10-YEAR ANNIVERSARY REPORT
2008–2017
Downtown San Jose Property-Based Improvement District (PBID)
Where would Downtown San Jose be without Groundwerx? The easy answer is we’d have lots more graffiti, trash, and a less friendly downtown; but the question gets more interesting when you look at the history of downtown San Jose. Bay Area commercial real estate has had three big runs in the last quarter century and each time it seemed as if downtown San Jose was late to the table. In the late '90s, downtown San Jose just missed the Dotcom boom. Just as cranes were poised to appear downtown, the bust happened. Shortly thereafter, another expansion hit the Bay Area, but downtown San Jose got shorted again when the housing crisis of 2008 hit. This recession meant budget shortfalls and reduced funding for services like street cleaning. To fill the void, downtown property owners came together to form the Property Based Improvement District (PBID), and Groundwerx was born.

Fast forward to 2018. We are seeing another commercial real estate boom in the Bay, but this time San Jose is reaping the benefits. Cranes are everywhere. Thousands of condominiums are being built and San Jose will finally reach a level of residential units downtown that will make many businesses more viable. What’s different this time? No doubt Groundwerx has something to do with it. If I were a developer trying to decide where to put my hundred million dollar building, the first thing I would consider is whether the area looked cared for. Remember the old broken windows theory? Well, if broken windows can create an atmosphere of “let’s tear it down,” clean streets create an atmosphere of “let’s invest here!”

To the 25 Groundwerx employees who are out on the streets of downtown San Jose rain or shine, cleaning sidewalks, picking up trash and making people feel welcome, thank you for all you do. When you look up and see shiny, new buildings and more people living and working downtown, pat yourself on the back because fact is, Groundwerx makes San Jose work.

Chuck Hammers
Owner, Pizza My Heart
MESSAGES FROM THE MAYORS

As we celebrate downtown San Jose’s current resurgence, I’d like to extend my gratitude to the many members of the Property-Based Improvement District (PBID) for helping pave the way.

Over the past 10 years, the PBID has played an instrumental role in unifying the downtown business community to invest in a series of key beautification and safety initiatives, to the benefit of downtown residents, businesses, and visitors alike. Their efforts became crucial following the 2011 elimination of redevelopment agencies, when the City’s financial support for downtown plummeted and the PBID helped “keep the wheels on” during a tough ride.

As a result, downtown was primed to grasp the new wave of economic development and prosperity that has followed the Great Recession. Downtown’s long dismal office vacancy rate has dropped below 10 percent, and more than 180 tech companies now call downtown San Jose their home. Our skyline boasts several new high-rise towers, with 1,138 new homes currently under construction and the rehabilitation of several older buildings and public spaces.

Our work is far from over, and we must continue working together to address the many complex challenges that face our downtown and our city. Nevertheless, I’m thankful for the tireless work of the San Jose Downtown Association, PBID, their Groundwerx program, and countless other crucial partners. The seeds they’ve planted this past decade have already begun bearing fruit — and soon, we’ll see the fully blossoming downtown that San Jose and Silicon Valley deserves.

Sam Liccardo
San Jose Mayor, 2015 – Present
Downtown Councilmember, 2007 – 2014

When I took office as Mayor in 2007, we had cut services to balance the budget for five years and it was clear to me that cuts would continue. Downtown was not exempt from cuts, so when the SJDA brought up the idea of creating the PBID I was open to the effort.

The PBID would raise money from property owners and lock-in city and RDA funding based on their properties. It was a great idea, but that is not necessarily enough.

Having participated in the creation of the BID, I knew it might be a tough sell to add the PBID. Fortunately, it was not difficult to convince the staff and City Council to support it, because SJDA had successfully implemented the BID and had a stellar track record managing it. That also gave the SJDA credibility with the property owners who had to approve the PBID.

Creating the PBID saved Downtown from some of the devastating cuts in basic services after the Great Recession, despite horrendous budget shortfalls in the General Fund and the killing of the RDA. I regularly walk the Downtown, and I always see Groundwerx working. They make me smile every time. Thank you SJDA.

