

City Manager – Office of Economic Development and Cultural Affairs

Lee Wilcox, Acting Director

MISSION

Catalyze equitable job growth, investment, entrepreneurship, cultural vibrancy, and talent attraction and retention in San José. Strengthen the City’s fiscal health.

CITY SERVICE AREA

Community and Economic Development

CORE SERVICES

ARTS AND CULTURAL DEVELOPMENT

Support diverse cultural amenities, offerings, and organizations, commission and maintain public art, and authorize and coordinate outdoor special events on public and private property.

BUSINESS DEVELOPMENT AND ECONOMIC STRATEGY

Assist business location and expansion, advance San José’s Economic Strategy; and support Council policy making.

REAL ESTATE SERVICES

Manage the City’s real estate assets and facilitate real estate-related transactions to support City projects and generate revenue.

REGIONAL WORKFORCE DEVELOPMENT

Assist business in hiring a quality workforce through assessment, supportive services, and skills training.

Strategic Support: Budget/Fiscal Management and Administrative Support, Emergency Response and Recovery

City Manager – Office of Economic Development and Cultural Affairs

Service Delivery Framework

PROGRAM	DESCRIPTION
Arts and Cultural Development Core Service	
Arts and Cultural Development Administration	Presents an annual arts leadership award event, sets priorities and plans for cultural development, addresses policy issues, manages cultural initiatives and programs, assists external initiatives that affect San José arts and culture, and supports the Arts Commission.
Convention and Visitors Bureau	Provides for the operation of the San José Convention and Visitors Bureau (Visit San José) by Team San Jose, supporting marketing, sales & destination services, media/press and additional CVB functions to attract tourism, special events, and promote commerce in San José.
Cultural Grants	Awards and administers over 100 grants annually for non-profit arts organizations, special events, and creative entrepreneurs with services that include technical assistance to arts organizations and creative entrepreneurs in achieving their goals.
Cultural Facilities Operations and Maintenance	Provides stewardship of City-owned cultural facilities such as the Convention Center, the Hammer Theatre Center, and Mexican Heritage Plaza, including the management of operations and maintenance agreements with non-profit partners and the monitoring of those partners; coordinates with the Public Works Department on maintenance and capital needs of the cultural facilities; and manages legal agreements and the relationship with Team San Jose.
Outdoor Events	Authorizes and oversees over 500 annual outdoor special events citywide; produces special events such as CityDance series; leads the inter-departmental and inter-agency Special Events Team; provides event information to the public, businesses and neighborhood organizations; builds relationships with regional, national, and international event producers; and creates beneficial event sponsorship opportunities for the San José business community.
Public Art / Placemaking	Supports the commissioning of art for the public realm, City Hall exhibits, and the 250 artworks in the City's collection and encourages street life activation.
Business Development and Economic Strategy Core Service	
Business District Management	Manages relationships, legal agreements, joint projects, and policy changes between the City and major downtown partners, including San José Downtown Association, San José Sports Authority, San José State University, San José Hotels, and Japantown and Downtown Business Improvement Districts; manages the City's free use program and plays a role in public space activation in the Downtown; supports the development of new neighborhood business centers citywide and the strengthening of existing neighborhood commercial districts; and increases retail amenities (in Neighborhood Business Districts and urban villages) including management of the wayfinding banner program.
Business Outreach and Assistance	Works with existing and potential San José businesses and entrepreneurs to encourage business and job attraction, retention, expansion, and creation, including driving industry outreach and small business assistance; administers the Sister City and Foreign Trade Zone programs; provides technical assistance through the BusinessOwnerSpace network and other resources; and assists with business inter-departmental coordination.

City Manager – Office of Economic Development and Cultural Affairs

Service Delivery Framework

PROGRAM	DESCRIPTION
<i>Business Development and Economic Strategy Core Service</i>	
Development Attraction and Facilitation	Serves as a single point of contact for key economic development projects going through the development review process; coordinates with development services partners on initiatives that simplify development regulations and/or accelerate permit processing schedules; meets, develops, and maintains relationships with developers, contractors, investors, and other development stakeholders; and assists in the creation of housing development opportunities and policy in collaboration with internal and external partners.
Economic Policy Analysis / Communications	Leads development of economic development-related strategies (e.g., Downtown Highrise Incentive, Development Fee Framework, and North San José policies), performs economic and data analysis to support policy development, business intelligence activities, and decision making by numerous departments and City Council; collaborates and coordinates communications strategies with internal and external communications staff around shared projects/initiatives; and manages the development of business and economic development-related public information collateral materials, graphic design and production, and audio-visual production in a variety of media.
<i>Real Estate Services Core Service</i>	
City Lease Administration	Manages leasing with the City as a lessee or lessor for facilities and/or telecommunications, including maintenance of City-owned properties that are being leased to other entities or are vacant.
City Property Acquisition and Sales	Works with real estate brokers, developers, and property owners to encourage new leasing and development activity, including acquisition of temporary or permanent property rights for City projects and initiatives; manages the sale of surplus property.
<i>Regional Workforce Development Core Service</i>	
Workforce Development Services	Provides client assessments, career counseling, workshops, training (e.g. Occupational Skills Training, On-the-Job Training, Incumbent Worker Training, Group Training), supportive services, and job development support to approximately 3,000 youth and adult clients annually, while at the same time supporting hundreds of businesses with recruiting, on-the-job training, layoff avoidance, and technical assistance.
Workforce Innovation and Opportunity Act Board Support and Administration	Supports effective decision making of the 19-member, federally mandated work2future Board and its committees through the preparation of memos, presentations and updates, and development of board and committee packets; manages recruitment and onboarding of new board members; and ensures compliance with the Workforce Innovation and Opportunity Act Board governance requirements, Brown Act, Sunshine rules, Form 700, etc.
<i>Strategic Support Core Service</i>	
Economic Development Management and Administration	Provides administrative oversight for the office, including executive management, financial management, human resources, and analytical support.
Economic Development and Cultural Affairs Emergency Response and Recovery	Provides for the coordination and delivery of emergency services and recovery.

