

Groundwerx scores



The Groundwerx cleaning, ambassador and beautification teams - proudly serving downtown San Jose since 2007.

2017 survey rates cleaning and beautification highest

Downtown property owners gave the Groundwerx cleaning crews their highest performance ratings ever, according to annual Property-Based Improvement District survey results.

With a 94 percent approval rating this year, the clean teams have compiled five consecutive years of plus-90 percent scores.

Ambassador approval ratings improved in 2017 to 76 percent, and beautification projects continue to hover around the 90 percent approval mark.

However, respondents aren't as satisfied with the overall condition of downtown as they have been in recent years. They rate cleanliness (88 percent), security (87 percent) and homelessness (82 percent) as the most important issues for Groundwerx. While enhanced security received a 75 percent approval rating, only 38 percent felt that overall safety downtown had improved over the prior year.

"The survey results show just how important our services are," said **Chloe Verrey**, PBID operations manager. "Property owners want more than a clean downtown. They want downtown to be a destination."

Property owners made it clear that ambassadors should emphasize reporting messes and crime, working with the homeless and overall visibility to assisting the public with maps, directions and event information.

Groundwerx continues to work with PATH (People Assisting the

Homeless) and Downtown Streets Team providing work experience to homeless individuals. According to the wishes of survey respondents, Groundwerx will also pay more attention to picking trash up and covering graffiti in the next 12 months, said **Semu One Bear**, Groundwerx program director.

The PBID's business development services, now three years old, continue to make progress, according to property owners.

In 2017, the functions of business development showing the most improvement are, in order, decreasing the downtown storefront vacancy rate; retaining, growing and recruiting small businesses; streamlining the time for businesses to open; and improving the perception of the business climate in the downtown. **Nate Echeverria** and **Nate LeBlanc** of the PBID's business development team helped more than 100 businesses over the past year, also assisting with locations for new businesses and helping through the permitting process. The latest survey scores equaled or bettered the previous year's results in all business development categories.

As more people move, work and visit downtown, public spaces become more heavily used, adding to increased demand for Groundwerx services, Verrey said.

"We constantly look at how we can do better," she said.

Groundwerx / PBID survey of commercial property, business and resident owners

Survey conducted March 27-April 26, 2017	2007	2011	2013	2014	2015	2016	2017
Respondents	42	189	130	175	153	176	115
Improved overall cleanliness	46%	82%	84%	78%	76%	73%	71%
Improved safety	34%	49%	43%	33%	45%	49%	39%
Improved overall image	61%	71%	70%	60%	70%	72%	66%
Satisfaction with overall condition of downtown	78%	94%	92%	88%	89%	92%	85%
Approve of clean team	n/a	87%	91%	94%	93%	93%	94%
Approve of ambassadors	n/a	74%	71%	71%	77%	73%	76%
Approve of beautification projects	n/a	77%	93%	89%	92%	92%	89%
Approve of tree maintenance	n/a	71%	83%	78%	71%	82%	79%
Approve of enhanced security program	n/a	n/a	n/a	86%	76%	81%	75%

Note: PBID services first implemented Jan. 28, 2008

Music in the Park blasts off in June

Catch fire at the Music in the Park season opener June 23 at Plaza de Cesar Chavez.

New Zealand-based roots-reggae rockers **Katchafire** headline the concerts. The five-piece all-Maori band formed in 1997 and is regaled as one of the most original live reggae bands in the world. They have four studio albums, multiple awards and platinum sales to their credit. Visit katchafire.co.nz.

June 23 openers starting at 5:30 p.m.: Island reggae artists **One-A-Chord** from Monterey Bay and **Mango Kingz** from the Bay Area with guest reggae DJ **Robert Rankin**. They are presented by DaKine Island Grill.

Also, save these dates:

◆ July 20: **Blues Traveler**

◆ Aug. 25: **WAR**

◆ Another date in August to be announced. Note:

Bootsy Collins

cancelled for medical reasons.