Chuck Reed
Hopkins & Carley
San Jose Mayor, 2007 – 2014
PBID MILESTONES

JANUARY 2008: Services commence.

JULY 2008: VTA contracts with Groundwerx to clean Transit Mall tracks and stations.

AUGUST 2008: Five-year beautification plan from Ken Kay Associates approved. Page 10

OCTOBER 2008: First PBID mural (panda wall) completed on South First Street. Page 10

OCTOBER 2008: Planters, lights in trees, and festoon lighting elements added along key pedestrian corridors. Page 10

NOVEMBER 2010: Tree-trimming service launched. Page 11

MARCH 2011: Groundwerx overhauls its cleaning equipment. Page 4

JULY 2011: Mobile App launched.

JUNE 2012: Renewal of the PBID through 2022.

FEBRUARY 2013: Business Development position added. Page 12

MAY 2013: Secondary Enforcement Units introduced.

FEBRUARY 2014: Street Life Plan created. Page 10

JULY 2014: Groundwerx adds positions for Downtown Streets Team members. Page 8

OCTOBER 2014: Knight Foundation five-year grant for activation and Street Life commences.

DECEMBER 2014: Holiday Pop-Up Project opened at nine downtown locations. Page 12

MARCH 2015: San Pedro Squared awarded Knight Cities Challenge grant. Pages 10 and 12

AUGUST 2015: Knight Foundation five-year grant for activation and Street Life commences.

DECEMBER 2015: PBID’s first major capital project unveiled: Dan Corson’s illuminated “Sensing YOU” and “Sensing Water” under Highway 87 at Santa Clara and San Fernando streets, respectively. Page 11

DECEMBER 2016: Local Color opens in vacant storefront at 27 S. First St. Page 12

APRIL 2017: Collaborative activation projects at Fountain Alley supported by Sharks, Santa Clara District Attorney’s Office, San Jose State University students and other partners. Page 11

JUNE 2017: Began providing supplementary cleaning services in St. James Park.

OCTOBER 2017: Groundwerx Program Director Semu One Bear named Block by Block Western Region Employee of the Year.

JANUARY 2018: PBID celebrates 10th anniversary. Pages 1–13

“People can’t believe what we started with. The sidewalks turned from black to white. The result of Groundwerx efforts is an amazingly cleaner downtown.”

— Bob Martins, Special Projects Manager
FINANCIAL

Total assessment investment: $22 million
Property Assessments: $18,550,000 / ($2,061,000 annually)
City baseline: $3,227,000 ($358,000 annually)

CLEAN

Pan/Broom hours: 120,000
Pan/broom debris removal: 768 tons
New brooms each year: 120
Pressure-washing hours: 64,691
Gum removal: 2,856 pounds
Mechanical sweeping/scrubbing hours: 40,000
Hot-spot cleaning / calls for service: 77,024
Graffiti removed: 219,461
Graffiti remover in stock at all times: 10 cases
Graffiti remover used each year: 18 cases
Trash collected and emptied from cans: 639 tons
Trash bags used per year: 30,000

AMBASSADORS

Ambassador hours: 124,000
Bike and Segway patrol: 15,000 miles
Directions offered: 186,666
Contact with businesses: 38,000
Quality-of-life interaction/outreach: loitering, food/shelter assistance, social services information, incident reports, property condition reports: 17,000

BEAUTIFICATION

Street Life projects: 55
Trees trimmed: 2,400 in a four-year cycle
Hanging baskets replaced twice a year: 55
Hanging baskets replaced once a year (April): 17
Planters: 400
Plants and Flowers: 22,103

BY THE NUMBERS, 2008–2017
SECRETS OF PRESSURE WASHING UNVEILED

• The number of pressure-washers at Groundwerx has grown over the years to four full-time and two part-time pressure washers.

