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DECEMBER 2017

FEATURE

/ SAN JOSE JUMPS INTO TOP 10 "REAL ESTATE PROSPECTS" IN U.S.

#WhySJ

In just one year, San Jose moved from #18 in the US for "overall real estate prospects" to #8, while San Francisco dropped to #27 from #10.

This is according to the [2018 Emerging Trends in Real Estate Report](#) issued by Price WaterhouseCoopers and the Urban Land Institute.

The report cites Adobe's planned addition of a fourth tower to its campus, doubling its downtown San Jose workforce, along with Google's interest in developing eight million sf in the Diridon Station area. The revival of restaurant and retail is noted as a key factor in attracting the millennial workforce that employers are pursuing.

Another development in San Jose's favor is expanding transit options including the extension of BART, electrification of Caltrain and the advent of High Speed Rail.

For more information on San Jose development opportunities, contact [Chris Burton](#), Senior Business Development Manager, OED.



Emerging Trends in Real Estate®

United States and Canada 2018



SAN JOSE FAST FACTS

/ SJ IS #1 FOR U.S. TECH JOBS

#WhySJ

San Jose metro area was ranked #1 for tech jobs in the US, with 134 tech-related employees per 1,000 jobs and a median annual salary of \$121,064, by NerdWallet, the personal finance website. Cities were graded on their balance of opportunity for tech workers with cost of living

The study analyzed data from 381 U.S. metro areas with populations over 50,000 using data from the Labor Department's Bureau of Labor Statistics and the U.S. Census Bureau's American Community Survey.

[Read the full report](#) from NerdWallet.

CORPORATE NEWS

/ SJ AUTO ECOSYSTEM EXPANDS WITH OPTIS LABS

#BuiltInSJ

In auto design, reducing design time is critical. Long dependent on clay models and Styrofoam mock-ups to refine exterior and interior design,

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For more information, call 408.535.8168, or contact [Elisabeth Handler](#)

car design has been a labor- and resource-intensive part of bringing a new model to market. A French software company that specializes in managing light and optics is bringing virtual and augmented reality techniques to car design, [OPTIS](#) has opened a five-person lab facility at the Prospect Silicon Valley facility in San Jose.

The grand opening of the Optis Lab was celebrated by Mayor Sam Liccardo and County Supervisor Cindy Chavez, hosted by Chris Grieves, Optis' West coast manager.



SJ Mayor Liccardo tests VR car interior experience

For the last several months, Optis' West Coast team has been working out of an office near Mineta San Jose International Airport, but the plan is to grow to 30 people in the next two to three years, Grieves said.

The company has two products: software that simulates light movement in a car's environment, and software that produces a virtual version of a car's environments and

interiors. That includes indoor and outdoor lighting, reflections, visibility of switches, materials and dials.

For more information, contact [Nathan Donato-Weinstein](#), Business Development Officer, OED.

/ AEROSPACE FIRM VECTOR EXPANDS INTO SAN JOSE

#BuiltInSJ

[Vector, a nanosatellite launch company](#) comprised of new-space and enterprise software industry veterans, is opening a new office in San Jose, to expand its current business operations throughout the West Coast, at 100 Century Center Court in North San Jose. The new facility is the company's first office addition since beginning operations in 2016 and will house a software engineering team responsible for the development of satellites for GalacticSky.

"San Jose has not been home to a launch vehicle company since the 1960s and with our new office, we are excited to bring aerospace back to the area," said Shaun Coleman, Chief Sales and Marketing Officer of Vector.

Read about the company's activities in [The Verge](#)

For more information, contact [Donovan Lazaro](#), Business Development Officer, OED.



EVENTS

/ [Miss Bennett: Christmas at Pemberly](#)
11.16 through
12.17.17

/ [The Nutcracker](#)
12.1 through 12.10.17

/ [South First Friday](#)
12.1.17

/ [SV Youth Orchestra Season Opener](#)
12.2.17

/ [Symphony Silicon Valley](#)
12.2 and 12.3.17

/ [Holiday Train](#)
12.2 and 12.3.17

/ [CS:GO Tournament at AKFgg Gamer Lounge](#)
12.2 and 12.3.17

/ [You-Sing-It Messiah](#)
12.4.17

/ [History SJ Heritage Holiday Tea](#)
12.9.17

/ [San Jose International Short Film Festival](#)
12.7 through 12.10.17

/ [Holiday Craft Fair](#)
12.16 and 12.17.17

/ [Santa Run Silicon Valley](#)
12.17.17

/ [San Jose Nutcracker](#)
12.15 through
12.24.17

/ [Cathedral - Season of Hope](#)
12.13. through
12.25.17

/ GROUND BROKEN FOR SJ'S TALLEST TOWERS

#DTSJ

Formerly known as SJSC Towers, MIRO, a two-tower residential project located across from City Hall on East Santa Clara Street, broke ground on November 11, 2017. On the site of the iconic Pacific Car Wash, the MIRO towers will be the tallest buildings in San Jose.



Mayor Sam Liccardo, center, participates in MIRO groundbreaking

According to owner Bayview Development Group, the 28-story towers at 167 E. Santa Clara St. will include 600+ residential units and about 20,000 square feet of commercial and retail space when it is completed in 2020.

The buildings, totaling 1 million sf of new construction, will include a mix of one-, two- and three-bedroom units, including 16 penthouses and amenities, like a rooftop pool, fitness, spa and pet facilities and concierge services.