City Manager - Office of Economic Development and Cultural Affairs

Department Budget Summary

Expected 2025-2026 Service Delivery

- Implement the Economic Strategy Workplan approved by the City Council to retain/grow jobs and revenue; foster small business reliance and create thriving business districts; accelerate a thriving downtown; activate San José as the South Bay's hub for sports, arts, and entertainment; and prepare residents to successfully participate in the local economy.
- To ensure alignment with the Economic Strategy Workplan, recommend revisions to the Office's Core Services, Budget Programs, Performance Measures, and Activity and Workload Highlights through a forthcoming Manager's Budget Addendum.
- Provide a range of training and employment services to residents by creating opportunities to learn job skills and earn credentials.
- Assist arts organizations, cultural facilities, and outdoor event producers to sustain, innovate, and adapt in a changing fiscal environment.
- Manage the City's real estate assets with a focus on revenue generation, cost minimization, and timely transaction services in support of all City Departments.

2025-2026 Key Budget Actions

- As directed by City Council's approval of the Mayor's March Budget Message for Fiscal Year 2025-2026, provides funding for the following:
 - Continues 2.0 Senior Executive Analyst positions and 1.0 Executive Analyst position, through June 30, 2026, for business outreach and development.
 - Adds 1.0 Assistant to the City Manager and 1.0 Senior Executive Analyst positions, through June 30, 2030, funded by an agreement with Pacific Gas & Electric, to serve as part of a City Energy Customer Development team.
 - One-time funding of \$250,000 to develop a conceptual plan for a sports and entertainment district within walking distance of the SAP Center.
- As directed by City Council's approval of the Mayor's March Budget Message for Fiscal Year 2025-2026, provides one-time funding in the General Fund within City-Wide expenses for the following:
 - \$1.5 million to help facilitate local activation events and improvements to maximize the short-term and long-term economic gains of significant sporting events in 2026, including the Super Bowl and World Cup.
 - \$120,000 for legal support for small businesses facing Americans with Disabilities Act (ADA) lawsuits and other legal actions.
- Adds funding of \$350,000 in the General Fund within City-Wide Expenses to continue and make permanent the Storefront Activation Grants program.
- Continues 1.0 Arts Programs Coordinator position, through June 30, 2028, in the General Fund within City-Wide Expenses to oversee the City's agreement with the County of Santa Clara and provide consultant/management services for the County Public Art Program.
- Decreases the San José Works - Youth Jobs Initiative allocation in the General Fund within City-Wide Expenses by \$490,000, from \$1.9 million to \$1.4 million.

Operating Funds Managed

- Business Improvement District Fund
- Convention and Cultural Affairs Fund
- San José Arena Capital Reserve Fund
- Transient Occupancy Tax Fund
- Workforce Development Fund

City Manager - Office of Economic Development and Cultural Affairs

Department Budget Summary

	2023-2024 Actuals ***	2024-2025 Adopted ****	2025-2026 Forecast	2025-2026 Proposed
Dollars by Core Service				
Arts and Cultural Development	26,229,361	40,261,138	39,027,060	39,327,060
Business Development and Economic Strategy	14,664,699	11,408,024	8,678,585	10,193,866
Real Estate Services	2,904,361	3,119,396	3,181,214	3,431,214
Regional Workforce Development	10,249,392	10,605,980	9,525,233	9,035,233
Strategic Support - Community & Economic Development	2,741,389	2,648,452	2,491,170	2,491,170
Strategic Support - Other - Community & Economic Development	2,728,046	6,294,424	626,196	2,141,665
Total	\$59,517,248	\$74,337,414	\$63,529,458	\$66,620,208
Dollars by Category				
Personal Services and Non-Personal/Equipment				
Salaries/Benefits	11,929,228	12,309,398	12,340,040	13,385,321
Overtime	1,483	0	0	0
Subtotal Personal Services	\$11,930,711	\$12,309,398	\$12,340,040	\$13,385,321
Non-Personal/Equipment	796,524	1,915,494	760,026	1,010,026
Total Personal Services & Non-Personal/Equipment	\$12,727,235	\$14,224,892	\$13,100,066	\$14,395,347
Other Costs *				
City-Wide Expenses	14,380,993	17,895,189	9,401,798	11,181,798
General Fund Capital	47,275	0	0	0
Gifts	2,350	58,000	44,000	44,000
Housing Loans and Grants	0	0	0	0
Other	32,019,252	41,915,395	40,686,498	40,686,498
Other - Capital	0	0	0	0
Overhead Costs	340,143	193,938	297,096	312,565
Workers' Compensation	0	50,000	0	0
Total Other Costs	\$46,790,013	\$60,112,522	\$50,429,392	\$52,224,861
Total	\$59,517,248	\$74,337,414	\$63,529,458	\$66,620,208

