has drawn approximately 2,000 - 3,000 shoppers per day, significantly increasing foot traffic on First and Second Streets.

Transit Mall retailers gain additional exposure through a sidewalk sale every Thursday.



Rockin' in the park

Fee Waybill and The Tubes opened Music in the Park July 22 to an audience of more than of 5,500, the largest in the fifth annual concert series' history.

Post Street welcomes a new generation

Though many downtown workers do not even realize that it has a name, tiny Post Street has been a center of activity for many decades. Now, thanks to building upgrades, special events and a renewed interest in historic neighborhoods, this quaint side street tucked between San Fernando and Santa Clara Streets is being discovered by a new generation.

"Post Street has always been a main artery of downtown," said Ace Loan owner Dennis Hooker who recently relocated his Post Street business a few doors down in his newly constructed building. When the shop first opened in 1955, Post Street was a bustling center of retail establishments.

"And even when other parts of the core took a down turn, there were always plenty of businesses on Post," said Hooker.

Activity on the street can be traced to shady beginnings. "It has an interesting history," laughs Carlos Samaniego of Guadalajara Market, referring back to the 1920s when Post was called El Dorado Street, a notorious home to saloons, card houses, brothels and tattoo parlors.

Restored buildings add appeal

Though Post Street has long since regained its respectability, its colorful past and historic architecture contribute to its appeal with new visitors. History buffs



Hundreds of jazz-lovers gathered on Post Street during the San Jose Jazz Festival, August 7 - 8, to enjoy the Pan-American Stage, sponsored by SJDA's Transit Mall Committee.

discover the neighborhood on tours sponsored by the San Jose Historical Museum Association. "It's one of their favorite routes," said Samaniego, "and it gives the businesses a lot of exposure."

Post Street has achieved recent acclaim as a model for the City's Unreinforced Masonry Program. With the exception of one structure, all Post Street's URM buildings have been successfully retrofitted.

"Post Street has great potential to be a vibrant core of downtown," said architect Craig Minweaser who specializes in historic renovations. He is currently upgrading the Italianate Glein-Fenerian Building built in 1874 at 65 Post Street. Once the renovations are

complete in a few months, its owners plan to lease the space to a coffee house or other retail business that will benefit from the area's foot traffic.

Post Street is also becoming a popular location for public events, like the San Jose Jazz Festival and Las Posadas.

"Events like the Jazz Festival are really important for letting people know that things are going on here," said Samaniego.

"Many people don't realize that Post Street is here, but once they discover it, they really love it," said Preservation Action Council's Karita Hummer, who is working to have the street included on the National Register for Historic Places. "It's like no other street in

Downtown Association Meeting Planner

Nightclub Committee, August 31, Toons, 52 E. Santa Clara St., 4 p.m.

Parking Committee, September 1, San Jose Metropolitan Chamber of Commerce, Conference Room, 180 S. Market Street, 9 a.m.

Transit Mall Committee, September 9, Casa Castillo, 200 S. First Street, 9 a.m.

Board of Directors, September 10, Rue de Paris, 19 N. Market Street, 8 a.m. Continental Breakfast. **Reservations required**

Parking Advisory Commission (PAC), September 14, Streets and Traffic, 4 N. Second St. #1000, 8 a.m.

Promotions Committee, September 14, San Jose Metropolitan Chamber of Commerce, Conference Room, 180 S. Market Street, 2:30 p.m.

San Pedro Square Association, September 15, Fallon House, 175 W. St. John Street, 2 p.m.

Call 279-1775 to confirm date and location

San Jose Downtown Association 1993 Staff Members

Scott Knies
Executive Director

Louise Carter
Executive Assistant

Francine Principe
Retail Marketing Director

Mimi Paulsen
Promotions Director

Beth Trask
Communications Manager

Tara Yingst and Michelle Toney
Administrative Assistants

New retailers set up shop

The north end of town is bustling with new restaurants. **Togos** has returned to Santa Clara Street; **71 Saint Peter**, specializing in Euro-California cuisine, opened in the Bay Company on San Pedro Square; and **Wuzzy's Food & Spirits** is serving light lunches and weekend brunch at 265 N. First St.

New shops at the Pavilion include **Nonesuch** (creative arts and crafts); **Communication Station** (cellular phones and supplies); **B & M Jewelers** (gold and silver creations); and **The Palm** (tropical bar). **Pavilion Pizza** and **Sorabol** are new additions to the food court.

Keep an eye out for **Hot & Hunky**, a popular hamburger business coming soon to Santa Clara Street, and **Ben & Jerry's** opened August 27 at Colonnade Plaza.

Christmas begins in the fall

Did you know that successful retailers begin developing their holiday strategies in early fall?

