

ECONOMIC DEVELOPMENT AND CULTURAL AFFAIRS

The mission of the Office of Economic Development and Cultural Affairs is to catalyze job creation, private investment, revenue generation, talent development and attraction, and a diverse range of arts, cultural, and entertainment offerings.

ECONOMIC DEVELOPMENT AND CULTURAL AFFAIRS

The Office of Economic Development and Cultural Affairs (OEDCA) leads the City’s economic strategy, provides assistance for businesses, manages the City’s real estate assets, helps connect employers with trained workers, and supports art and cultural amenities in the community. OEDCA’s economic strategy workplan seeks to expand economic opportunity and mobility through business support, attraction, and facilitation; talent development; business outreach; and encouraging downtown development.

OEDCA manages several incentive programs for businesses, among them the Foreign Trade Zone and the Storefronts Grants Program, which helps small businesses enhance or enliven their ground-floor storefronts.

OEDCA also oversees agreements with the non-profit operator of the City’s [Convention & Cultural Facilities](#) (Team San Jose) and agreements for other City-owned cultural facilities.

In 2022-23, OEDCA’s operating expenditures totaled \$12.4 million. This includes personal and non-personal expenditures. The Office was responsible for \$16.9 million in Citywide expenses. Citywide expenses included property leases where the City is the tenant, and a subsidy to the Tech Interactive. The City also supported the Convention & Cultural Facilities with about \$11 million from hotel tax revenues.

KEY FACTS (2022-23)

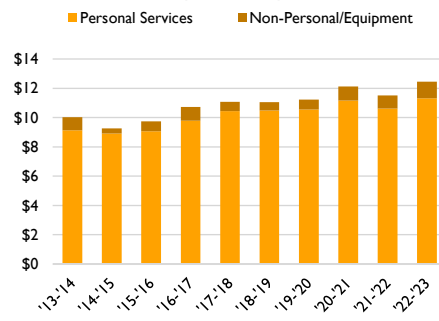
Unemployment Rate	Pre-COVID*	2.6%
	2023	3.6%
Median Household Income		\$ 133,835

* Average of monthly unemployment rates from July 2019 to February 2020.
Sources: Bureau of Labor Statistics and 2022 American Community Survey

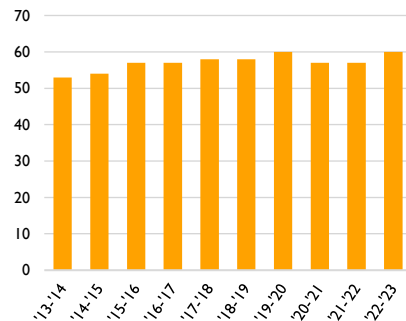
Select OEDCA Initiatives

- In 2022-23, OEDCA’s Business Development Team executed a small-business work plan that included supporting 12 existing or emerging business associations. Business Development procured technical assistance providers to support business owners, and connected business owners to grant opportunities. The team also continued to conduct business meetings focused on permit facilitations, retentions, expansions, or attractions.
- San José Works, a partnership with OEDCA’s work2future program and PRNS, provided over 370 high school youth with paid internships. Ninety-three percent of the participants completed their six-week paid internship, and 72 percent of participants resided in an Opportunity Neighborhood. In addition, the program placed about 450 youth with unsubsidized employment and connected 100 youth with mentors from the local employer community.

OEDCA Operating Expenditures (\$millions)

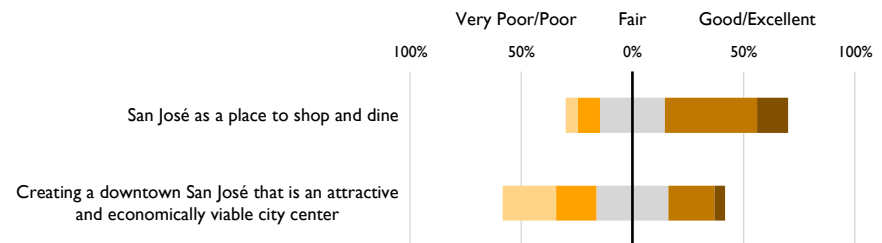


OEDCA Authorized Positions



Community Survey 2023

Ratings of Service



ECONOMIC DEVELOPMENT AND CULTURAL AFFAIRS

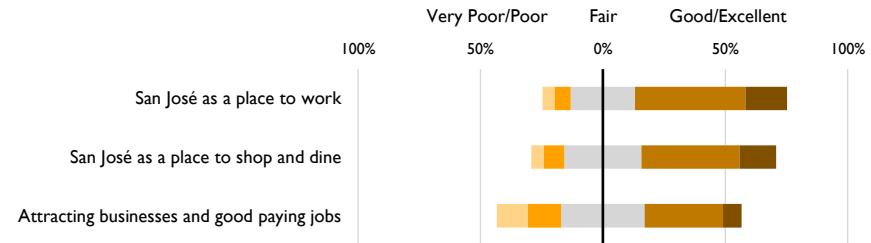
BUSINESS DEVELOPMENT AND JOBS

OEDCA's Business Development Division promotes business in San José by providing assistance, information, access to services, and facilitating the development permit process. It also has continued to support the city in its recovery and response to the COVID-19 emergency by providing assistance to small businesses in the City's underserved communities. In 2022-23, Business Development provided development facilitation services to support 100 projects. It also coordinated the Business Owner Space network, through which entrepreneurs receive information, and technical and human resources support.