These allocations are subject to change. A forthcoming Manager's Budget Addendum will recommend revisions to the Office's Core Services and Budget Programs to ensure alignment with the City Council-approved Economic Strategy Workplan.

* Fund Balance, Transfers, and Reserves for funds that may be managed by this department have been excluded from this display. This information can be found in Source and Use of Funds Statements elsewhere in this document.

** The position counts displayed in the 2023-2024 Actuals column reflect those included in the 2023-2024 Adopted Budget.

*** 2023-2024 Actuals may not subtotal due to rounding.

**** The amounts in the 2024-2025 Adopted Budget column may vary from the published Adopted Budget due to the realignment of Other Costs (primarily City-Wide Expenses and General Fund Capital) between Departments.

City Manager - Office of Economic Development and Cultural Affairs

Department Budget Summary

	2023-2024 Actuals ***	2024-2025 Adopted ****	2025-2026 Forecast	2025-2026 Proposed
Dollars by Fund				
General Fund (001)	20,656,607	25,561,846	15,807,527	18,764,322
Building Development Fee Program Fund (237)	167,352	65,971	70,112	70,112
Business Improvement District Fund (351)	3,471,603	4,182,789	4,656,286	4,656,286
Convention and Cultural Affairs Fund (536)	9,714,227	13,254,000	12,550,000	12,550,000
Fire Development Fee Program Fund (240)	29,056	0	0	0
Gift Trust Fund (139)	3,620	58,000	44,000	44,000
Low And Moderate Income Housing Asset Fund (346)	82,108	0	0	133,955
Planning Development Fee Program Fund (238)	100,103	0	0	0
Public Works Development Fee Program Fund (241)	123,300	90,245	96,244	96,244
San José Arena Capital Reserve Fund (459)	3,605,902	6,885,000	5,885,000	5,885,000
Transient Occupancy Tax Fund (461)	12,095,687	14,647,636	15,961,385	15,961,385
Workforce Development Fund (290)	8,647,272	8,751,529	7,801,189	7,801,189
Capital Funds	820,411	840,398	657,715	657,715
Total	\$59,517,248	\$74,337,414	\$63,529,458	\$66,620,208
Positions by Core Service **				
Arts and Cultural Development	12.00	12.00	12.00	13.00
Business Development and Economic Strategy	17.00	14.00	12.00	17.00
Real Estate Services	4.00	4.00	4.00	4.00
Regional Workforce Development	20.45	19.75	19.75	19.75
Strategic Support - Community & Economic Development	7.55	7.25	7.25	7.25
Total	61.00	57.00	55.00	61.00

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City Manager - Office of Economic Development and Cultural Affairs

Department Budget Summary

	2023-2024	2024-2025	2025-2026	2025-2026	2025-2026
	Actuals **	Adopted	Forecast	Proposed	Proposed Positions
Dollars by Program*					
Arts and Cultural Development					
Arts and Cultural Development Administration	1,295,007	962,951	1,041,811	1,041,811	2.75
Convention and Visitors Bureau	0	6,072,000	6,822,000	6,822,000	0.00
Cultural Grants	8,046,534	6,807,500	6,409,348	6,509,348	0.00
Cultural Facilities Operations and Maintenance	14,920,335	24,417,751	22,870,200	22,870,200	1.25
Outdoor Events	898,747	873,105	896,024	896,024	4.00
Public Art/Placemaking	1,068,738	1,127,831	987,677	1,187,677	5.00
Sub-Total	26,229,361	40,261,138	39,027,060	39,327,060	13.00
Business Development and Economic Strategy					
Business District Management	728,466	2,632,809	1,588,518	1,588,518	5.26
Business Outreach and Assistance	6,273,332	8,153,873	6,492,347	7,487,431	7.43
Development Attraction and Facilitation	179,072	71,334	0	520,197	2.00
Downtown Management	6,743,658	0	0	0	0.00
Economic Policy Analysis/Communications	740,171	550,008	597,720	597,720	2.31
Sub-Total	14,664,699	11,408,024	8,678,585	10,193,866	17.00
Real Estate Services					
City Lease Administration	2,041,968	2,041,695	2,059,145	2,059,145	0.00
City Property Acquisition and Sales	862,393	1,077,701	1,122,069	1,372,069	4.00
Sub-Total	2,904,361	3,119,396	3,181,214	3,431,214	4.00
Regional Workforce Development					
Workforce Development Services	9,891,400	10,053,858	8,922,435	8,432,435	16.55
Workforce Innovation and Opportunity Act Board Support and Administration	357,992	552,122	602,798	602,798	3.20
Sub-Total	10,249,392	10,605,980	9,525,233	9,035,233	19.75
Strategic Support - Community & Economic Development					
Economic Development Emergency Response and Recovery	1,556,133	0	0	0	0.00
Economic Development Management and Administration	1,185,256	2,648,452	2,491,170	2,491,170	7.25
Sub-Total	2,741,389	2,648,452	2,491,170	2,491,170	7.25

These allocations are subject to change. A forthcoming Manager's Budget Addendum will recommend revisions to the Office's Core Services and Budget Programs to ensure alignment with the City Council-approved Economic Strategy Workplan.

