

Reports / message points delivered by various SJDA Committee Representatives at the Oct. 13, 2011 SJDA Annual Meeting

Promotions and Events

As usual, it has been a busy and exciting year chalk-full of events for SJDA.

South First Fridays Street Markets in SoFA June, August and September combined for over 10,000 attendees.

The June SUBZERO event drew over 6,000 attendees for a unique night of more than 100 Do-It-Yourself artists, performers and musical entertainment on three stages, the Moveable Feast gourmet food truck showcase and a Better Brew Craft Beer Tasting Garden.

Starlight Cinemas – 11 free Wednesday night movies during the summer - grew to an average of 1,200 attendees per week, and rotated locations between San Pedro Square, Post St. and SoFA.

Hawaiian Airlines Kristi Yamaguchi Downtown Ice attracted 42,000 skaters and over 80,000 spectators creating approximately \$2M in economic impact for the city. And believe it or not, we're already set to begin construction on the 2011-12 ice rink on Monday!

And of course, the Downtown Farmers' Market, presented by Kaiser Permanente, took place every Friday, May – November, averaging 1,500 visitors per week.

SJDA's signature outdoor concert series - Music in the Park - showcased National and International bands with an average of 5,500 attendees per week. Highlights included performances by the up and coming Neon Trees, The English Beat, perennial favorite Pete Escovedo.

SJDA's board of directors, as well as our PEM committee, has spent a significant amount of time soliciting community feedback and input on Music in the Park as well as potential programming adjustments for the 2012 summer season. We are in discussions with the city to ascertain their commitment to supporting downtown promotions and events next year, and it is certainly difficult to mount new summer programming at the quality and production level of Music in the Park without six months of runway to prep, market and sell sponsorships. We are committed to making sure that downtown San Jose remains a hub of year-round activity and we hope to bring forward some positive public announcements with respect to 2012 summer programming in the next few months.

San Pedro Square

San Pedro Square is fortunate to be a venue for some of the higher profile weekly events that happen downtown. The downtown Farmers' Market occurs

every Friday in San Pedro Square and is in its eleventh season at this location, averaging 2,000 attendees per week. It's the best people watching in town!

On six Wednesday nights in June, July and August we hosted outdoor movies as part of the Starlight Cinema series. This summer was the tenth season of outdoor movies in San Pedro Square. And just a couple of weekends ago thousands of runners from the Rock n' Roll 1/2 Marathon made their way under the San Pedro Square arch for the 6th time.

The San Pedro Square "Public Market," similar (but better of course) to what you see at San Francisco's Ferry Plaza or Vancouver's Granville Island, has become a reality. A fantastic sign already lights up the night sky on St. John street and the market will be open 7 days a week, with new businesses opening on a weekly basis, beginning Saturday, October 22. The Public Market will host stores that have everything from wine on draft to wood-fired pizza, to a single-chair barber, to unique gifts you can buy for yourself or a friend. Please visit sanpedrosquaremarket.com for up to date information on all the excitement.

In 2011, we welcomed The Los Gatos Brewing Company to the neighborhood in the space formerly occupied by AP Stump's as well as La Pinata, in the space that formerly occupied Blake's. Additionally, orange sauce was flowing again on Santa Clara street, with the re-opening of a newly remodeled and expanded La Victoria Taqueria and Myth Taverna & Lounge provided us with a delicious option for Greek dining. All very exciting.

We completed a redesign on the neighborhood webpage, www.sanpedrosquare.com. Please check it out when you have a moment. We are also beginning to implement a Tuesday "Locals Night" promotion with entertainment and food and drink specials in participating SPS business every Tuesday evening.

Our neighborhood is getting a bit of a facelift thanks to the beautification efforts of the Downtown Property Owners' Association and the folks at the Public Market. You'll notice a few brightly painted parking lot walls, some overhead festive lighting, hanging flower baskets all around the neighborhood and beautifully updated metal San Pedro Square district markers. Thanks also to the folks at the City for widening the sidewalk in front of the San Pedro Square garage, making it much more comfortable to walk on that side of the street.

San Jose Downtown Foundation

2011 has been an especially exciting year for the San Jose Downtown Foundation.

We held our first ever retreat on January 21. The retreat included guest presenters from the city's public art program, 1st ACT and the Downtown

Property Owners' Association. At this time we agreed to expand and strengthen the existing Downtown Doors program while determining what more prominent role the Downtown Foundation might assume in downtown's changing arts and cultural landscape. We decided to form two subcommittees, one focused on strengthening and expanding the Downtown Doors program itself and one focused on the strategic growth of the Downtown Foundation.

