

# SAN JOSE



## NOVEMBER 2019 NEWSLETTER AT-A-GLANCE

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## SMALL BUSINESS SERVICES UPDATE

### Small Business Ally Program reached 1,100 entrepreneurs in FY 2018-2019

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A small but mighty team of two, City of San Jose's Small Business Allies, personally interacted with 1,100 new small business owners between July 1, 2018 and June 30, 2019.

Of those, almost 800 small businesses received general information on business registration requirement, home-based business criteria, cottage food business requirements, etc., More than 300 received direct assistance with issues involving the businesses' permit applications and inspection processes. Of those, fully 170 are up and open for business in San Jose.

The Small Business Allies are Juan Borrelli and Xuan Ha, bi-lingual experts in guiding entrepreneurs through the City's permitting and inspection processes. Xuan and Juan operate out of the Permit Center at City Hall, but are most often out in the

community working with entrepreneurs to get their businesses up and running.

Read our blogpost on the full report, and find more information on San Jose's Small Business support services [online](#).

[READ THE FULL STORY](#)



For more information, contact [Elisabeth Handler](#), Public Information Manager, OED.

## BUSINESS CLOSE-UP

### Rockwell Automation brings electric vehicle technology to Downtown



Demonstration of augmented reality technology at the Rockwell Automation facility in San Jose



John Miles, Rockwell Automation Global Business Leader in EV

By 2040, it's expected that 54% of new vehicle sales will be electric vehicles, according to Bloomberg New Energy Finance. Batteries currently represent a third of the cost of an EV. As battery costs continue to fall, demand for EVs will rise, with up to 40 million new EV batteries needed annually to power new vehicles. San Jose is rapidly becoming a leading world hub for research and development in new battery technology and software-led motor vehicle design, part of the shift across the automotive industry to EV.

In June 2019, Rockwell Automation opened a new 8,000 square-foot Electric Vehicle (EV) and Software Innovation Center at 111 North Market Street in San Jose, California.

The new ground floor center will provide live manufacturing demonstrations, hands-on trials utilizing new technology, and events showcasing collaboration with industry experts and Rockwell Automation partners. Rockwell Automation is the world's largest company dedicated to industrial automation and information, and more than 40 staff are now based here in San Jose. When a car manufacturer across the world wants a new production factory, Rockwell Automation will design and set the core production processes such as the Hybrid and EV Powertrain.

OED's Vic Farlie recently interviewed John Miles, the Rockwell Automation Global Business Leader in Electric Vehicles, to get the inside story on Rockwell Automation. For the Q&A on this exciting business in the heart of San Jose, read the blogpost.

[READ THE FULL STORY](#)



For more information, contact [Vic Farlie](#), Senior Executive Analyst, OED.

## HOSPITALITY NEWS

### Marriott opens two properties in North San Jose



New Residence Inn in San Jose, with its view of the Bay

Two new Marriott properties are now open in North San Jose's Alviso area - Residence Inn and Fairfield Inn & Suites. Located at 656 America Center Court, the facilities represent an added 261 rooms to San Jose's hotel-hungry landscape.

Guests have been checking into the new, Bay-view properties since early August, but the formal opening was celebrated in September by California Assemblymember Ash Kalra, San Jose City Councilmember Lan Diep, Valley Water Board Member Richard Santos and Bob Gross, Alviso community leader.

The Marriott team at the opening included Josh Howard, General Manager; Director of Sales Mari Larios, AGM Robert Johnson, Front Office Manager Nicole Martinez and Rosemary Aguillar, Director of Housekeeping

The hotels are located right at the waterfront with views over the San Francisco Bay all the way to San Francisco and Oakland to the north. The buildings in both properties are LEED Certified and feature state-of-the-art air conditioning systems and triple paned windows.



Celebrating the two properties' opening, from left, San Jose City Councilmember Lan Diep; Ash Kalra, Calif. Assemblymember; Josh Howard, dual General Manager of the new Marriott properties. (Photo credit: Amanda Llerena, svo)

For more information, visit our [blogpost](#).