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City Manager - Office of Economic Development and Cultural Affairs

Department Budget Summary

	2023-2024	2024-2025	2025-2026	2025-2026	2025-2026
	Actuals **	Adopted	Forecast	Proposed	Proposed Positions
Strategic Support - Other - Community & Economic Development					
Economic Development Capital	158,228	0	0	0	0.00
Economic Development Gifts	2,350	58,000	44,000	44,000	0.00
Economic Development Other Departmental - City-Wide	2,404,330	5,278,786	285,100	1,785,100	0.00
Economic Development Other Departmental - Grants	60,000	713,700	0	0	0.00
Economic Development Other Operational - Administration	66,294	0	0	0	0.00
Economic Development Overhead	36,844	193,938	297,096	312,565	0.00
Economic Development Workers' Compensation	0	50,000	0	0	0.00
Sub-Total	2,728,046	6,294,424	626,196	2,141,665	0.00
Total	\$59,517,248	\$74,337,414	\$63,529,458	\$66,620,208	61.00

These allocations are subject to change. A forthcoming Manager's Budget Addendum will recommend revisions to the Office's Core Services and Budget Programs to ensure alignment with the City Council-approved Economic Strategy Workplan.

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City Manager - Office of Economic Development and Cultural Affairs

Budget Reconciliation

Personal Services and Non-Personal/Equipment

(2024-2025 Adopted to 2025-2026 Proposed)

	Positions	All Funds (\$)	General Fund (\$)
Prior Year Budget (2024-2025):	57.00	14,224,892	7,666,657
Base Adjustments			
One-Time Prior Year Expenditures Deleted			
• Rebudgets		(42,300)	(42,300)
• School of Arts and Culture (La Avenida Cultural District)		(200,000)	(200,000)
• Downtown Management and City-wide Business Development Staffing (1.0 Senior Executive Analyst)	(1.00)	(175,368)	(175,368)
• East San José Small Business Corridor Support Manager (1.0 Senior Executive Analyst)	(1.00)	(175,368)	(175,368)
• Microbusiness Start-Up Grants		(150,000)	(150,000)
• Alum Rock Santa Clara Street Business Association		(100,000)	(100,000)
• Downtown Peddler Mitigation Pilot Program		(100,000)	(100,000)
• Silicon Valley Education Foundation		(75,000)	(75,000)
• Urban Vibrancy Institute's Downtown Small Business Revitalization Initiative		(75,000)	(75,000)
• Neighborhood Economic Grants		(73,828)	(73,828)
• Youth Science Institute		(62,500)	(62,500)
• Tully Road Eastridge Business Association		(50,000)	(50,000)
• Alameda Business District		(46,200)	(46,200)
• Marketing for East Village and Alum Rock Santa Clara		(30,000)	(30,000)
• Blossom Valley Mural		(20,000)	(20,000)
• Incubation Kitchen for Street Vendors		(20,000)	(20,000)
• San José Day		(20,000)	(20,000)
• Lunar New Year & Tet Parade		(15,000)	(15,000)
• La Colina Park Concerts		(14,640)	(14,640)
• Christmas in the Park		(13,000)	(13,000)
• College of Adaptive Arts		(10,000)	(10,000)
• Latino Business Foundation of Silicon Valley (LBFSV)		(10,000)	(10,000)
• School of Arts and Culture (Fiesta del Mariachi)		(10,000)	(10,000)
• Supporting Underserved Students - LEAF		(10,000)	(10,000)
• Vietnamese American Cultural Center (Mid-Autumn and Tet Festivals)		(5,000)	(5,000)
• Cultivating San José's AI Start-Up Ecosystem		(3,000)	(3,000)
One-time Prior Year Expenditures Subtotal:	(2.00)	(1,506,204)	(1,506,204)
Technical Adjustments to Costs of Ongoing Activities			
• Salary/benefit changes and the following position reallocations: - 1.0 Assistant Director to 1.0 Deputy Director		333,276	102,234
• Executive Staffing Realignment		48,099	12,025
• Budget Program Realignment: Business Development		3	3
• Fund Shift: Real Estate Staffing		0	131,014
Technical Adjustments Subtotal:	0.00	381,378	245,276
2025-2026 Forecast Base Budget:	55.00	13,100,066	6,405,729

City Manager - Office of Economic Development and Cultural Affairs

Budget Reconciliation

Personal Services and Non-Personal/Equipment

(2024-2025 Adopted to 2025-2026 Proposed)