• When Groundwerx first started, SoFA had the dirtiest sidewalks. “We spent six months cutting through and removing gum in SoFA,” said Mike Thibodeau, Groundwerx pressure-washer supervisor.

• Water reductions caused by the drought resulted in cutbacks of pressure-washing. “There was no deep-cleaning. It was more of a rinse. Logistically it was sometimes hard to explain but most property owners understood,” Thibodeau said.

• In non-drought years, pressure-washers can do deep, detailed cleaning on downtown furniture and sidewalk surfaces using either the wand or rotational scrubber, aka “The Twister.”

GROUNDWERX EQUIPMENT

1 M-20 (3 in 2008), used now to clean light-rail tracks Sunday mornings | 5 PRESSURE-WASHERS (1 in 2008), the deep-cleaners of downtown sidewalks, found more effective on granite and concrete than the M-20s | 3 KUBOTA RTVS to pull pressure washers around (original Taylor-Dunn electric cart replaced as pressure-washer fleet expanded) | 2 GREEN MACHINES (3 in 2008) sidewalk vacuums | 2 “BILLY-GOAT” LEAF VACUUMS, smaller version, emitting sound equal to a lawn mower (0 in 2008) | 2 PICKUP TRUCKS, one Chevrolet and one Ford. The Ford has a mounted pressure-washer. | 3 BIKES FOR SAFETY AMBASSADORS (replacing Segways) | 10 PAN-AND-BROOM CARTS and the supplies necessary to perform daily duties
“Our tenants and my team rely on Groundwerx on a daily basis. Groundwerx not only provides much needed assistance with maintenance and beautification of the downtown area, but also provides a friendly interface between businesses, visitors and others downtown. They make downtown San Jose a happier, safer and more beautiful place.”

— Sarah Mancuso, Regional Operations Director, Harvest Properties, Inc.

WHAT’S IN THOSE PAN-AND-BROOM CARTS?

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<thead>
<tr>
<th>TOP:</th>
<th>MIDDLE DRAWER:</th>
<th>BOTTOM DRAWER:</th>
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<tbody>
<tr>
<td>Water – Spray Bottle</td>
<td>Gum and sticker scrapers</td>
<td>Garbage bags</td>
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<tr>
<td>Green Works Cleaner</td>
<td>Weed tool</td>
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<tr>
<td>Windex</td>
<td>Groundwerx brochures and business cards</td>
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<tr>
<td>Absorbant</td>
<td>Homeless services information</td>
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<td>Pen &amp; Paper</td>
<td>Sharps container</td>
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<tr>
<td>Latex Gloves</td>
<td>Event collateral</td>
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<tr>
<td>Work Gloves</td>
<td>Any personal items</td>
<td></td>
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<tr>
<td>Towels &amp; Rags</td>
<td></td>
<td></td>
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<tr>
<td>Deodorizer</td>
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<td>Garbage Key</td>
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</tbody>
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PERSONAL ITEMS MIGHT INCLUDE:

- Personal work gloves
- Sunscreen
- Hairties
- Water bottle, frozen in summer
- Lotion
- Sunglasses or reading glasses
- Face and hand wipes

“Groundwerx is responsive to our needs from cleaning to safety and security. We have seen a significant improvement in the downtown area over the years since the PBID’s implementation.”

— Julie Garcia, General Manager, Cityview Plaza
PEOPLE PROFILES 10-YEAR VETERANS

BOB MARTINS
Equipment/Special Projects Manager
San Jose resident:
47 years
Born in San Jose
Previous titles at Groundwerx:
M20 Operator, mechanic, temporary operations supervisor
Favorite part about being with Groundwerx?:
My job is to be involved in everything. Special projects might be putting DG (decomposed granite) in spots, cutting and removing tree grates, supervising paint projects or replacing street covers. The favorite part for me is that I may get an assignment every once in awhile, but I’ve worked my way into having some autonomy and being my own boss. I tell myself what I have to do each day. I’m proud that I’ve reached that level in my career.
What satisfaction do you get out of your job?:
I feel like how we do things — the procedures, the cleaning practices, the equipment we use — I’ve played a big part in all these decisions over the past 10 years. We’ve come a long way.
How do you regard the Groundwerx team?:
Besides my family, this is the group I most like to be around.
Favorite downtown activity: Sharks games
Spare time: Going to races and spending time with family, three children.

