

Airfield's Music in the Park returns Aug. 27

J Boog, winner of last summer's Music in the Park Showdown, will be the featured act in this season's one concert, to be held Aug. 27 at Plaza de Cesar Chavez.

In lieu of live concerts during Covid-19 shelter-in-place, the Showdown pitted Music in the Park performers against one another in a bracket competition. The 32 competing bands were nominated through social media, and voting occurred over seven weeks starting April 23, 2020 and ending June 11, 2020 on San Jose Downtown Association social platforms. J Boog emerged victorious over WAR in the finals after more than 1,500 people voted.

"The fans essentially asked for him, and now he's coming back for an encore performance," said **Donna Butcher**, SJDA events and promotions manager.

Airfield's Music in the Park starts at 5:30 p.m. with live music and DJ music curated by Needle in the Groove. Airfield Supply Company is the title sponsor of Music in the Park and looks forward to welcoming back patrons and customers as San Jose recovers from the pandemic. "The chance to help support the re-opening of San Jose by presenting an open-air concert in the park marks a special moment for us," said



J Boog delivered an electrifying performance in 2019. Photo by Benny Villarreal.

Jerry "J Boog" Afemata has stylized his own reggae sound. Born and raised in Southern California, he gained the family nickname Boog because he could never sit still for long. He released his first album, "Hear Me Roar," in 2007 and then honed his music with a trip to Jamaica. His "Backyard Boogie" release reached the top of the Billboard charts and "Live Up" in 2015 landed him in the top five on Reggae album lists.

His sold-out appearance at Music in the Park in 2019 earned the Showdown win in 2020.

J Boog's music is available wherever music is sold. Download his latest single, "Free of Dem," from iTunes, Amazon or Google Play, or stream it on Spotify, Deezer or Apple Music.

Airfield Supply Co. founder and CEO **Marc Matulich**. "We're honored to be able to help bring vibrancy back to our city and create a unique moment for our neighbors to fly with us on a world-class, music-filled night they won't soon forget."

Airfield Supply Co. is a leading full-service recreational marijuana dispensary located at 1190 Coleman Ave. Shop in-store or order online for pickup or convenient delivery!

"We are also excited to help bring a cannabis education activation to the event and find more ways to enhance our city," Matulich added.

Beer, wine and food from a number of local eateries will be on hand for Music in the Park.

General admission (\$25 / \$30 day-of) and VIP (\$50) tickets are available at sjdowntown/musicinthepark. Twelve years and under are admitted free with an adult ticket purchase. The event will comply with Santa Clara County health requirements.

Airfield will have gift cards available for purchase in the park day of the show. Beer, wine and food vendors will also be available. SV Pride follows Music in the Park on the Plaza Park stage on Aug. 28-29.



Business News

Double your pleasure

At the grand opening of the second downtown Scott's Chowder House at 111 W. St. John St. on July 14, both Mayor **Sam Liccardo** and Council-member **Raul Perez** expressed the importance of new business openings for the economic recovery of downtown San Jose.

"It's nice to see openings again and great that **Steve Mayer** has such faith in San Jose," Liccardo said.

Mayer, owner of Scott's, along with general manager/executive chef **Sammy Reyes** and Michelin-rated chef **Laurent Manrique**, have opened two Scott's Chowder Houses in less than a year, the first one located next to Scott's Seafood at 200 South First St. on Paseo de San Antonio. He also has a Scott's Chowder House food truck that makes its way around the peninsula (including the Downtown San Jose Farmers' Market in SoFA on Fridays) which the city allows him to park in front of their new West St. John location.

"These openings are bringing back optimism," Perez said. "We're returning to the great trajectory we were on before the pandemic."

Mayer plans to open five Scott's Chowder Houses around the Bay Area by the end of the year.

"We have the same menu at both San Jose loca-

tions," said Manrique. "We'll have a few different things at the other Bay Area locations."

The menu includes small bites such as crab tostaditas, Hawaiian poke and Ceviche Mixto; soups including Boston and Manhattan-style clam chowder, lobster bisque, seafood gumbo and tortilla soup; lobster and crab rolls and salads such as a smoked salmon Cobb salad.