READ THE FULL STORY



For more information, contact [Emily Lipoma](#), Development Facilitation Officer, OED

## BUSINESS OPENINGS

### Checkmate Boxing opens with science and sweat



Checkmate Boxing founders Amy Mongersun, left and Anthony Palomo, right, join

Every once in a while a new business opens in downtown San Jose by owners who step out of the high-pressure day-to-day grind of corporate America and into a business focused on building community.

Such is the case of Checkmate Boxing, a new business at 157 W. San Fernando that celebrated its grand opening in September. Checkmate Boxing is the brainchild of bioengineer, amateur boxer, and fitness enthusiast Amy Mongersun, and boxing coach, personal trainer and former Frito-Lay sales rep Anthony Palomo.

The founders hope to instill their love of the sport of boxing, as well as the confidence, resiliency, and relentless determination they have both gained from boxing (both inside and outside of the ring) to their clients.

The gym's slogan is *The Hard Science meets The Sweet Science* based on the gym's location in high-tech-heavy Silicon Valley and Any's background in bioengineering.

City Councilmember Raul Peralez (D3) and San Jose Downtown Association were on hand to officiate at the opening of the facility, located at 157 W San Fernando St, San Jose,

San Jose City Councilmember Raul Perez in the ring. CA 95113. Additional details are available at [www.checkmateboxing.com](http://www.checkmateboxing.com)

For more details, read our [blogpost](#).

READ THE FULL STORY



For more information, contact [Blage Zelalich](#), Downtown Manager, OED.

## Spectra Coffee opens in Almaden Shopping Center



Spectra Coffee interior

brainchild of Rebecca Pham and Eric Tran, both from families of immigrants to San Jose, most of whom showed up for the ribbon-cutting. Rebecca and Eric developed a neighborhood-friendly café that salutes all parts of the "coffee spectrum." Examples of their innovative offerings: the "All-Nighter" - a specialty drink that really might keep you up all night; "Dir-Tea" - an intriguing mix of tea and coffee; and a special treat for non-coffee drinkers --"Feelin' Lucky."

The bustling Almaden Plaza shopping center at the corner of Almaden Expressway and Blossom Hill Road has a new, home-grown source for refreshment and community - Spectra Coffee is now open where a Starbucks used to be.

"We are excited to welcome a family-owned and operated coffee shop where once a national chain was our only choice, said Councilmember Pam Foley at the ribbon-cutting for Spectra Coffee.

Reflecting the owners' passion for coffee and community, the revamped interior is warm and welcoming, and natural wood and the amazing coffee fragrance are immediately inviting. Spectra is the

Spectra is open 7 am to 7 pm daily, and is located at 5353 Almaden Expressway, Suite H52, San José Calif., 95118. For more details, read our [blogpost](#).

READ THE FULL STORY



For more information, contact [Elisabeth Handler](#), Public Information Manager, OED.

## DOWNTOWN UPDATE

### SJSU's Spartans Athletic Center -- community support is strong

*Guest Blogpost, Rick Jensen, Communications Manager, San Jose Downtown Association*

Spartans. Athletic. Center.

Sounds and will be impressive. When construction concludes in 2023, it will house locker rooms for football and soccer teams; a 150-seat auditorium; coaching offices; position-specific classrooms; stadium game-day suites; a general reception area, and shared-use dining hall; and a top-notch training room accessible to all student-athletes.



Graphic of locker layout in Spartans Athletic Center

With the new building, SJSU is showing new recruits it is serious about competing in a tough Mountain West conference that includes perennial powerhouse Boise State and contenders Fresno State, Nevada, Nevada-Las Vegas and San Diego State.

Those who love sports and football already know about the social and psychological benefits of having a winning team. It feels good. But for a community such as San Jose, the economic impact of full stadiums, and packed restaurants and hangouts before and after games must also be noted. Try finding a table in Norman, Ok., downtown Berkeley, Westwood, Palo Alto, Eugene, Ore., or Tuscaloosa, Ala. on Game Day. We want people talking at the water cooler about last week's game and next week's opponent.

San Jose and its Spartans are headed in that direction. We have the University and its president, Mary Papazian - herself a member of the NCAA committee - to thank. But a nod also needs to go out to a group of steadfast supporters and alums who have made an investment and commitment to the program through their seven-figure donations.