Both committees have been meeting regularly since January and have been making significant progress. Foundation leadership has met both 1st ACT and PBID leadership and will be an integral partner in implementing the "Small Wonders" agenda the three organizations share for Downtown San Jose. New trustee recruitment, as well as raising the Foundation's community profile, will be top of the agenda for us this upcoming year.

In May, 16 artworks created by Santa Clara County high school students were added to downtown San Jose's urban landscape, in the form of a Downtown Door. Students' original artwork was digitized, enlarged and transferred onto vinyl adhesive decals and then installed on otherwise stark double- and triple-paned utility doors at sidewalk level.

Since its beginnings in 2003, 106 works of art have been displayed through the Foundation's Downtown Doors program. In 2011, judges selected 16 works from 91 submitted by students from 10 San Jose and Cupertino high schools. Overall, the art pieces by high school artists grace 46 downtown doors, an increase of 10 new doors over 2010. The Fairmont, alone, has 10 Downtown Doors sites.

An artist and sponsor recognition reception was held on June 6 at Eulipia Restaurant and coincided with SoFA's annual Sub-Zero Festival and monthly South First Fridays gallery crawl. Approximately 100 people attended.

A walking map all Downtown Doors is posted on the Foundation's page on sjdowntown.com. Please do take an hour out of your busy day and view them. This program really is one of Downtown's under recognized gems.

Historic District

The Historic District is the epitome of variety in the downtown area with entertainment, dining, retail and service businesses that deliver. It's a harmonious mix of old and new, set in a welcoming environment of history and charm.

Events

- San Jose Jazz Summer Fest hosted their Jazz Beyond stage on Post St.
- Left Coast Live held a successful music festival, scaling down and focusing the event on Post and First Streets for the first time this year
- San Jose Improv continues to host unique, crowd-pleasing acts

- Starlight Cinemas showed classic films on Post St.

NEW FACES in the Historic District

First Street between Santa Clara and San Fernando comes to life: Home to Cabritos Mexican Bistro (formerly Maceio Brazilian Steakhouse) and the return of Zanotto's Deli (Grand Opening Oct. 26, 11:30 am). New businesses are slated to open along this street between now and 2012 that include a day spa, Greek restaurant, and artisan beer and sausage restaurant.

Next Space brings coworking to the downtown core, managed by a familiar face, former SJDA Community Relations Manager Gretchen Knight Baisa.

Splash Video Dance Bar has reopened in its' original space on Post St., newly renovated and under new management.

Advocacy:

A successful and swift response was made to address crime activity in Fountain Alley earlier this year as a result of collective efforts from SJDA, SJPD and VTA's Sheriffs. Special thanks to Capt. Garcia, Lt. Porter and Sgt. Galea and Sheriff Schiller(?) for continued vigilance and concern for the safety of our members.

Parking: alternatives and solutions for the loss of validated parking at the Fountain Alley lot.

Large Commercial Property Owners / Managers

The ad hoc commercial property group met twice this year and really directed its focus on dealing with property vandalism, vagrancy and retention/recruitment efforts. In March the group convened to view a demonstration of a new anti-graffiti product. A large group of property owners and managers attended the demonstration because we are always looking at ways to combat vandalism. What made this product unique is that it is a permanent anti-graffiti coating which prevents any substance from adhering to the surface. Until recently, the majority of the anti-graffiti products used were temporary and needed to be reapplied over time. The PBID was the first to use this coating on their utility box beautification project and thus far the results have been very good.

The commercial property group has also spent time discussing the issues and impact of vagrancy. Given the state of the economy, there are some empty downtown spaces and unfortunately this has lead to individuals squatting at these vacant locations. This group invites the San Jose Police Department to its meetings and to their credit, SJPD have consistently attended. A lot of discussion took place and we are nearing the implementation of some programs designed to address these issues. The STOP program is a tool that the police department has been working on to address the homeless individuals who camp

out at vacant properties. SJPD is also working with the district attorney to see if stay away orders can be given to individuals who continually loiter in front of businesses. Ultimately the success of such programs lies in the ability to enforce these programs, but it's worth noting that some steps have been taken and there is progress.