Manrique fell in love with the location when he first set eyes on it.

"The deli that was here before didn't do anything with the sidewalk," he said. "When we saw this corner space, we could imagine it being something special, very French, with table chairs and umbrellas. We can see an oyster bar out here maybe once a week."

"And the city has been so great — allowing our food truck to park — so on some nights we might sell our fish and chips out of it."

The city helped get the business open in record time, Mayer said.

"It was actually a pleasure," Mayer said. "The city staff is no B.S. and they made it happen," he said.

Check scottschowderhouse.com.



Guests enjoy the sidewalk patio at Scott's Chowder House new location.

Urban Ritual not routine: David Zhou

has expanded his Urban Ritual specialty drinks shop to San Pedro Square Market.

Zhou has been experimenting with tea-based drink flavors for more than five years. His signature drink is a Crème Brulee, a drink with a crunch. Eight "everyday" drinks are based in black, green and herbal teas and can come with milk, sugar, a choice of boba, jelly and aloe vera toppings and are delivered hot or iced. Caffeineless options are also available.

Super Nova: Nova restaurant and lounge opened June 18 in the former Los Tres Gringos location on Second Street. **Danny Shafazand** is owner and **Noah Pricolo** is manager. Food service has a Mexican flavor and includes tacos, soups and tostadas.

Music, dancing and bottle service are available for the late-arriving patrons. Keep up on Nova's event schedule at [Instagram.com/nova.sanjose](https://www.instagram.com/nova.sanjose).

More pizza, por favor: Mas Pizza

modern pizza pub has moved onto Paseo de San Antonio between First and Second street, serving traditional pizzas and

specialty pizzas with a Latin twist.

The menu extends to appetizers including meatballs, sliders with barbecue pork, chicken habanero and beef, grilled cheese sandwiches and fries; Caesar, Caprese and spring mix salads; and pasta dishes. Enjoy a craft cocktail with your meal. Check maspizza.com.

Starbucks returns: Starbucks, which closed at Third and Santa Clara streets as a result of the pandemic, will open another location at Miro across from City Hall. The coffee company is Miro's first retail signing. The double residential tower of 630 total units at 181 E. Santa Clara St. has about 19,000 square feet of retail space. The first tenants are expected to move into the East Tower in August. See mirosanjose.com.

SJDA News

Public space operator: **Chloe Shipp** has been promoted to Director of Public Space Operations with responsibility for Groundwerx services and Property-Based Improvement District (PBID) programs. She also serves as liaison to commercial property owners and managers downtown. She will retain oversight of the PBID's Secondary Enforcement Unit police officers and partnerships related to public safety, homelessness and behavioral health. Her new position includes oversight of the PBID's board, renewal initiative and budget, plus Street Life projects and staff.



Chloe Shipp

Shipp has been with the Downtown Association for eight years, starting in membership and outreach. She became Operations Manager in September 2016. She has a master's in non-profit, public, organizational management from University of San Francisco and a bachelor's degree in political science and history from University of Oregon. She is also on the boards of the California Downtown Association and City Lights Theater Company.

Street life on board: **Sarah Billings** has been hired as SJDA's Street Life Manager.



Sarah Billings

She will manage the Downtown Street Life Plan and beautification projects such as mural installations, greening and street tree initiatives, and other streetscape improvements that enhance downtown's vibrancy, attract investment and encourage stewardship of downtown San Jose.

Billings has a background in consulting utility forestry, assuring legal vegetation compliance as a contractor for a major utility company. She is fluent in Spanish and has experience in customer service, public interaction and government relations. She has bachelor's degrees in environmental studies and political science from the University of California, Santa Barbara.

Downtown Events

San Jose Jazz Summer Fest 2021 returns for its 31st year Aug. 13-15, featuring Saturday Main Stage headliner **Common**. The event at Plaza de Cesar Chavez and other downtown venues also includes **Morris Day and The Time**, **Pete Escovedo** Latin Jazz Orchestra, **Superblue**, **Kurt Elling** featuring **Charlie Hunter**, **Judith Hill**, **Ozomatli**, **The Motet**, **Butcher Brown**, **Shamarr Allen**, **7th Street Big Band** and **Bloco do Sol**.