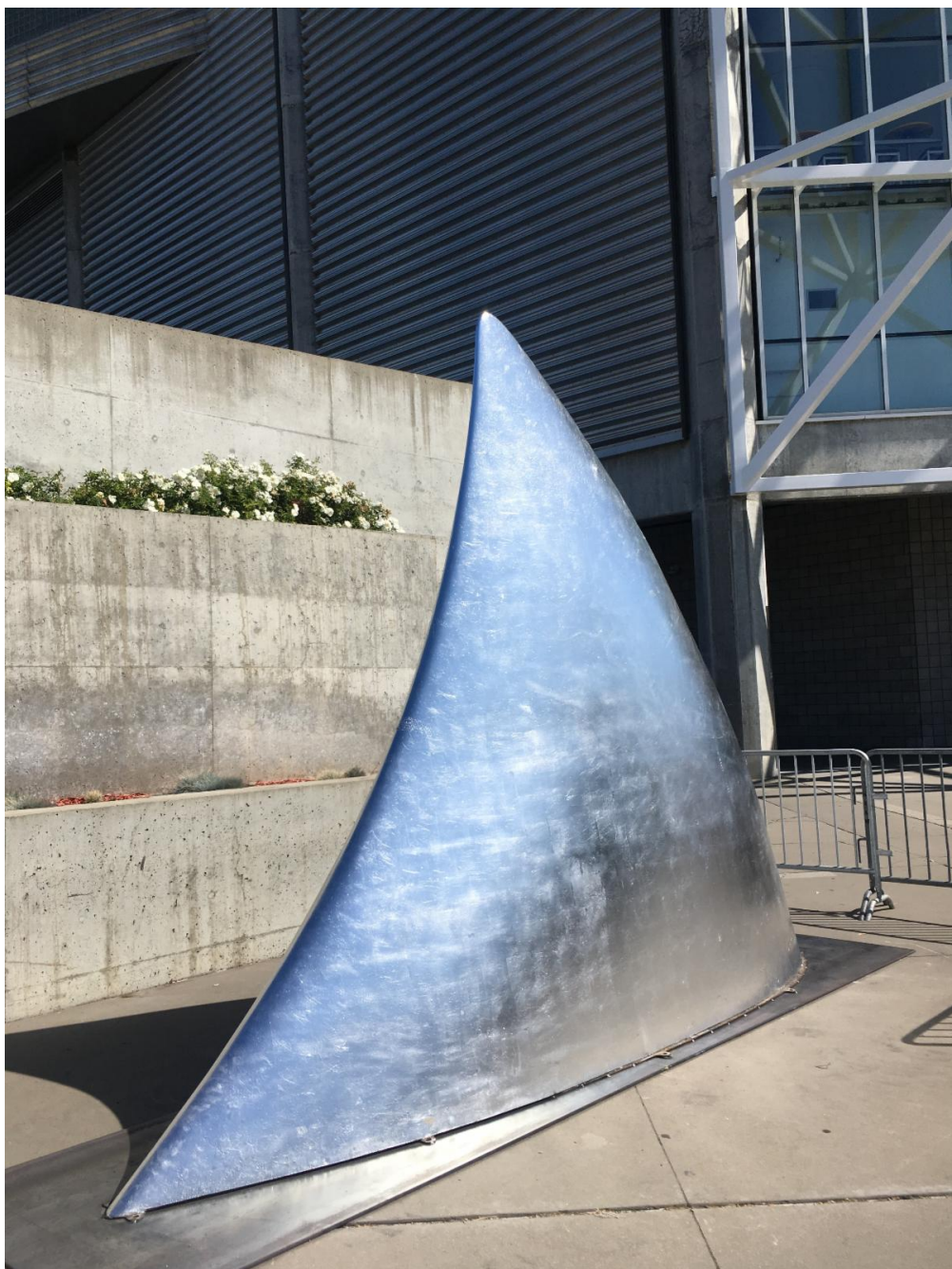
For more details, visit our [blogpost](#).

READ THE FULL STORY



For more information, contact [Blage Zelalich](#), Downtown Manager, OED.