Special VIP area access is available at a premium price. General admission \$10 tickets for all shows are available at musicintheparksj.com. Children 12-under with an adult are free. Day-of-the-event admission is \$15 per adult.

Music in the Park is presented by Metro Newspapers. Other sponsors include: City of San Jose Office of Cultural Affairs, Deloitte, Ballast Point and Miller/Coors. Contact **Robert Stromberg**, rstromberg@sjdowntown.com, for sponsorship opportunities.



DASH nearing the finish line

The Downtown Area Shuttle (DASH) free bus service from Diridon Station to San Jose State University will be scrapped after 20 years when BART's Berryessa Station opens to riders, which is expected later this year.

The impending end of DASH is part of VTA's transit redesign plan, which its board approved May 4. Instead of DASH, riders entering downtown via Diridon Station trains are expected to board new Rapid Route 500, which connects Diridon with Berryessa via Santa Clara Street.

San Jose Downtown Association vigorously advocated for VTA to retain DASH, especially through the construction period when BART extends through downtown San Jose along Santa Clara Street.

In approving the plan, the 12-member VTA Board made up of Santa Clara County city council representatives and supervisors – including Mayor **Sam Liccardo** and District 3 Councilmember **Raul Peralez** – directed VTA staff to consider running Rapid 500 along San Fernando Street.

Rapid Route 500 will require a fare or transfer from the train depot, light rail or another bus.

Started by the Downtown Association in 1996, the DASH service has carried about 1,000 riders per day for the past decade.

Summer Events

More Dine Downtown this time: Restaurants are upping the ante for Dine Downtown Restaurant Week, July 7-16.



In the past, participating restaurants presented three-course, prix fixe dinners to attract new customers and reward their loyal customers.

This year, restaurants can offer a three-course deal, at least 20 percent off, or create a special plate for the 10-day eatfest among many of downtown's best restaurants.

"We want more restaurants to be able to participate" said **Julie Carlson**, SJDA marketing director.

During June, restaurants will sign up and the Dine Downtown page on sjdowntown.com will be populated with their offerings in time for the ninth annual dining event. The complete list of participants will be posted in the July *Dimension*.

To sign up, restaurants should email jcarlson@sjdowntown.com.

Wet winter means longer produce season: The wet winter has caused delays for some farmers taking California-grown fruits and vegetables to market, according to **Moses Mena**, Pacific Coast Farmers' Market manager for the Downtown San Jose Farmers' Market.

"It's still early," Mena said while setting up for the May 12 market along San Pedro Street. "In the next several weeks, we'll see a lot more farmers coming back."

Mena said that one vegetable grower's crops were under water for most of December, January and February. "They are just starting production again," he said.

The season ahead should be very good, he said.

"California grows the best produce every year, even in drought," Mena said. "It's the bread basket of the world. This year, the ground is soggy, the wells are full and we can expect a long, full sweet and plump year."

So what else can Farmers' Market-goers expect this season?

"A lot of consistency," Mena said. "We've been out here for the last 25 years, offering a great variety of fresh fruits and vegetables to a lot of great people."

The Downtown San Jose Market is open each Friday, 10 a.m.-2 p.m. Check sjdowntown.com/farmers-market-presented-by-kaiser-permanente.

Downtown for the Summer - June highlights

June 2-3: SubZERO – It's South First Fridays and STREET MRKT blown up to two days. subzerofestival.com.

June 1-Sept. 30: It's Happening! Again, the fourth year of the "Summer in St. James" series from June 1 to Sept. 30. Fitness- and arts-focused activities, including daily yoga and meditation (Monday through Friday), the Friday concert series, monthly dogga (yoga for you and dog), monthly poetry in the park, Starlight Cinema series (throughout the month of August), soccer in slow motion pick-up games, and Busker's Caffe as part of Make Music Day June 21.

June 17: Juneteenth Celebration – Event commemorates the ending of slavery in the United States. Plaza de Cesar Chavez, bayareajuneteenth.org.