Pre-holiday print and radio advertising starts running in October. This gives you only a few months to order merchandise, de-

velop an advertising budget, design ads, print collateral, order promotional give-a-ways, select props for window display and update your customer mailing list.

Retention efforts pay off

Modern Drugs, a high volume variety store which was located on Santa Clara Street for six years, is a recent success story for SJDA's Retail Retention program.

With their rent rising, owners Rose and Robert Huynh were ready to pull out of downtown. Fortunately, we worked together to locate a new downtown space around the corner on the Transit Mall.

Now called "Bus Stop," the popular store reopened at 83 S. Second Street in June.

SJDA expands outreach

To further our outreach efforts with the Vietnamese business community, SJDA has taken on a bilingual student intern, Can Phan.

Phan accompanies staff when meeting with Vietnamese retailers and translates important SJDA communications.

--- Francine Principe
Retail Marketing Director

Welcome new SJDA members

• SUSTAINING

San Jose Hilton and Towers
Santa Clara District of SMACNA
Service America Corporation
Sizzler Santa Clara, Inc.
United Food & Commercial Workers

• CONTRIBUTING

Hotel DeAnza
Manpower Temporary Services
Mezzetti Law Firm
Sports City Cafe

• BASIC BID

American Heart Association
Adolescent Residential Center
Apollo's Downtown Cafe
Bloomsters, Inc.
Calmax Builders, Inc
Calpine Corporation
G & K Management, Inc.
Hallgrimson McNichols
Hernandez Law Firm
Italian-American Heritage Foundation

J. Randall Toch, Attorney at law
Law Offices of Dan Burland
Law Offices of Monical & Associates
Minimax Research Corporation
Mix 106.5 KEZR
Modern Cosmetics
Recycle Bookstore
Ridgeway Associates Design
Rock 'N Tacos
St. Claire Holding
Solid State Optronics
South Bay Library System
Trans-America Travel
Trumbull Law Firm
Victory Parking

• ASSOCIATE

Chem Dry
Jiffy Lube
Labadie Productions

• AFFILIATE

O & A Studio
Pierre Oliverio

San Jose Downtown Association 1993

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Executive Committee

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President
Bank of America

Olga Enciso Smith
Vice President
Machu Picchu Gallery of the Americas

Chuck Hammers
Vice President
Pizza a go go

Marcelino Castillo
Secretary
Casa Castillo

Dennis Teifeld
Treasurer
Teifeld & Company Insurance Services

Al Barber
Carole's Hallmark

Steve Belomy
Kimball Small Properties

Steve Borkenhagen
Eulpia

Georgie Huff
Past President
Capital Properties

Board of Directors

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San Jose Sharks

Joan Corsiglia
Turn of the Century Properties

Butch Coyne
San Jose Repertory Theater

Paul Etheridge
San Jose Office Supply

Jorge Gonzalez
George's Jewelers

Vicki Herl
Pavilion Shops

Dennis Hickey
Downtown resident

Iris Kabert
Value Business Products

Larry Katz
Law Offices of Silver & Katz

Rhonda Lackmann
ALTA Fine Contemporary Clothing

Abi Maghamfar
Rue de Paris

Fl Maresca
F/X The Club

Dan Pulcrano
Metro Newspapers

Chuck Reed
Reed, Elliott, Creech & Roth

Jackie Rose
Tony Rose Studio

Michael Rose
Tapestry In Talent

Becky Russell
AB Compact Disc Exchange

Bill Ryan
Barry Swenson Builder

Dave Thomas
Berliner, Cohen

Chester Wang
Pacific Rim Financial Corp.

Jim Zuur
Camera One Media Corp.

Scott Knies
Executive Director

Association expands '93 - '94 programs

By maximizing its resources, the Downtown Association has succeeded in expanding its program offerings for the '93-'94 fiscal year.

Its most visible new venture is the weekly Downtown Farmers' Market at The Pavilion. Established with the assistance of Melvin Simon and Associates and Kimball Small Properties, the market draws 2,000 - 3,000 shoppers into the city center each Thursday. It is scheduled to be an annual June - November attraction.

The Association is also at work on two additional publications this year: *The Official Guide to San Jose* (see story page 3) and the *Arena User's Guide*.

A joint project with Metro Newspapers, the *Arena User's Guide* will give Santa Clara Valley residents the inside story on the new arena, transportation and parking options and downtown dining and nightlife. More than 200,000 free copies will be distributed in early September through

the Association and Metro's seven community papers.

SJDA develops neighborhoods

In a continuing effort to promote core neighborhoods, SJDA's new Transit Mall Committee will develop targeted promotions designed to stimulate retail activity on First and Second Streets.