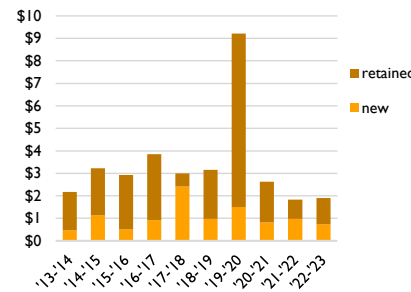
Business Development estimated companies that received its assistance generated \$1.9 million in tax revenues (business and sales taxes). In 2022-23, this included the attraction of ByteDance (TikTok), the expansion of Lyten, and the retention of Olympus. About \$2.5 in tax revenue was generated for every \$1 in OEDCA expenditure on business development.

One of OEDCA's main goals is to catalyze job creation. Companies and businesses that received OEDCA assistance created about 3,700 jobs and retained more than 1,200 jobs in 2022-23. With more than 430,000 jobs located within the city in 2022, San José had less than one job per employed resident. Palo Alto, by contrast, had more than two jobs per employed resident.

Community Survey 2023
Quality of Life Ratings

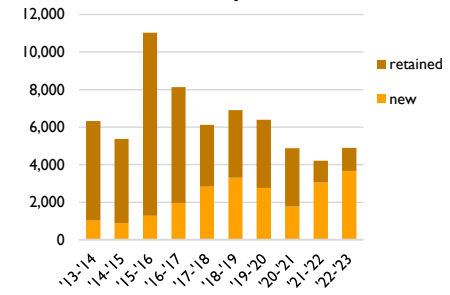


Estimated Tax Revenue Generated by OEDCA-assisted Companies (\$millions)

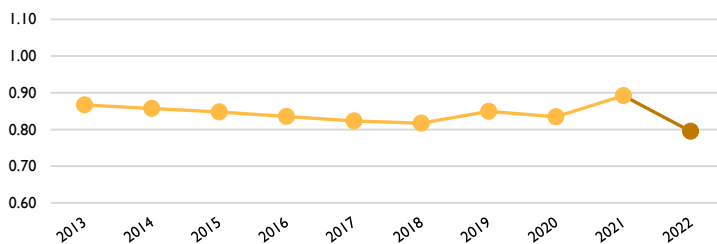


Note: The growth in '19-'20 was primarily driven by a revenue-sharing agreement with eBay.

Estimated Jobs Created or Retained by OEDCA-assisted Companies

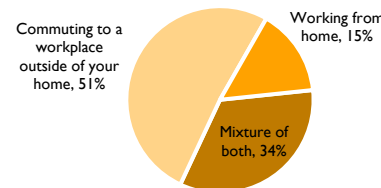


Jobs Per Employed Residents in San José
Balance at 1.0 job per resident
Envision 2040 target: 1.1 jobs per resident

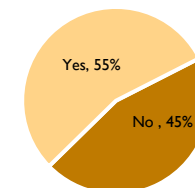


Sources: 2022 estimates come from the Employment Development Department. Data prior to 2021 comes from the American Community Survey (5-year estimates for 2010-2018 and 2020, 1-year estimates for 2019 and 2021).

Community Survey 2023
Are you currently working from home, commuting to a workplace outside of your home, or a mixture of both?



Community Survey 2023
When commuting to a workplace outside of your home, is that place within San José?



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WORKFORCE DEVELOPMENT

The City’s workforce development program is managed by [work2future](#), a federally-funded, state-mandated program that provides services to adults, dislocated (laid-off) workers, and youth. It provides job search assistance, occupational training, and skills enhancement workshops to San José residents as well as those of surrounding cities.

In 2022-23, work2future provided workforce development training, work experience, and counseling services to over 2,330 diverse job seekers. These clients included those supported with work2future federal formula funds (1,230 participants), City General Funds through San José Works (829 participants), and the Resilience Corps Program—an inter-departmental collaboration funded with American Rescue Plan Act resources (273 participants). Finally, more than 300 business clients, many of whom were small businesses, received assistance services, including recruitment, lay-off aversion, and business assistance.

CULTURAL AFFAIRS

OEDCA's Cultural Affairs Division promotes San José’s artistic and cultural vibrancy and supports opportunities for cultural participation and cultural literacy for residents, workers, and visitors. In 2022-23, OEDCA awarded 90 grants totaling \$3.8 million to organizations that are located in San José or host events in San José. Contributing to San José’s placemaking and design goals, the public art program reported that it had 431 works throughout the city.