Budget Proposals Recommended	Positions	All Funds (\$)	General Fund (\$)
1. Business Outreach and Development Staffing	3.00	525,084	525,084
2. Energy Customer Development Team	2.00	520,197	520,197
3. Sports and Entertainment District Preliminary Development		250,000	250,000
4. Public Art Staffing	1.00	0	0
5. Reallocation of Real Estate Services Staffing	0.00	0	(118,486)
Total Budget Proposals Recommended	6.00	1,295,281	1,176,795
2025-2026 Proposed Budget Total	61.00	14,395,347	7,582,524

City Manager – Office of Economic Development and Cultural Affairs

Budget Changes by Department

Personal Services and Non-Personal/Equipment

2025-2026 Proposed Budget Changes	Positions	All Funds (\$)	General Fund (\$)
1. Business Outreach and Development Staffing	3.00	525,084	525,084

***Community and Economic Development CSA
Business Development and Economic Strategy Core Service
Business Outreach and Assistance Program***

As directed by the Mayor’s March Budget Message for Fiscal Year 2025-2026, as approved by City Council, this action continues 2.0 Senior Executive Analyst and 1.0 Executive Analyst positions, through June 30, 2026, for business outreach and development. One Senior Executive Analyst position will continue to focus on supporting business in the city’s multi-cultural East San José and expand into a broader lead on supporting Hispanic businesses citywide, continue the foundational work that has been started with multiple early-stage business associations, facilitate the formation of viable new business improvement districts, and build out critical business technical assistance work. The second Senior Executive Analyst position will continue as the Corporate Outreach and Retention team’s lead on evaluating and responding to State of California Go-Biz Requests for Information for companies interested in expansion and relocation, and will serve as the lead for AI-related business outreach efforts and coordinate with the Mayor’s Office on company visits, networking events, and innovator convenings. The Executive Analyst position will continue to lead outreach to Vietnamese-owned businesses in the city. The number of Vietnamese-owned businesses is growing rapidly in San José and is forecast to continue to attract investment. This position has also been involved with supporting the emerging Story Road business association and will provide project management on projects including night markets and other business-led initiatives in the Vietnamese business community. Additionally, this position will oversee the annual business engagement/resource event in May and annual business awards event in November at City Hall with a total of 500 attendees.
(Ongoing costs: \$0)

City Manager – Office of Economic Development and Cultural Affairs

Budget Changes by Department

Personal Services and Non-Personal/Equipment

2025-2026 Proposed Budget Changes	Positions	All Funds (\$)	General Fund (\$)
2. Energy Customer Development Team	2.00	520,197	520,197

***Community and Economic Development CSA
Business Development and Economic Strategy Core Service
Development Attraction and Facilitation Program***

As directed by the Mayor’s March Budget Message for Fiscal Year 2025-2026, as approved by City Council, this action adds 1.0 Assistant to the City Manager and 1.0 Senior Executive Analyst positions, through June 30, 2030, to serve as part of an energy customer development team. The funding for these positions will be provided by revenue from Pacific Gas and Electric (PG&E) through an implementation agreement that is part of a collaboration between the City and PG&E to plan, finance, construct, and maintain electric infrastructure to meet the City’s economic development and decarbonization goals. These positions are part of a larger Energy Customer Development Team that will coordinate and accelerate large electrical load projects. A total of six positions will form the team with two in the Office of Economic Development and Cultural Affairs (OEDCA) and four in the Public Works Department. The positions in OEDCA consist of the Assistant to the City Manager and a Senior Executive Analyst and will focus on accelerating the development and delivery of large electrical load projects in San José, specifically targeting projects requiring transmission-level interconnections. The Assistant to the City Manager position will be the overall City Energy Team lead and will provide oversight of the Implementation Agreement, manage the relationship with PG&E, and provide oversight of the workforce development partners such as International Brotherhood of Electrical Workers (IBEW) and work2future. The Senior Executive Analyst position will support attracting large-scale energy customers and provide oversight for critical energy infrastructure projects. This action is supported by a related action in the Public Works Department to add four positions (1.0 Associate Engineer, 1.0 Senior Engineering Technician, 1.0 Senior Construction Inspector, and 1.0 Associate Construction Inspector, also through June 30, 2030) dedicated to supporting the permitting process and pre-construction, inspections, and construction management services support for PG&E projects. (Ongoing costs: \$520,197)

City Manager – Office of Economic Development and Cultural Affairs

Budget Changes by Department

Personal Services and Non-Personal/Equipment

2025-2026 Proposed Budget Changes	Positions	All Funds (\$)	General Fund (\$)
3. Sports and Entertainment District Preliminary Development		250,000	250,000

*Community and Economic Development CSA
Real Estate Services Core Service
City Property Acquisition and Sales Program*

As directed by the Mayor’s March Budget Message for Fiscal Year 2025-2026, as approved by City Council, this action adds one-time non-personal/equipment funding of \$250,000 to develop a conceptual plan and guiding principles for a sports and entertainment district within walking distance of the SAP Center. The process to develop the plan will include case study insights by analyzing sports and entertainment districts throughout the country and interviews and collaborative workshops with stakeholders to develop core requirements for the district. The conceptual plan is to be presented to the City Council for approval by December 2025. (Ongoing costs: \$0)