MIKE THIBODEAU
Pressure Washing Supervisor
San Jose resident:
10 years
Lived previously: Seattle, Maine, Kansas and Atlanta.
At Groundwerx: Started as a safety ambassador, switched to pan-and-broom and within two months became a pressure washer. Now also manages the pressure-washing schedule
Favorite part about being with Groundwerx?:
I had worked in food service making pizza. I definitely like work outside versus in a hot kitchen. That’s a nice change.
What satisfaction do you get out of your job?:
When we first started pressure-washing, there was drastic change and immediately saw a night-and-day difference. With pressure-washing comes tons of accolades. The residents see the huge difference. Over the years, I’ve been able to develop relationships with the people downtown and that’s pretty awesome.
Favorite places downtown: The Ritz, which attracts bigger shows, San Pedro Square Market and SoFA Market.
Spare time: I love ocean kayaking and surfing, though I wish I were a better surfer.

JESSE VELO
Cleaning Ambassador
San Jose resident:
20 years
Born in Manila, The Philippines
Previous titles at Groundwerx:
Ambassador (two years)
Favorite part about being with Groundwerx?:
I like it all — being an ambassador and reporting something out there, and cleaning the messes. The clean team is similar to ambassadors because I’m always saying hi to people, seeing a lot of new people every day and helping them with directions.
What satisfaction do you get out of your job?:
I came to America and worked as a TSA screener in 2007. Then I got this good job with Groundwerx. After I was hired here, I was able to bring my wife and children to the U.S. I followed my sister and then my mom here, and got my citizenship in 2010.
Favorite places downtown: I like my cleaning area: The Tech Museum, around Plaza de Cesar Chavez, and along Park Avenue and Almaden Boulevard. And I like La Victoria and their beef burritos and tacos.
Spare time: Spent with family, wife of 21 years, three boys and two girls.
MIRKO VERAJA
Pressure Washer
San Jose resident: 18 years
Born in Vinkovci, Croatia
Previous titles at Groundwerx: Cleaning Ambassador (eight years)

What satisfaction do you get out of your job?: I like to clean a block, turn around and see how great it looks when I’m finished. It always looks much different. And passersby appreciate it. They say: ‘Thank you Groundwerx. You’re doing a great job.’

What has changed in 10 years?: There is a lot less graffiti downtown now.

How do you regard the Groundwerx team?: Groundwerx works well together. We’ve known each other a long time. I also enjoy helping to train new employees.

Favorite part of downtown: Safeway — It’s good they opened downtown. I also like the big open area around Peralta Adobe at San Pedro Market.

Spare time: Watching soccer.

A DAY IN THE LIFE OF PBID OPERATIONS MANAGER
By Chloe Verrey (2016–present) and Eric Hon (2008–2016)

REGULAR DUTIES:
• Read the daily Groundwerx report, information and updates about special projects, graffiti abatement, safety escorts and events.
• Meet with Groundwerx to cover special events, conventions and other discussions about program goals, effectiveness and scheduling.
• Walkabout with Groundwerx to view firsthand downtown conditions and set cleaning-related priority punch-list.
• General correspondence, outreach and check-ins with residents, businesses, commercial property owners and managers about PBID services.
• Coordinate with Secondary Enforcement Unit (SEU) officers. Read their on-duty reports to Groundwerx, SJPD and PATH homeless services.
• Coordinate with PATH and other homeless service providers regarding homeless individuals in need of services and shelter.
• Communicate with SJPD and Sheriff’s Office on quality-of-life issues and member concerns.
• Evaluate beautification and Street Life projects with Street Life Manager Jason Su. Coordinate planter maintenance with landscaper Kathy Finley.

