

San Jose Overall Message Architecture

Vision	A 21st Century City That's Incubating and Inspiring the Future			
Positioning Statement	San Jose is the global model of a city fueled by Innovation, Creativity and Opportunity			
Value Propositions	Global Talent Concentrates In San Jose	The Spawning Ground for Global Entrepreneurship	Building the Modern Model of a Global City	Embracing the Vibrant Quality of San Jose Life
Key Messages	An international city with one of the largest global concentrations of talent that matches and fuels the pace of a growing global economy	No other major city capitalizes on the spirit of entrepreneurship and innovation like San Jose, where inventiveness thrives	San Jose is actively building the model of the modern global green city, nurturing an innovation economy with progressive public policy, active growth and development	San Jose redefines quality of life by blending dynamic work and business opportunities with leisure, arts and entertainment that is second to none, but uniquely San Jose
Proof Points	<p>38 percent of the city's population is foreign-born. San Jose is tied with Los Angeles and second only to Miami in foreign population. However the diversity of San Jose's immigrant population is far broader than any other major city.</p> <p>Residents overwhelmingly feel that all are welcome in San Jose from the languages we speak (50% of residents speak 2 or more languages) to festivals the community enjoys (including San José Int'l Mariachi Festival ,San Jose Taiko, Vietnamese Tet Festival, and many more.)</p> <p>Few cities have more successfully assimilated such a broad range of diverse cultures; San Jose ranks number one in the nation in the integration of immigrant populations based on where people live.</p> <p>Among 64 San Jose technology companies receiving venture capital in 2006, a minimum of 65 percent had at least one, and typically more than one, foreign-born executive on the management team.</p> <p>More than half of all Silicon Valley science and engineering workers are foreign-born. In the year 2000, companies led by Indian and Chinese engineering executives accounted for more than \$19.5 billion in sales and 72,839 jobs, accounting for nearly 16% of the 2000 employment base.</p> <p>San Jose has made significant investment in the creation of the internationally recognized global business incubator, the US Market Access Center, to facilitate international collaboration among foreign and local businesses, associations, governments and academic institutions.</p> <p>San Jose's culture and artistic ventures reflect the international makeup of its residents, embracing resident's roots and diverse cultural ties through art, dance, music and entertainment options to introduce and reconnect people to cultures.</p>	<p>Unlike most other cities, San Jose's official economic development strategy is built around encouraging small company start-ups, some of which will grow to become major global companies.</p> <p>San Jose is home to the largest comprehensive incubator program in the nation: the software business cluster, the environmental business cluster, the US Market Access Center, and San Jose BioCenter.</p> <p>The city is the most diversified of any innovation-based community with specialization spanning seven core technology sectors.</p> <p>1,500 of the 2,500 largest technology firms are located within a 30-mile radius of downtown San Jose. In fact, San Jose is home to numerous technology giants like Cisco, Adobe, eBay, BEA, Xilinx, Cadence</p> <p>San Jose leads the nation in patent generation and is home to more patent holders than San Diego and Los Angeles combined.</p> <p>Named one of nation's top cities for clean technology incubation and the top city in Nano-technology development.</p> <p>35% of all Venture Capital funding in the US is invested in Silicon Valley. In 2006, the percent growth of venture capital funding specific to San Jose exceeded that of Silicon Valley and was more than double the national average.</p> <p>Powering San Jose's innovation economy is one of the most productive and highly educated populations in America. More than 40% of the workforce has a bachelor's degree or higher, compared with 25% nationally.</p>	<p>San Jose is the Nation's green innovator, leading the way with its Green Vision plan that turns innovation into action.</p> <p>Downtown San Jose's resurgence has sparked a flow of creativity and community in the creative urban core of Silicon Valley. Careful planning and investment have developed an area to work, live and play, where ideas and creativity are currency exchanged across all cultures.</p> <p>San Jose is redeveloping & restructuring old office complexes in order to build a dense and robust cluster of business space along side reasonable housing for talent, a plan set into action through programs like North Vision2030.</p> <p>College graduates are choosing where to live first, rather than deciding WHO to work for. The creation of landmark initiatives like 1stACT and programs like ZeroOne further the City's belief that creativity, culture and diversity are central components to a thriving creative urban center</p> <p>San Jose serves as a key business and recreation gateway to the Bay, and the Mineta International Airport is expanding to meet the demands of the modern global traveler.</p> <p>San Jose is dedicated to the enhancement of its transportation infrastructure. The city provides extensive bus & rail service to approximately 180,000 passengers per day, with the light rail tracks covering over 40 miles of the region and bus service to over 4,337 stops. The airport provides services to 10.9 million passengers annually and approximately 30,000 passengers daily.</p> <p>San Jose has invested in the development of the education infrastructure and its role in the creation of a diverse, highly trained and educated competitive work-force. The City launched the first joint municipal-university library in the nation and offers over 1.5 million items available to the general public.</p>	<p>"The Gateway to the Bays" with ready access to Bay Area events & attractions as well as access to Santa Cruz and Monterrey Bay experiences.</p> <p>The Norman Mineta International Airport averages 360 commercial and 168 general aviation departures and landings daily with 17 carriers, servicing 10.7 million passengers annually welcoming about 29,000 passengers daily.</p> <p>San Jose enjoys 300 days of sun each year, providing visitors and residents alike the motivation they need to hit the 150 miles of trails, a variety of parks and miles of outdoor leisure space within close proximity of the city's urban core.</p> <p>Consistently one of the safest big cities in America, ensuring that visitors and residents alike enjoy a warm community welcome in the 10th largest city in the nation.</p> <p>As a gateway for visitors, San Jose averages over 6 million visitors per year, over 1.68 million convention delegates, and generated over \$200 million dollars through tourism to the Convention Center.</p> <p>San Jose is establishing itself as a hub for athletes, both professionally and recreationally. The San Jose Sharks are a national fixture in the NHL and the return of professional soccer to the region. San Jose is also host to the Amgen Tour of California and Rock & Roll Half Marathon. For recreational athletes, San Jose offers over 181 parks and 36 trail systems that cover 332 miles, and was recently named the healthiest city for men and one of the top walking cities in the nation.</p> <p>San Jose serves as the international sports gateway San José State University (SJSU) and the City of San Jose was selected as the site for over 600 U.S. Olympic team members, coaches, and officials to disembark for the 2008 Games in Beijing</p>