4. Public Art Staffing	1.00	0	0
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*Community and Economic Development CSA
Arts and Cultural Development Core Service
Public Art / Placemaking Program*

This action continues 1.0 Arts Programs Coordinator position, through June 30, 2028, which is also described in the City-Wide Expenses section of this document. This position will oversee the City’s agreement with the County of Santa Clara and provides consultant/management services for the County Public Art program. An existing temporary position will continue for the term of an agreement with the County of Santa Clara, which became effective in June 2023. The County of Santa Clara will pay a total of \$800,000, in prepaid installments of \$200,000 each fiscal year starting in 2024-2025, for coordination of the County Public Art program, including public art project management of new capital improvement percent for art projects, management of existing works of art, and management of temporary exhibitions at the County Government Center. The five-year contract through June 2028 will provide for City staff labor charges and will allow for an ongoing collaborative relationship with the County to grow and aid in cleaning up and beautifying San José neighborhoods. (Ongoing costs: \$0)

City Manager – Office of Economic Development and Cultural Affairs

Budget Changes by Department

Personal Services and Non-Personal/Equipment

2025-2026 Proposed Budget Changes	Positions	All Funds (\$)	General Fund (\$)
5. Reallocation of Real Estate Services Staffing	0.00	0	(118,456)




*Community and Economic Development CSA
Real Estate Services Core Service
City Property Acquisition and Sales Program*

This action reallocates 50% of a Senior Executive Analyst position supporting Real Estate Services on an ongoing basis from the General Fund to the Low and Moderate Income Housing Asset Fund. The Housing Department's demand for Real Estate support has increased significantly in recent years. New workflows include the Ending Homelessness Scrum Team, which demands significant Real Estate staff time focused on master leasing or acquiring hotel properties, ground leasing or acquiring land for the development of housing projects including safe parking, safe sleeping, storage, tiny home/Emergency Interim Housing, congregate shelter, or a navigation center. This new workflow is in addition to the Housing Department's regular demands for Real Estate Services including managing leases and properties, assisting developers with property owner functions, and acquiring or disposing of easements or land utilized for permanent affordable housing or other housing projects. (Ongoing savings: \$0)

2025-2026 Proposed Budget Changes Total	6.00	1,295,281	1,176,795
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City Manager - Office of Economic Development and Cultural Affairs

Performance Summary

Four Key Budget Performance Measure Measurement Areas			
	★★★		
Access and Quality - How well does a service enable participation, visitation, and usage? How well does the service lead to its intended outcome, condition, state of compliance, or opportunity pathway?	Customer Satisfaction - How well does a service meet customer needs? How well does a service resolve a customer's problem? How well does a service deliver its intended experience for a customer?	Reliability and Responsiveness - How well does a service meet response time targets? How well does a service deliver resolution? How well does a service meet its efficiency goals?	Cost Effectiveness - How well does a service resource deliver its intended outcome? How well does a service resource deliver its intended output?

Arts and Cultural Development

Performance Measures

		2023-2024 Actual	2024-2025 Target	2024-2025 Estimated	2025-2026 Target
	PM 1 % of public art works that are in the City's permanent collection that are in "good" to "excellent" condition based on their physical and operational condition	80%	80%	80%	80%
★★★	PM 2 % of responding funded cultural organizations rating the arts grants program "good" to "excellent" based on responsiveness and timelines	90%	90%	90%	90%

These metrics are subject to change. A forthcoming Manager's Budget Addendum will recommend revisions to the Office's Core Services and corresponding Performance Measures and Activity and Workload Highlights to ensure alignment with the City Council-approved Economic Strategy Workplan.

City Manager - Office of Economic Development and Cultural Affairs

Performance Summary

Arts and Cultural Development

Activity and Workload Highlights

		2023-2024 Actual	2024-2025 Forecast	2024-2025 Estimated	2025-2026 Forecast
	Arts and cultural grants:				
AWH 1	- # of awarded grants	123	120 ¹	122	120
	- Grant funding for special events (\$)	\$706K	\$830K	\$691K	\$700K
	- Total Office of Cultural Affairs grant awards (\$)	\$5.2M	\$5.1M ¹	\$5.0M	\$4.5M
AWH 2	# of public art works in the City's permanent collection	466	474	474	480
	Outdoor special events coordinated by Office of Cultural Affairs:				
AWH 3	- # of events	152	130	1502	160
	- # of event days	388	355	465	485
	- # of reported attendees	2.4M	2.0M	1.5M	2.0M
AWH 4	Economic Impact of Convention Center, San José Civic, Center for the Performing Arts, California Theater, and Montgomery Theater (attendance by type):				
	- # of Local/Social visitors	792,298	795,620	743,626	815,232
	- # of Out-of-Town visitors	46,610	46,175	43,506	47,945
	- # of Exhibitors	4,006	4,830	3,660	4,100

¹ 2024-2025 Target restated based on new methodology for calculating number and amount of grant awards.

² The 2024-2025 Estimated is higher due to an increase in series events such as night markets, block parties, and concert series. Additionally, the SJ PLACES program (formally Downtown Vibrancy Event Pilot) was implemented, which has resulted in additional small-scale events with smaller attendance.