DAILY PRIORITIES MAY CHANGE:
• Respond to business or property owners with pressing concerns such as homelessness, public safety, cleanliness and construction impacts.
• Coordinate with city staff on street lights, trail conditions and homeless encampments.
• Unexpected construction impacts that require coordination with City staff, impacted parties and SJDA staff.
• Unanticipated cleanup or setup of events, such as Farmers’ Market and South First Friday Street MRKT.
• Resolve tree emergencies, migratory bees and other natural phenomena.
Adam Stanislawek’s path to Groundwerx has not been so clearly defined as that of many of his co-workers.

Born in Dearborn, Mich. and raised in Poland, Stanislawek returned to the United States in 1995, moved in with a friend in Seattle — and that is where his American story begins.

His journey took him to Santa Cruz County, where he made jewelry and worked construction gigs. But he also started abusing drugs. He lived homeless, bouncing from couch to couch. “I had zero motivation to find a job,” he said.

Eventually, a friend told him about Downtown Streets Team, a program that puts homeless to work and into job-training situations - but without pay and as volunteers.

“He also told me that it worked,” Adam said.

Sure enough, “Downtown Streets Team kick-started my ability to be motivated and want to work again,” he said.

One of DST’s work agreements is with Groundwerx. “I received a lot of positive input,” Stanislawek said. “I knew it was a competitive process, so I did my best and started kicking butt.”

Two-and-a-half months after volunteering through DST to help Groundwerx, a position opened and Stanislawek was offered the part-time job.

That was 2½ years ago. Then he went full-time. A few months ago, he was promoted to pressure-washer.

Stanislawek is one of 12 DST-to-Groundwerx success stories in the five years of the program. Two others, Corinna Salas and Christina Ruiz, have been with Groundwerx since 2015 after starting through DST. Besides the 12 DST volunteers moving into employment at Groundwerx, 37 others volunteered for Groundwerx and then were hired by other employers.

Over the past year, Downtown Streets Team had 47 team members hold a volunteer position at least 90 days. Of the 11 that volunteered for Groundwerx pan-and-broom teams, three were hired and held the job three months or longer.

“Attitude-wise, this is the best team I have ever worked with,” Stanislawek said.

His Groundwerx duties give him tremendous satisfaction. “I sleep now tired from a hard day of work, not from other stupid stuff,” he said.
Ray Garcia and daughter, Justine, both work for Groundwerx, he as a cleaner and she as ambassador. But they could go on the road as a comedy team.

The layers of their loving loyalty and devotion cut way deeper than their quick wit and bantering.

"Turns out I've worked some time or other with all four of my kids — my eldest daughter, son, my wife ..." he starts to explain.

"... But I'm his favorite," she interrupts.

While he goes home to his wife and tries to relax during his spare time, she's playing with god-children, taking care of her puggle (pug/beagle mix) ... and visiting her parents.

"I bring Yoshi (the puppy) with me," she says. "That's his grandson."

She appreciates that her steady job at Groundwerx allows her to live in her own place. At work, they keep it professional — most of the time.

"Sometimes I embarrass her when I call her on the radio by her nickname — Tina," he says. "Everyone here knows her as Justine."

"I'm named after his cousin," she says proudly.

The clean team and ambassadors use a radio to alert the other of messes, spills and people who need help.

"It's never awkward to see him every day," she says. "It's nice to have a quick catch-up."

Like all Groundwerx staff, these two feel they make a difference improving downtown, and appreciate the positive reinforcement of downtowners.

"We hear 'Good job Groundwerx' from somebody different and every day," Ray says.

The Garcias have been in San Jose for generations.

"I remember coming downtown as a boy to go to the movies," he said. "And I remember doing graffiti."

He shakes his head when asked if he still does graffiti. "No. I grew up."

"It's funny that he's cleaning it up now," she quips.

Then adds, "I used to do graffiti, too. That's the apple not falling far from the tree."