MIRO rendering, corner of E. Santa Clara and 4th Streets.

Suffolk Construction is the general contractor and Steinberg Architects is the architect on the project.

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

TALENT

/ GUEST BLOG - 25 WAYS TO ATTRACT STUDENT TALENT

#SJWorks

Alyssa Lynch is Superintendent of San Jose's Metropolitan Education District (MetroEd). In October, she helped OED and

Silicon Valley Organization conduct two days of manufacturing facility tours for more than 800 area high school students, as part of Manufacturing Day San Jose 2017.

She wrote this [guest blog post](#) on strategies for companies to attract young talent.

For more on San Jose workforce development, contact [Jeff Ruster](#), Director of Strategic Partnerships, OED.



Alyssa Lynch

INNOVATION

/ KIKA BRINGS EMOJIS AND MORE TO SAN JOSE

#DTSJ

[Kika Tech](#) is certainly all about emojis, with one of the most popular emoji keyboard apps for both Android and Apple. The company, newly located to offices in downtown San Jose, has also signed deals with huge entertainment properties such as Wonder Woman and FC Barcelona.

Read the [OED blogpost](#) for details on the company and its explosive growth in the U.S.



The Kika Tech team and emoji pillows in their downtown HQ..

For more information, contact [Nathan Donato-Weinstein](#), Business Development Officer, OED.

LIFESTYLE

/ BURNING MAN ARTWORK IN DOWNTOWN SAN JOSE

#DTSJ

For the next three months, City Hall is the site of Sonic Runway, 450 feet of pulsing hoops of LEDs creating a tunnel of light and sound between 4th and 5th Streets along East Santa Clara Street.

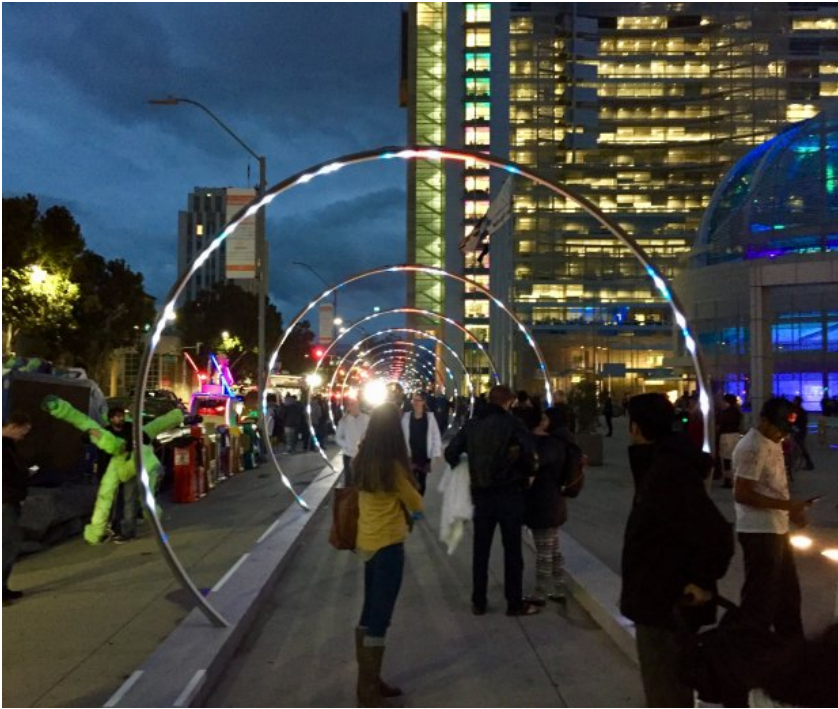


Image courtesy of Sal Pizarro, Mercury News.

The installation is a joint project of the City of San Jose Office of Cultural Affairs and Burning Man Project, and is the first artwork for the Playa to Paseo initiative.

Sonic Runway was created for Burning Man by Rob Jensen and Warren Trezevant, and is designed to help people experience the relative speeds of sound and light - music at one end drives waves of color along the runway of lighted hoops, creating a new understanding of how we deal with our eyes seeing something before our ears catch up.

The artwork will be activated every evening through early 2018. See [KTVU's coverage](#) for the excitement of the art work's opening night.

For more information, contact [Kerry Adams Hapner](#), Director of Cultural Affairs

REAL ESTATE OPPORTUNITIES

/ AVAILABLE IN NORTH SAN JOSE

[2777 and 2755 Orchard Parkway](#)



ORCHARD 2777 & 2755 PARKWAY

64,000 SF is available in a Class A+ R&D campus, located in North San Jose. With access to all major freeways, walking distance to amenities and light rail, and close to San Jose Mineta International Airport.

For information, contact [Nick Lazzarini](#), 408.615.3410 or [Kalil Jenab](#), 408.200.8800

[MidPoint @237](#)



MIDPOINT@237 | THE OFFICE

Located at N. 1st Street and Nortech Parkway in North San Jose, MidPoint @237 is a 415,000-sf business park with freestanding identity and prominent building signage. The campus includes two 2-story buildings and two 3-story buildings, located in a 1 million-sf business park with expansion opportunities.

For information, contact [Rob Shannon](#), Executive Vice President, CBRE, 408 453.7486,

For more information on North San Jose development opportunities, contact [Donovan Lazaro](#), Business Development Officer, OED.



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