Data Sources: Arts and Cultural Development

Number	Data Source
PM 1	Office of Cultural Affairs condition assessment of public art
PM 2	2023-2024 Grants Survey sent to all grantees via Survey Monkey
AWH 1	Office of Cultural Affairs Grants Tracking Database, which includes Mayor's Budget Message directed grants and other one-time grants managed by OEDCA.
AWH 2	Office of Cultural Affairs Public Art Database
AWH 3	Office of Cultural Affairs Events Database
AWH 4	Team San Jose



These metrics are subject to change. A forthcoming Manager's Budget Addendum will recommend revisions to the Office's Core Services and corresponding Performance Measures and Activity and Workload Highlights to ensure alignment with the City Council-approved Economic Strategy Workplan.

City Manager - Office of Economic Development and Cultural Affairs

Performance Summary

Business Development and Economic Strategy

Performance Measures

		2023-2024 Actual	2024-2025 Target	2024-2025 Estimated	2025-2026 Target
 <i>PM</i> 1	Ratio of Business Development outreach expenditures to generated sales and business tax revenues	1:3	1:3	1:3	1:3
 <i>PM</i> 2	% of Business Development grants distributed to woman or minority-owned businesses	93%	82%	85%	85%

These metrics are subject to change. A forthcoming Manager's Budget Addendum will recommend revisions to the Office's Core Services and corresponding Performance Measures and Activity and Workload Highlights to ensure alignment with the City Council-approved Economic Strategy Workplan.

City Manager - Office of Economic Development and Cultural Affairs

Performance Summary

Business Development and Economic Strategy

Activity and Workload Highlights

		2023-2024 Actual	2024-2025 Forecast	2024-2025 Estimated	2025-2026 Forecast
<i>AWH 1</i>	# of companies receiving Office of Economic Development permitting assistance	91	90	615	700 ¹
<i>AWH 2</i>	Estimated \$ change in sales and business tax revenue from businesses receiving Business Development assistance:				
	- Taxes from attracted or expanded companies	\$2.2M	\$1.5M	\$1.0M	\$2.5M ²
	- Taxes from retained companies	\$1.2M	\$1.0M	\$1.9M	\$2.5M ²
<i>AWH 3</i>	Estimated # of jobs from businesses receiving Business Development assistance:				
	- New jobs from attracted or expanded companies	3,955	3,985	2,610 ³	2,700 ³
	- Jobs from retained companies	652	800	4,230 ³	4,380 ³
<i>AWH 4</i>	# of Business Owner Space participants receiving assistance (access to capital, technical or human resources support, or information)	14,514	15,000	14,285 ⁴	12,500
<i>AWH 5</i>	# of meetings held with businesses receiving Business Development support	1,694	575	1,195 ⁴	600

¹ The increase in permit assistance from 2023-2024 actuals is from the Business Ally team shifting from the Planning, Building and Code Enforcement Department to OEDCA. Other teams in OEDCA are expected to ramp up permit assistance in 2025-2026; some of this is corporate outreach continuing to ramp up, as well as for other small business team members to make this more of a focus.

² \$5M total will get halfway to the OEDCA \$10M workplan goal for the next two years; the expectation is there will be more property and utility tax in 2025-2026.

³ Reflects an approximately 3.5% year-over-year growth for 2025-2026. There was also large job growth in 2024-2025 (the largest since before the pandemic), and much of the 2024-2025 Estimated is attributed to support of Western Digital and Infinera (now Nokia) for their successful CHIPS efforts, as well as for taking credit for Foreign Trade Zone (FTZ) companies, which have not been included before, as part of the 50 year anniversary and celebration of San José being the FTZ grantee for the area.

⁴ Contracts ended with Prosperity Lab, Latino Business Foundation, and Enterprise Foundation because American Rescue Plan Act (ARPA) funds depleted, and their work significantly contributes to these numbers.

Data Sources: Business Development and Economic Strategy

Number	Data Source
<i>PM 1</i>	Business Development outreach tracker
<i>PM 2</i>	Grants tracking database
<i>AWH 1</i>	Business Development team tracking
<i>AWH 2</i>	Business Development analysis of sales and business tax
<i>AWH 3</i>	Annual BOS survey of service providers
<i>AWH 4</i>	Business Development team tracking
<i>AWH 5</i>	Internal tracking of meetings with Corporate Engagement Team, Small Business Team


These metrics are subject to change. A forthcoming Manager's Budget Addendum will recommend revisions to the Office's Core Services and corresponding Performance Measures and Activity and Workload Highlights to ensure alignment with the City Council-approved Economic Strategy Workplan.