Justine cut short her studies to work for Groundwerx. This year she plans to go back to nursing school when she isn't serving downtown as Groundwerx ambassador.
A portion of Property-Based Improvement District funding has always been earmarked for beautification projects. Over the years, beautification programs have become increasingly sophisticated and complex, largely due to the 2014 introduction of the Downtown Street Life strategy plan developed by the PBID Board of Directors. The Street Life Plan expanded the scope of beautification projects, connecting downtown districts and its most attractive pedestrian areas. Many of downtown’s flower beds, planters and baskets and decoratively lit trees have PBID origins. The PBID has also been a direct contributor to the downtown mural proliferation the past decade. Some of the finer touches over the years include:

**BEAUTIFICATION YEAR-BY-YEAR**

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
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| 2008-09    | • The PBID’s first action in downtown beautification was to take over maintenance of planters and sidewalk extensions funded and installed by the Redevelopment Agency in the SoFA District.  
• Original “demonstration area” along First between San Fernando and Santa Clara streets include 14-foot-high bamboo “green screen” fronted by a panda mural.  
• Original 5-year beautification plan approved. |
| 2009-10    | • Beautification efforts connected First Street improvements near Santa Clara and San Fernando with previous SoFA beautification and included 10-foot-by-135-foot mural at the Federal Building wall.  
• Lights repaired on San Pedro Square arch. |
| 2012-13    | • Colorful mural added to 33 sections of a wall a total one-fifth of a mile long along Almaden Boulevard across from the Convention Center.  
• 200-foot mosaic tile ribbon was applied to the parking lot wall along South Second Street at Fountain Alley.  
• Granite pieces reconstituted into benches for the renovated Parque de los Pobladores. |
| 2013-14    | • PBID partnered with 50 West San Fernando owners to install RGB pixel lighting on the palm trees in the Circle of Palms.  
• PBID adjusted tree grates on trees downtown where the grates were lifted by roots or growing into the tree trunks. In some cases, they had to be replaced by decomposed granite. |
| 2014-15    | • Street Life Plan completed.  
• Knight Foundation grant used to hire Jason Su as Street Life Manager.  
• 46 affirmation banners celebrate San Jose and adorn the Transit Mall, a joint project between the City of San Jose and PBID.  
• Panda wall repainted.  
• PBID partners with Exhibition District on three downtown murals at Workingman’s Emporium, former Tech Shop at Second and San Carlos and Brazilian Blowout Bar.  
• First art crosswalks created on Paseo de San Antonio at First and Second streets.  
• San Pedro Squared retail project selected for funding for the Knight Cities Challenge.
2010-11

- Planters added to Paseo de San Antonio, SoFA District, Second Street and Santa Clara Street.
- The PBID and Team San Jose repaired two heritage clocks downtown.
- Placed 12 custom-made koalas in eucalyptus trees along San Carlos between Second and Fourth.
- City utility cabinets for lights and traffic controls were wrapped with vinyl images that mimicked the surrounding area.
- Tree maintenance program for the district adopted, calling for about one-fourth of downtown's trees to be trimmed each year. In the first year, 969 trees received structural pruning — all 345 palms and 624 trees of numerous varieties.

2011-12

- San Pedro Square improvements included: Historic cannery labels mural on Almaden Press building (now site of Centerra housing) // Famous people portraits added to base of San Pedro Square arch // Stained glass added to eight ornamental San Pedro Square signs.
- Tree trimming accelerated, with another 700 trees trimmed, not counting 345 palms that have to be trimmed every year. PBID announced plans to trim the remaining 600 trees in 2012 - attending to all 2,235 trees in just three years.

2015-16

- Highway 87 Illuminations lighting projects in partnership with Caltrans, Office of Cultural Affairs and ArtPlace open on Santa Clara and San Fernando streets.
- Art display structure built at Second and San Carlos streets.
- PBID partners with Anno Domini on a 4,125-square-foot mural overlooking Fountain Alley, with funding from Santa Clara County District Attorney’s Office and Republic Services.
- Four art crosswalks complete the linkage between the paseo and Third and Fourth streets, plus a new design on San Pedro Street at Santa Clara and St. John streets.
- A 25-foot-by-20-foot abstract art design is centered on the San Salvador-First Street intersection in SoFA.