June 24: 36th annual Fountain Blues Festival – Featuring **Elvin Bishop, Bettye LaVette** and **Fillmore Slim**. Plaza de Cesar Chavez, fountainblues.com.

June 28-July 1: 30th annual ComedySportz World Championships – Bringing together 22 improvisational groups from all over the world to battle in improv comedy competition based on audience comments. Hammer Theatre Center, comedysportzsanjose.com.

Business News

Amazon inventors take hold in SJ: Amazon research and development arm Lab126 has moved into one of the five WeWork-leased floors at 75 E. Santa Clara St. Headquartered in Sunnyvale, Lab 126 is responsible for designing, engineering and developing Amazon Kindle e-reader, the Fire line of tablets, phones and TVs and the voice-command Echo.

San Jose Lab 126 is located on the 14,000-square-foot eighth floor of the tower owned by Harvest Properties, which has space for about 75 employees. Check lab126.com.

Apple not far from tree: Apple is staying close to its home for its Worldwide Developers Conference (WWDC) June 5-9 at McEnery San Jose Convention Center. The

conference is meant to inspire developers from all over the world to create

the next great innovations and apps in use every day across Apple's various product lines. More than 1,000 Apple engineers engage with the developers during the conference. A number of peripheral conference activities including the annual Beard Bash take place during the week at the Montgomery Theatre, City National Civic, Hilton and Marriott. The WWDC originated at San Jose Convention Center in 1988, stayed in San Jose until 2002 and moved to San Francisco 2003-2016. **Steve Jobs** and **Tim Cook** have provided the keynotes, also known as "Stevenotes."

Signet moves downtown: Originally from Santa Clara, Signet moved its corporate headquarters into the former Delia's Furniture building at 630 S. First St. next to I-280. Founded in 2007, Signet has been transforming enterprise digital engagement, working with global brands such as



IBM, SAP, Dell, Verizon, eBay, Visa and GoPro. Signet's Digital Engagement

Platform now has products deployed in more than 20 countries. Learn more at signet.tv.

San Jose Downtown Foundation



The Downtown Doors Class of 2017.

113 Doors after 13 years: Twenty more Downtown Doors have been added to the downtown landscape to delight, surprise and evoke from passersby.

The selections for the 2017 Downtown Doors student exhibition provided a mix of pensive character sketches and unique perspectives on life and lessons learned, always expressing through broad swatches of colors and artistic techniques.

The winners of the annual competition – now in its 13th year – were selected from 189 submissions from students at 21 San Jose high schools. The Downtown Doors program produced by the San Jose Downtown Foundation expanded to 113 sites located in the city's core. Since the program began in 2003, 252 student works chosen.

"Success is often measured by the amount of wealth, however, true success is measured in how we make the world a better place," said **Diana Beechie**, foundation president. "Our students have achieved great success by creating a more beautiful, vibrant downtown."

Several of the students put their inspiration, message and other thoughts and feelings on videotape, which can be retrieved by a smart phone at the art locations. **Chloe Calhoun**, a senior at Santa Teresa High School, created an inspirational character, "Mercedes," a woman with one mechanical arm who is strong and can handle all of life's challenges. "I want her to be an inspiration for everyone to keep fighting," Calhoun said.

A private reception honoring the artists and their works took place May 4 at the San Jose Museum of Art.

Program sponsors include: Imwalle Properties, City of San Jose Office of Cultural Affairs, Catered Tool, Orchard Commercial, Inc., PG&E, Kimley-Horn, Jeppesen, Republic Services, Councilmembers **Dev Davis, Lan Diep, Sergio Jimenez, Don Rocha, Johnny Khamis, Tam Nguyen** and **Raul Peralez**, SVCcreates, KQED, AC Hotel, Xactly, and San Jose Water Co.