City Manager - Office of Economic Development and Cultural Affairs

Performance Summary

Real Estate Services

Performance Measures

		2023-2024 Actual	2024-2025 Target	2024-2025 Estimated	2025-2026 Target
Revenue generated by type (%):					
 <i>PM</i> 1	- Facility Leases	32%	34%	36%	35%
	- Telecommunication Leases	44%	50%	50%	52%
	- Surplus Property Sales	24%	16%	14%	13%

Activity and Workload Highlights

		2023-2024 Actual	2024-2025 Forecast	2024-2025 Estimated	2025-2026 Forecast
Revenue generated by type (\$):					
<i>AWH 1</i>	- Facility Leases	1,153,327	1,100,000	1,183,936	1,886,000
	- Telecommunication Leases	1,606,170	1,600,000	1,600,000	1,700,000
	- Surplus Property Sales	866,783	500,000	465,000	450,000
# of leased properties managed (sq.ft.):					
<i>AWH 2</i>	- City as landlord (sq.ft.)	N/A ¹	96,151	96,151	96,151
	- City as tenant (sq.ft.)	N/A ¹	131,503	131,503	131,503
	- Macro telecommunication leases	N/A ¹	35	35	37
<i>AWH 3</i>	# of other managed properties	N/A ¹	12	12	11
# of real estate transactions executed:					
<i>AWH 4</i>	- Acquisitions/Dispositions	N/A ¹	12	9	5
	- Easements	N/A ¹	6	11	10
	- Leases	N/A ¹	20	25	20
	- Other real estate requests	N/A ¹	57	57	50
	- Access and license agreements	N/A ¹	12	27	20

¹ New performance measure and does not have 2023-2024 Actual or prior year data.

Data Sources: Real Estate Services

Number	Data Source
<i>PM 1</i>	Budget tracking, Internal tracking. Includes General Fund and other funds
<i>AWH 1</i>	Budget tracking, Internal tracking. Includes General Fund and other funds
<i>AWH 2</i>	Internal tracking; new performance metric does not have 23-24 target or prior year history
<i>AWH 3</i>	Internal tracking; new performance metric does not have 23-24 target or prior year history
<i>AWH 4</i>	Internal tracking; new performance metric does not have 23-24 target or prior year history



These metrics are subject to change. A forthcoming Manager's Budget Addendum will recommend revisions to the Office's Core Services and corresponding Performance Measures and Activity and Workload Highlights to ensure alignment with the City Council-approved Economic Strategy Workplan.

City Manager - Office of Economic Development and Cultural Affairs

Performance Summary

Regional Workforce Development

Performance Measures

		2023-2024 Actual	2024-2025 Target	2024-2025 Estimated	2025-2026 Target
 <i>PM 1</i>	Estimated % of clients employed 6 months after initial placement:				
	- Adults	68%	69%	70%	69%
	- Dislocated Workers	71%	68%	69%	68%
	- Youth	75%	68%	69%	68%
 <i>PM 2</i>	Estimated % of clients employed 12 months after initial placement				
	- Adults	71%	66%	66%	66%
	- Dislocated Workers	71%	70%	71%	70%

Activity and Workload Highlights

		2023-2024 Actual	2024-2025 Forecast	2024-2025 Estimated	2025-2026 Forecast
<i>AWH 1</i>	# of work2future clients receiving discrete services (counseling, job placement, and occupational training)	2,500	1,250	2,000	2,200 ¹
	- Adults	1,141	700	750	1,000 ¹
	- Dislocated Workers	231	300	200	200 ¹
	- Youth	315	250	250	200 ¹
<i>AWH 2</i>	# of business clients served by the Business Services Unit	300	300	300	300
<i>AWH 3</i>	# of San José Works (work2future clients)	813	775	800	800

¹ 2025-2026 Forecast assumes no more than 5% reduction in the Workforce Innovation and Opportunity Act allocation, which is determined by the State.

Data Sources: Regional Workforce Development

Number	Data Source
<i>PM 1</i>	CalJOBS
<i>PM 2</i>	CalJOBS
<i>AWH 1</i>	CalJOBS
<i>AWH 2</i>	CalJOBS
<i>AWH 3</i>	San José Works Enrollment Report

These metrics are subject to change. A forthcoming Manager's Budget Addendum will recommend revisions to the Office's Core Services and corresponding Performance Measures and Activity and Workload Highlights to ensure alignment with the City Council-approved Economic Strategy Workplan.

City Manager - Office of Economic Development and Cultural Affairs

Department Position Detail

Position	2024-2025 Adopted	2025-2026 Proposed	Change
Accountant I/II	2.00	2.00	-
Administrative Officer	1.00	1.00	-
Analyst I/II	9.00	9.00	-
Arts Programs Coordinator	0.00	1.00	1.00
Assistant Director	2.00	1.00	(1.00)
Assistant to the City Manager	4.00	5.00	1.00
Deputy Director	1.00	2.00	1.00
Director of Economic Development	1.00	1.00	-
Division Manager	1.00	1.00	-
Economic Development Manager	1.00	1.00	-
Events Coordinator I/II	1.00	1.00	-
Executive Analyst I/II	4.00	5.00	1.00
Executive Assistant	1.00	1.00	-
Public Information Manager	1.00	1.00	-
Senior Accountant	1.00	1.00	-
Senior Analyst	1.00	1.00	-
Senior Arts Program Coordinator	4.00	4.00	-
Senior Events Coordinator	2.00	2.00	-
Senior Executive Analyst	16.00	17.00	1.00
Staff Specialist	4.00	4.00	-
Total Positions	57.00	61.00	4.00