## Shark art comes to San Jose from Burning Man



*No Swimming*, art by Oleg Lobykin, courtesy of the Playa to Paseo partnership of Burning Man Project and the City of San Jose,

Just in time for the launch of hockey season, our Office of Cultural Affairs and Burning Man Project unveiled the stunning artwork *No Swimming*, by South Bay artist Oleg Lobykin. Placed in front of the SAP center, at 525 West Santa Clara Street, *No Swimming* will be installed as a tribute to our Sharks

from September 19, 2019 to April 4, 2020. This artwork is the sixth artwork to be installed as part of the Playa to Paseo partnership between the Office of Cultural Affairs and Burning Man Project to site temporary artworks throughout San José. *No Swimming* is a 12-foot tall shark fin with an aluminum leaf finish.

As a classically trained master stone carver, artist Oleg Lobykin is interested in how contradictions can take shape in physical form. Originally from St. Petersburg, Russia, and now a resident of Silicon Valley, he views acceleration of cutting-edge technological progress with optimism and concern. *No Swimming* is reminder that even as humans increasingly dominate nature, we are still a part of it.

*No Swimming* marks the continuation of the three-year partnership between the Office of Cultural Affairs and Burning Man Project to bring artworks from the annual Burning Man event to San José. Previous artworks showcased through the series include the high-energy light installation *Sonic Runway*, the whimsical penny-bear *Ursa Mater*, the contemplative mechanical female figure *Tara Mechani*, and the monumental letter installations *XO* and *HaHa*. *No Swimming* debuts in San Jose on the eve of the traveling exhibition organized by the Smithsonian, "No Spectators: The Art of Burning Man," which opens at the Oakland Museum of California on October 12, 2019 and runs through February 16, 2020. Read our blogpost for more details on the art and the partnership.

[READ THE FULL STORY](#)



For more information, contact [Michael Ogilvie](#), Public Art Director, City of San Jose

## EVENTS

[Please visit November's full event calendar](#). Don't miss out on these featured events.

**Facebook First Fridays - Opening Reception**  
San Jose Museum of Art  
11.1.2019

**Crafts & Brew - Build & Sip**  
San Pedro Square Market  
11.2.2019

**Dia de los Muertos Run & Walk**  
Gardner Alviso Health Center  
11.3.2019

**Community Day - Dia de los Muertos**  
San Jose Museum of Art  
11.2.2019

**Brad Williams**  
San Jose Improv  
11.1 through 11.3.2019

**Alameda Artworks Open House**  
Alameda Artworks  
11.2 through 11.3.2019

**San Jose Chamber Orchestra Presents Cellissimi**  
San Jose City Hall  
11.3.2019

**Lunchtime Lecture: Black Athletes and the Speed City Era at San Jose College**  
San Jose Museum of Art  
11.6.2019

**QuickBooks Connect 2019**  
**San Jose McEnery Convention Center**  
11.6 through 11.8.2019

**MST3K Live! 30th Anniversary Tour Featuring Deathstalker II**  
**San Jose Civic**  
11.8.2019

**MST3K Live! 30th Anniversary Tour**  
**Center for the Performing Arts**  
11.8.2019

**Modigliani Quartet with Pianist Jon Nakamatsu**  
**SJSU Concert Hall**  
11.9.2019

**New Japan Pro Wrestling**  
**San Jose Civic**  
11.9..2019

**Art After Dark**  
**San Jose Museum of Contemporary Art**  
11.14.2019

**Peppa Pig's Adventure**  
**San Jose Civic**  
11.16.2019

**Miss Saigon**  
**Center for the Performing Arts**  
11.12 through 11.17.2019

**Left Bank Brasserie Beaujolais Nouveau Celebration and Harvest Fete**  
**Left Bank, Santana Row**  
11.21.2019

**CMT - You're a Good Man, Charlie Brown**  
**Montgomery Theatre**  
11.15 through 11.24.2019

**Applied Materials Silicon Valley Turkey Trot**  
**Arena Green West**  
11.28.2019

**So You Think You Can Dance Live 2019**  
**San Jose Civic**  
11.30.2019

**Opera San Jose Presents "Hansel and Gretel"**  
**California Theatre**  
11.16 through 12.1.2019

**San Jose Harvest Festival**  
**San Jose McEnery Convention Center**  
11.29 through 12.1.2019