Forty-five acts will appear on seven stages, including the Fountain Blues Stage — the first time that the Fountain Blues will be incorporated into the event.

"We now have a bigger stage, in the shade, and it will make a much better presentation," says **Bob Gonzalez**, board president of the Fountain Blues Foundation.

In addition, Tabard Theatre announced it will be independent of the Jazz festival and host its Swingin' Summer Big Band Celebration Aug. 12-15. Tickets at tabardtheatre.org/bigband.

San Jose Jazz also partners with Team San Jose and hotel concierges to feature sets by live jazz bands in lobbies across downtown. Partnering hotels include the Westin San Jose (Sainte Claire), San Jose Marriott, Hilton San Jose, Hotel De Anza, AC by Marriott San Jose, Hotel Clariana and Hyatt Place San Jose.

Tickets and more info at summerfest.sanjosejazz.org.

Two Starlights left: Two more nights of Starlight Cinemas will be screened at St. James Park, with pre-show activities beginning an hour before dusk. August movies include:

Aug. 4 — Raya and the Dragon (PG)

Aug. 11 — The Karate Kid (PG)

SJDA partners with First Tech Federal Credit Union and the City of San Jose Department of Parks, Recreation and Neighborhood Services to produce Starlight Cinemas, part of the Viva Parks series at St. James and Plaza de Cesar Chavez.

Films begin at about 8:30 p.m. Snacks and drinks are available. More details are at sjdowntown.com/starlight.

City Dance San Jose is back: City Dance returns for

three salsa-related events beginning this month.

Each event starts at 6 p.m. and includes an hour of instruction plus two hours of dancing. The free events Aug. 6, Sept. 3 and Oct. 1 in the Circle of Palms include one night of Brazilian Music and dance, Salsa and Cumbia styles and align with the First Friday events at the San Jose Museum of Art. El Cafecito at the museum will provide food and snacks. The San Jose Office of Cultural Affairs produces City Dance.

Downtown News

VTA light rail to return in August: Valley Transportation Authority plans to reopen light-rail service, but is unsure exactly when that will be.

Service was suspended after a disgruntled VTA worker opened fire May 26 at the Guadalupe Division yard north of downtown off First Street and killed nine VTA co-workers.

Reopening is divided into phases. The phases include ensuring workers "feel safe, secure and confident to return to their jobs," making minor repairs to the system and checking the tracks, and operating the lines without passengers before opening it up to everyone.

"VTA's collective priority is to put our people first while also achieving the goal of providing critical transit services to our community," VTA said in a July 8 announcement. Resumption of light rail service is expected mid-August. For updates, check vta.org or SJDA's weekly message to businesses.



Councilmember Raul Perez ushers in new Pellier Park.

Pellier Park rebuild finally under way: City parks staff and neighbors celebrated the groundbreaking for a redesigned Pellier Park on West St. John Street next to the City Heights residential high rise.

Pellier Park will be one of three parks in the North San Pedro housing area and in the same location as the original Pellier Park. When completed next summer, the park will include a grove of flowering trees and lounge seating for relaxation; sloped lawns; a storytelling wall; community table and flexible seating cubes.

The other two parks are North San Pedro Park, which will be focus on public life and serve as the neighborhood's "outdoor living room;" and Bassett Park, which will have a play area.

Like Its predecessor, Pellier Park will focus on relaxation and serve as a tribute to Santa Clara County's fruit-growing region, known as the Valley of Hearts. It is named for **Louis Pellier**, who, along with his brothers introduced the prune to the valley in the 1850s, where it eventually became the valley's top cash crop.

The original Pellier Park opened in 1977. It was walled on all sides and the middle served as an example of an orchard. However, the park's location was isolated and it closed a few years later. It stood unused and was eventually torn down as construction began on City Heights in 2005. Since then, the space has been sodded a couple of times and a pile of grass was prominent at the ceremony.