A new neighborhood festival, the "San Pedro Square Brew Ha Ha," is scheduled for October 2. Produced in conjunction with a Sharks exhibition game, it is de-

signed to introduce arena patrons to the area's attractions.

In addition to these new programs, the Association will continue its regular activities, including major special events, holiday and parking promotions, advocacy and Alive After Five projects.

Managed by Retail Marketing Director Francine Principe, the Retail Retention and Recruitment program will continue to work with property and business owners, retaining existing businesses and bringing in new retailers.

Nominations open for SJDA directors

The Executive Committee is currently accepting nominations for positions on the San Jose Downtown Association's Board of Directors.

The positions are for three-year terms beginning January 1, 1994, and all current Downtown Association members are eligible.

Nominations must be received in the SJDA office by Friday, Septem-

ber 3 at 5 p.m. and should include a resume and letter of intent.

Directors are elected by members of the Business Improvement District at the Annual Meeting, October 8.

Directors are required to attend monthly Board meetings. They are encouraged to serve on at least one SJDA committee or task force.

San Jose Downtown Association MEMBERSHIP APPLICATION

Association annual membership dues

New _____ Renewal _____

#1 Basic BID (Voting) member (no charge)

Businesses located inside Business Improvement District (BID). Membership includes: Dateline Downtown newsletter; calendar of events; Dimension newsletter; free retail consultations and your business collateral displayed at special events.

#2 Contributing (Voting) member \$40 annual fee

Businesses inside BID. Membership includes all benefits listed under #1, plus free window displays and membership plaque.

#3 Sustaining (Voting) member \$100 annual fee

Businesses inside BID. Membership includes all benefits listed under #1 and #2, plus: VIP seating at SJDA festivals and events.

#4 Associate (Non-Voting) member \$50 annual fee

Businesses outside BID. Membership includes: Dateline Downtown newsletter; calendar of events; Dimension newsletter.

BID boundaries: I-280, Hwy 87, Fourth and Julia Streets.

Name of Business _____

Address _____

Phone _____

Contact Name _____

Type of Business _____

Signature _____

Date _____

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

San Jose Arena opens in style

After the official dedication ceremony September 7, the new San Jose Arena will host a month-long string of grand opening events.

- **San Jose Arena 5K Heart Walk:** a benefit for the American Heart Association designed to familiarize the public with downtown (Sept. 9, 4-7 p.m.).

- **Gala Celebration:** an elegant evening of dinner and entertainment (Sept. 16, 6:30-10 p.m.).

- **Open House Weekend:** free tours that allow the public to explore the new facility (Sept. 17-19, hours vary).

- **The Mercury News Rock-N-Roller Skate:** roller skaters get a free spin before the ice goes in (Sept. 17, 3-9 p.m.).

- **Free Ice Skate:** Participants can test the arena's first ice (Oct. 3, 10 a.m.-7 p.m.).

For more information, call 1-800-88-ARENA.

Galleries & Museums

San Jose Art League
14 S. First Street
"21st Annual 2-D Competition"
through August 27
More information 287-8435

San Jose Institute of Contemporary Art
451 S. First Street
"Balanced Living"
August 17 - October 16
More information 283-8155

d.p. Fong Galleries
383 S. First Street
"Spirited Canvases/ Japanese Printmakers"
through September 4
More information 298-4141

San Jose Museum of Art
110 S. Market Street
"JAZZ: William Claxton"
through October 10
More information 294-2787

Performances

San Jose Symphony
Center for the Performing Arts
"Signature Series: Beethoven/ Bernstein"
September 10 & 11
More information 288-2828

Performing Arts Summer Series
Montgomery Theater
through September 11
More information 295-6099

Opera San Jose
Montgomery Theater
"The Barber of Seville"
September 18 - October 3
More information 283-4888

Special Events

Downtown Farmers' Market at The Pavilion
through November 18, 10 a.m. - 2 p.m.
More information 279-1775

Plaza Park
"Music in the Park"
Thursdays, 5 - 7:30 p.m.
through September 9
More information 279-1775

San Pedro Square
"Brew Ha-Ha"
October 2, 11 a.m. - 7 p.m.
More information 279-1775

SoFA Street Fair
South First Street
September 19, noon - 9 p.m.
More information 279-1775

Lunchtime Walking Tours
of Historic Downtown San Jose
Thursdays through October
More information 287-2290

For Your Information"
Current information on special activities
Call 295-2265 Ext. 483

San Jose Downtown Association
28 N. First St., #201
San Jose, CA 95113

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DOWNTOWN DIMENSION is the quarterly 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. Call the SJDA office for membership information.

Press releases, photos and articles are welcome. Correspondence should be sent to the above address. Call (408) 279-1775 for information.

Scott Knies, *Editor*
Beth Trask, *Assistant Editor*
Glenn Randle, *Design*