2016-17

- Hart's Dog Park open, murals painted on Santa Clara Street.
- PBID partners with Empire Seven on mural on St. John Street elbow at Highway 87.
- Fountain Alley activation includes cleanup and beautification with the Sharks Foundation // summer picnics and Friday series, bringing music, art, table tennis, stand-up comedy and food trucks // 2 murals.
- PBID co-sponsored The Musical Swings temporary installation in Plaza de Cesar Chavez.
- Supported a POW! WOW! San Jose! festival bringing 6 new murals to downtown and 13 others throughout the city.
- Added additional festoon lights to Paseo de San Antonio.
- Completed the first and second downtown pedestrian counts.
The PBID added a Business Development position in February 2013 at the direction of property owners looking for help to fill vacant storefronts and to assist businesses in getting open quicker downtown.

The timing for such a position came off the heels of the closure of Redevelopment Agencies across the state, including San Jose, in 2011.

“The RDA staff, grant programs and other resources all went away,” recalled Nate Echeverria, the PBID’s second Business Development Manager, who held the position three years.

Filling empty spaces, assisting new businesses by providing coaching and technical assistance and working with the city to streamline processes are still core to the position.

The position has also evolved, said Nate LeBlanc, the current business development manager.

“It’s about connecting people, knowing the landscape, knowing the real estate and who’s making the moves,” LeBlanc said. “Early in the going we helped develop the role of the city’s Small Business Ally and made process improvements that have made the permit system easier to navigate. We work side-by-side with them.”

The city hired Juan Borelli and Xuan Ha as Small Business Allies. “They are tireless advocates who always try to get to ‘yes’ and solve a problem,” LeBlanc said.

The PBID’s business development manager could assist up to 50 different businesses during any given month. Some assistance may be as simple as answering a question in a phone call or helping a business join the parking validation program. Other challenges can be complex permit regulations and project management issues.

“It’s easy to get attached to some people and businesses,” LeBlanc said. “And sometimes it feels as if you can never do enough in a day.”

In the last three years, the business development team counts major assists to dozens of businesses who are open downtown. Other business development achievements include:

• Creating a fast-track process for restaurants.
• Introducing temporary pop-up businesses in vacant spaces.
• Continuing work on San Pedro Squared parking-to-retail project.
• Process work on storefront assistance and grants, and parklets in the downtown core.

“SJDA provided exceptional guidance and support as we navigated the oft murky waters of opening a new business concept in downtown San Jose. With their assistance we were able to go from initial-lease-signing to open-for-business in less than nine months. We are very grateful for the many hours of diligent effort SJDA invested into helping make the launch of our project a success.”

— Heinz Jones, Forager

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The city hired Juan Borelli and Xuan Ha as Small Business Allies. “They are tireless advocates who always try to get to ‘yes’ and solve a problem,” LeBlanc said.

The PBID’s business development manager could assist up to 50 different businesses during any given month. Some assistance may be as simple as answering a question in a phone call or helping a business join the parking validation program. Other challenges can be complex permit regulations and project management issues.

“It’s easy to get attached to some people and businesses,” LeBlanc said. “And sometimes it feels as if you can never do enough in a day.”

In the last three years, the business development team counts major assists to dozens of businesses who are open downtown. Other business development achievements include:

• Creating a fast-track process for restaurants.
• Introducing temporary pop-up businesses in vacant spaces.
• Continuing work on San Pedro Squared parking-to-retail project.
• Process work on storefront assistance and grants, and parklets in the downtown core.
“We’re not brokers, but we help people find real estate,” LeBlanc said. “We’re not planners, but we help people get permits. We want to be additive to the process and make the right connections. That’s what I do all day.”