Retention and recruitment is another meaty topic for commercial properties. At the July meeting, property managers noted that there has been activity, which is a good sign. Rather than sit and wait for things to develop this group actively looks for ways to drive the market. We've discussed the amenities and benefits of being downtown and exchanged ideas on how to attract more tenants. Along the same lines we're all doing what we can to keep the tenants that we do have. A great example of this was at 303 Almaden. Just last month, Boston Properties led a major volunteer effort to address a neglected corner of the Guadalupe Riverwalk which is adjacent to their property. Given the financial constraints the City has been dealing with, they stepped up to the plate and organized a work day that saw the removal of a lot of non-native vegetation in the trails. All the overgrown foliage made this a great nesting spot for transients. The cleaned up trail is now much more inviting for the general community. Their efforts also led to the restoration of the pedestrian bridge, which was constantly being hit with graffiti. The volunteers removed the graffiti and repainted the bridge. The highlight of these efforts is having the bridge coated with anti-graffiti coating and Boston Properties continues to actively maintain the area. Adobe also put forth similar efforts in their section of the Guadalupe. With the City's diminished capacity to provide services, we as property owners will need to continue to pave the way to make our downtown what it should be, the thriving and vibrant center of our city.

Advocacy

Advocacy paid attention to SPEED in 2011:

- Identifying and convincing the city to join us in at least considering a tunnel option for High-Speed Rail through San Jose.
- Speaking up about proposed Bus Rapid Transit, which might speed up busing, but would definitely create traffic problems as proposed.

Advocacy also paid attention to the slow churn of several projects:

- Always working to improve government systems and processes – especially working toward incentives that recruit companies and employees into offices / and retain the companies that are here.
- We watched very carefully what went on with the Redevelopment

Agency. Couldn't do much about it, but were definitely an interested spectator

- Continue to push for baseball stadium and team – that's slow moving too

Advocacy was also involved in:

- Planning for the Diridon Station area;
- Watching dwindling city budgets and the effects on losing long-time city events. This year, we're losing the Holiday Parade.

South First Area (SoFA)

SoFA continues to grow as an arts, entertainment, culture and now fitness destination in Downtown San Jose. Progress for the year was again achieved by SoFA's new businesses, its events, and street improvements.

Plus this year, finally saw tenants move into Three Sixty Residences, the nicest apartment building in the downtown, now half full. And Price WaterhouseCoopers moved into the Oracle building at Balbach and Almaden. So it's nice to see new residents and employees in the district.

HIGHLIGHTS

Events:

- South First Friday continues to shine.
- Bolstered by SubZero in June – drawing about 8000 people.
- The Street Markets on SFF nights in the summer are also very popular – need to find a way to continue funding those.
- Zombie Crawl doubled its attendance – about 3,000. The introduction of the family element and Little Zombie Parade helped grow that event.
- The Stage and City Lights and arts groups on the street are putting together better exhibit and presentations than ever. Too many to mention – but you all should come down and see them

STREET IMPROVEMENTS

1stACT's Art Place grant — going to see a revitalized Gore Park without Granite Walls in about a year Jim Salata, Rob Steinberg and Bill Gould on board to help execute

Zero1 also will hopefully move its Zero1 Garage into the district, thanks to the same ArtPlace Grant. They'll use it to bring technology and the arts closer together.

Groundwerx continues to add flora to the street and make it look better. This

year, added elements to the Reed-Williams block. Thanks.

Touchstone Climbing is building climbing gym inside Studio Theater, joining Downtown Yoga and Heroes Martial Arts, creating downtown fitness center.

MACLA painted the building at 500 South First and got some grant funding to explore using all their building. Includes a partnership with the Black Eyed Peas – the Pea Pod Adobe Youth Voices Academy.

Columns in the parking lot are painted and knock on wood, rarely tagged. Thanks to funding by 1stACT.

BUSINESSES

- Caffe Trieste rebranded into Caffe Frascati, and Club Miami s now Beso club.
- New Swinging Hookah club occupies former Blossom Floral space.
- New Subway Sandwiches
- Art Glass Alliance and Liquid Agency doubled their spaces
- Club Wet closed, reducing after hours violence in the district.
- Looking forward to completion of expansion work at the Convention Center and that building resuming full utilization.

ADVOCACY

Centered around PARKING: Looking for equity in downtown validation experience for SoFA and extension of street parking time limits during the day so that people can take their classes and still have time to grab a bite to eat.