Downtown Facts

Paycheck Protection Program (PPP) loans to San Jose businesses

- 13,238 loans with aggregate value of \$1.75 billion.
- 63% of funds (\$1.1 billion) went to businesses with more than 35 employees.
- 23% of loans (2,973 loans) were for more than \$150,000, totaling \$1.65 billion.
- 77% of loans went to small businesses, accounting for 9% of loan value. These loans averaged \$11,000.
- 2,073 downtown businesses secured close to \$550 million in loans.
- Restaurants received 850 loans exceeding \$150 million.

California Relief Grants

- 2,802 San Jose grantees awarded \$31 million.
- 509 downtown businesses secured over \$6 million.

Groundwerx / PBID News

Employee of the month: Frank Chavez, Groundwerx employee of the month for July, has a practical side to him.

Asked what he loves about his job, Chavez replies: "Job security. There will always be a need to keep downtown clean, safe and beautiful. This job allows me to be a part of that effort, and I am proud of the work I do."

The former delivery driver who grew up in San Jose joined Groundwerx in December 2020 in the middle of the pandemic.

"There have been many COVID-specific changes to how Groundwerx operates during my time here," Chavez said. "The biggest change is that vaccinated staff can work without masks. But we still wear a mask when making contact with the public to keep everyone safe."

He racked up some impressive stats to earn the employee-of-the-month:

- ◆ Removed 363 pieces of graffiti
- ◆ Cleaned 544 city blocks
- ◆ Filled 324 trash bags with debris, removing a total of 8,100 pounds of trash

In collaboration with VTA, he provided supplemental



Frank Chavez commits to keeping downtown clean.

service to the Transit Mall Stations and removed 90 pieces of graffiti and another 2,000 pounds of trash.

"Every day is different out on the streets," he said. "You see something new all the time working downtown."

Downtown also reminds him of some memories of growing up, listening to music all the time and going to the San Jose Jazz Summer Festival.

He asks locals to report graffiti and things that need to be cleaned within the district by using the Groundwerx Everywhere app for iPhones or Android or call dispatch at 408-287-1520 between 6 a.m. and 8:30 p.m.



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- Depending on revenue capping at \$2.5 million, businesses could obtain \$5,000, \$15,000 or \$25,000 in the state grant program.

Note: Grants distributed April 2020-May 2021

Source: San Jose Office of Economic Development

Next SJDA Meeting

Find out how we did one-year later on Aug. 13:

In the midst of Covid restrictions last year, San Jose Downtown Association completed a short-term strategic plan that envisioned "getting to the other side of the pandemic" with new paths forward in the ensuing recovery. The Stabilization Plan (sjdowntown.com/whatsnext) surfaced a number of major recommendations for the organization and downtown that were endorsed by the SJDA and PBID Boards in August 2020.

SJDA's Aug. 13 public meeting revisits its 2020 Stabilization Plan with a report on what we promised we would do, and what we actually did. Join the 8:15 a.m. meeting on Zoom and help hold us accountable as businesses, customers and patrons return to downtown. Please RSVP to SJDARsvp@sjdowntown.com and a link will be sent for the meeting.

From the Archives

10 years ago — August 2011 — Downtown eagerly awaited the September opening of San Pedro Square Market. Eighty percent of retail spaces in its three buildings were pre-leased.

15 years ago — August 2006 — San Jose had the largest concentration of business incubators in the United States. Downtown incubators were making it easier for start-up companies to do business in San Jose. They included Environmental Business Cluster; Software Business Cluster; U.S. Market Access Center; Electronic Transportation Development Center; and SJ Bio Center.

20 years ago — August 2001 — Touted as San Jose's largest outdoor art exhibition, SharkByte Art was "swimming" on the streets. One hundred life-sized fiberglass sharks were transformed by local and regional artists and placed on display throughout downtown. Plans to auction them off to benefit more than 80 non-profit organizations three months later were put on hold by the devastating events of Sept. 11, 2001.

25 years ago — August 1996 — Garden City Construction completed exterior rehab of the Twohy Building at 200 S. First St. Built in 1917 for Judge **John W. Twohy**, the building was designed by architect **William Binder** in the Classical Revival architectural style. It has been listed on the National Register of Historic Places since 2003.

DOWNTOWN DIMENSION

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Editor-in-Chief: **Scott Knies**
Editor: **Rick Jensen**

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