2017 site hosts include: Marriott Hotel, 288 S Second Street, Fairmont Hotel, City of San Jose, 33 S Third Street Apartments, City View Plaza, The 88, Local Color, Valley Transportation Authority, San Jose Museum of Quilts and Textiles, Hyatt Place, AC Hotel, San Jose Museum of Art and Good Karma. Special thanks to Adobe for including Creative Cloud in the student gift packages.

This year's new installations, winners and a walking map of the art sites are posted at sjdowntown.com/foundation.



From the Archives

10 years ago – June 2007 – Trader Joe's opened, offering leis to its first 500 shoppers. Also, Whole Foods announced plans to open a store at The Alameda and Stockton Street.

15 years ago – June 2002 – The City Council approved a public space programming contract with SJDA that launched POPULUS Presents. Events included Music After Dark, Lunch Vox on Fountain Alley, Positive Skate Experience, Saturday Art Market, SoFA Bazaar, Phantom Galleries, Winter Wonderland, Gypsy Cinema and Cinema San Pedro.

20 years ago – June 1997 – The Redevelopment Agency and preservationists squared off regarding the fate of the Montgomery Hotel and Jose Theater. RDA maintained that it was not "economically feasible to restore these deteriorating structures, especially on prime pieces of downtown real estate," and sought development of the Fairmont Annex on the Montgomery site and a mixed-use rental housing development on the Jose site, on which **Harry Houdini** and **Al Jolson** once performed. Preservations saw the "historic buildings as an integral part of an ever-evolving San Jose."

25 years ago – June 1992 – The city paved the way to introduce pedicabs into downtown traffic.

Downtown Facts

SJC Nonstop Service Added or Announced Since May 2016

Destination - Airline
Atlanta - Delta
Austin - Alaska
Baltimore/D.C. - Southwest
Burbank - Alaska
Charlotte - American
Chicago O'Hare - United
Dallas Love Field - Alaska
Frankfurt - Lufthansa
Guadalajara - Aeromexico
London - British Airways
Long Beach - Jet Blue

Destination - Airline
Los Angeles - Alaska
Newark - Alaska
Newark - United
Orange County - Alaska
Reno - Southwest
Salt Lake City - Delta
Salt Lake City - Southwest
San Diego - Alaska
Shanghai - Air China
Tucson - Alaska
Vancouver - Air Canada

SJC annual passenger counts (inbound and outbound)

2016	10.8 million
2014	9.38 million
2012	8.3 million
2010	8.25 million
2008	9.72 million
2006	10.71 million
2004	10.73 million
2002	10.93 million

Source: flysanjose.com



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Downtown News



Surgery on St. John

St. John Street will be closed between Market and San Pedro streets through June and part of July to work on infrastructure, repave the street and install sidewalks on both sides. Similar work will occur in a second phase on St. John on the east side of Market.

Hilton sold to Chinese interests: DiNapoli Capital Partners sold the Hilton San Jose to a firm based in Shenzhen, China, for \$87.3 million.

Han's Hospitality at 300 San Jose, an LLC associated with Han's Holding Group Co., now owns the 17-story, 284,500-square-foot, 353-room hotel at 300 S. Almaden Blvd., adjacent to the San Jose Convention Center. DiNapoli will continue to manage the property.

Next SJDA Meeting

June 9: San Jose Downtown Association's next public meeting will be June 9, 8 a.m. at Theatre on San Pedro Square, 29 N. San Pedro St. Confirm your attendance by emailing sjdarsvp@sjdowntown.com.

At the Convention Center

June 3-4 – GrowX Modern Growing Conference and Expo (3,000) mygrowx.com
June 5-9 – WWDC17 (6,006) developer.apple.com/wwdc
June 12-15 – Hadoop Summit (3,200) dataworkssummit.com/san-jose-2017
June 20-22 – Velocity + Fluent Conference (5,250) conferences.oreilly.com/fluent/fl-ca
June 25 – WEKFEST (7,000) wekfest-usa.com/2017events/san-jose
June 27-29 – Sensors (3,200) sensorsexpo.com

DOWNTOWN DIMENSION

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