Starting January 2018, Derrick Seaver has moved from the Silicon Valley Organization over to San Jose Downtown Association as Policy and Operations Director. Managing all PBID Operations, he will assist LeBlanc in business development.

“Our owner is based in Marin, with other District locations in San Francisco and Oakland. Our architect is based in Sacramento. City Hall is quite the trek between all of those locations. We needed someone in San Jose that could help bridge, physically and figuratively, communications between everyone working on opening this new location. Nate was always responsive and went above and beyond to keep things moving forward for us. He was an ideal liaison between our business and the City of San Jose. We’ve opened restaurants in other cities and never have we received such support as this.”

— Rachel Kaiser, District

It takes a community . . .

Thanks to the businesses, artists, vendors, funders and donors, and individuals who have contributed to PBID projects the past decade.

People:
Juan Carlos Araujo & Jennifer Ahn, Empire 7 Studios; Tracy Ariga; Isaiah Beltman, Local Color; Brian Corbett; Brian Eder and Cherri Lakey, Anno Domini; Edwin Gonzales; Anjee Helstrup-Alvarez, MACLA; Cathy Kimball, ICA; Fil Maresca; Diane and Joe Rubino; Khang Sabe; Erin Salazar, Exhibition District; Dennis Teifeld, NFP

Properties/Businesses/Partners:
Axis HOA, CommUniverCity, Delmas Park Neighborhood, The Globe HOA, Pacific Display, San Jose Downtown Residents Association, San Jose Quilts & Textiles Museum, San Jose State University, Silicon Valley Bicycle Coalition, SPUR, Tech Museum of Innovation, Thanh Cong Investments, LLC, TransFarm

Artists:
Lacey Bryant, Alan Chen, Drew Clark, Dan Corson, J.Duh, Chris Duncan, Jimmy Fonseca, Jamie Friedman, Abel Gonzales, Ivan Gonzales, Paul Gonzales, Casey Gray, Jeremiah Harada, Jeffrey Hemming, Marcos LaFarga, Daniel Magallenes, Phuong-Mai Bui-Quang, Jet Martinez, Scape Martinez, Mighty Mike McGee, Galen Oback, pro_gress, Francisco Ramirez, Bunnie Reiss, Adele Renault, Liz Ruiz, Sainer, Matthew Scicluna, Stefari, Lorna Sulgit, Corinne Okada Takara, TRAV MSK, Justin Triana, Paul Urich, Roan Victor, Ricky Watts, Christina Yaconelli, Ellina Yin

Contractors & Consultants:
Dan Turner, Luis Ayala, Primo - All Bay Landscaping; Luis Gonzalez, San Jose; BrightView Landscape Services; Christmas Lights Pros; CMG, Tom Colla, Colla Signs; Commercial Tree Care; Country Garden Nursery; Devil Mountain Nursery Service Group; Dinsmore Landscape; Eaton Hall Architecture; Kathy Finley, Finley Design; Ennis Flint; Gensler; Jensen Corporation; Ken Kay Associates; Landtech Consultants; Stross Brothers; TICO Construction Company; Ken Toyama; Verde Design

Funders and Site Hosts:
8 80 Cities
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Higher Fire
Hotel De Anza
Suzanne Lai, Lido
Jameson Parvizad, Lvi. 44
Maxxum Corp.
Robert F. Peckham Federal Building
Poor House Bistro
Republic Services
San Jose Sharks Foundation
Ron Muniera, San Jose Stage
Santa Clara County District Attorney’s Office
Abi Tamraz and Tara Khinno-Herrera, Tangerine
Hookah Lounge
VTA
Betty Yee
Letty Yee

Associates and Interns:
Fonn Bookprakob
Marybeth Bowman
Zach Lewis
Stephanie Wong
Ryan Sebastian, Public Space Authority
Kayla Hughes, Public Space Authority
Kevin Biggers, San Jose Made
Marie Millares, San Jose Made

Sorry if we missed YOU!