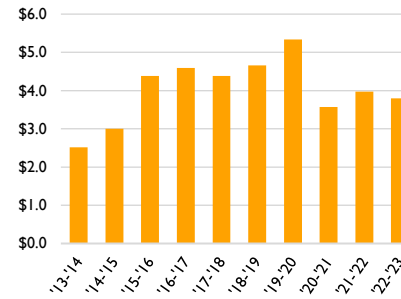
Cultural Affairs helped facilitate almost 400 event days in 2022-23 with an estimated attendance of 2.2 million. Not only did attendance increase from the previous year, it has returned to pre-COVID levels. OEDCA's signature events included Christmas in the Park, Viva Calle, and the Rock N Roll Half Marathon.

work2future Development Program Results

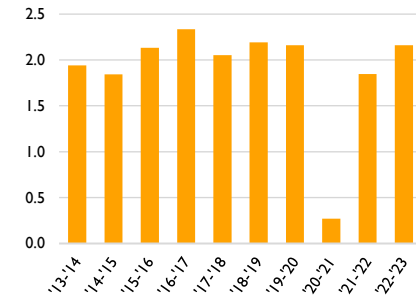
	Job Seekers	Placed in Jobs	State Goal	Success Rate*
Adults	704	70.2%	62.0%	113.2%
Dislocated Workers	309	76.0%	67.0%	113.4%
Youth (14-24 years)	217	70.0%	66.0%	106.1%

*Note: work2future serves San José, Campbell, Morgan Hill, Los Altos Hills, Gilroy, Saratoga, Monte Sereno, and unincorporated areas of Santa Clara County. A local area's performance is considered unsatisfactory when any overall program success rate falls below 90 percent for the program year.

Grant Awards for Arts and Cultural Development (\$millions)



Estimated Attendance at Outdoor Special Events (millions)



Funding to City-owned Cultural Facilities

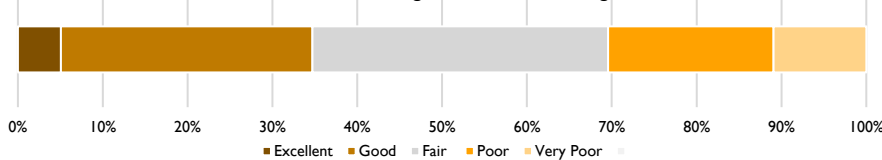
In addition to the properties managed by Team San Jose, OEDCA provided operations and maintenance funds totaling about \$4.1 million from the General Fund to the following operators of City-owned cultural facilities:

- Children's Discovery Museum
- San José Museum of Art
- SJSU (Hammer Theatre Center)
- Tech Interactive
- History San José
- School of Arts and Culture at Mexican Heritage Plaza



Hammer Theatre, Photo: City Auditor's Office

Community Survey 2023
Residents' rating of the availability and variety of arts and cultural offerings in or near their neighborhood



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REAL ESTATE SERVICE

Real Estate Services manages the City’s real estate portfolio, provides real estate services to City departments, and represents the City in third-party transactions. This includes acquisition, disposition, surplus sales, leasing, relocation, valuation, telecommunications, and property management. In 2022-23, sales revenue totaled about \$730,000. The division also generated \$2.6 million in facility lease revenue. Real Estate Services had 86 property leases in its real estate portfolio.

CONVENTION & CULTURAL FACILITIES

The City’s convention facilities (San José McEnergy Convention Center, South Hall) house exhibitions, trade shows, and conferences. The City’s cultural facilities (San Jose Civic, Montgomery Theater, California Theatre, Center for the Performing Arts) are home to concerts, plays, and other performances. Team San Jose, a public benefit corporation, manages these facilities on behalf of the City.*

In 2022-23, the facilities drew about 766,000 people to over 270 events. Of these events, 50 were at the convention facilities, which hosted more than 228,000 attendees.

*For more information about the performance of the City’s Convention and Cultural Facilities, see our [FY 2022-23 Team San Jose Performance Audit](#).

San Jose Civic



California Theatre



Montgomery Theater

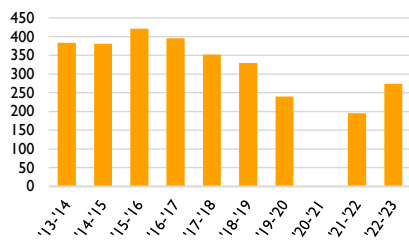


Center for Performing Arts



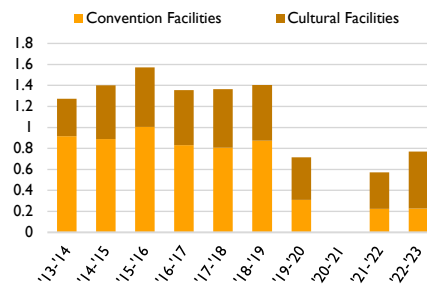
Photos: City Auditor’s Office and Team San José

**Number of Events
(Convention and Cultural
Facilities Combined)**



Note: The facilities did not host events in 2020-21 because of COVID-19.

Attendance (millions)



Operating Revenues and Expenses (\$millions)

