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**FW: Letter of Support for the San Jose Downtown Office Incentive Program to be heard at 10.1.2024 Council Meeting**

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**From** City Clerk <city.clerk@sanjoseca.gov>  
**Date** Tue 9/24/2024 10:06 AM  
**To** Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachments (43 KB)

SJDA Letter of Support\_Downtown Incentive Program.docx;

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**From:** Lomio, Michael <Michael.Lomio@sanjoseca.gov>  
**Sent:** Tuesday, September 24, 2024 10:03 AM  
**To:** City Clerk <city.clerk@sanjoseca.gov>  
**Subject:** Fw: Letter of Support for the San Jose Downtown Office Incentive Program to be heard at 10.1.2024 Council Meeting

Letter for October 1, RE: Downtown Office Incentive Program.

**SAN JOSÉ  
MAYOR  
MATT  
MAHAN**

**Michael Lomio (he/him)**

Sr. Land Use & Economic Development Policy Advisor

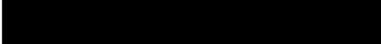

Office of Mayor Matt Mahan

 e: [Michael.Lomio@sanjoseca.gov](mailto:Michael.Lomio@sanjoseca.gov)

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**From:** Allie Hughes   
**Sent:** Monday, September 23, 2024 2:50 PM  
**To:** Mahan, Matt <[Matt.Mahan@sanjoseca.gov](mailto:Matt.Mahan@sanjoseca.gov)>; Reed, Jim <[Jim.Reed@sanjoseca.gov](mailto:Jim.Reed@sanjoseca.gov)>; Lomio, Michael <[Michael.Lomio@sanjoseca.gov](mailto:Michael.Lomio@sanjoseca.gov)>  
**Cc:** Leslee Guardino   
**Subject:** Fwd: Letter of Support for the San Jose Downtown Office Incentive Program to be heard at 10.1.2024 Council Meeting

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Good afternoon,

On behalf of the San Jose Downtown Association, please see the letter of support re the San Jose Downtown Office Incentive Program (item 8.2 on the October 1st City Council agenda) attached below.

All my best,

Allie

--

Allie Hughes, MPA  
Government Affairs Manager  
Canyon Snow Consulting, LLC

[www.canyonsnow.com](http://www.canyonsnow.com)



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**San Jose Downtown Association**  
28 N. First Street, Suite 1000  
San Jose, CA 95113

[sjdowntown.com](http://sjdowntown.com)  
408.279.1775



Honorable Mayor and Members of the San Jose City Council  
City of San Jose  
200 East Santa Clara Street  
San Jose, CA 95113

Dear Mayor and Council,

On behalf of the San Jose Downtown Association, we are writing to express our enthusiastic support for the San Jose Downtown Incentive Program. As representatives of downtown businesses who are deeply invested in the economic and community development of San Jose, we recognize the transformative potential of this program for our downtown area.

The San Jose Downtown Incentive Program represents a strategic initiative to invigorate our city's core, drive economic growth, and enhance the quality of life for our residents. By providing targeted incentives, this program will attract new businesses, foster innovation, and create job opportunities, while also expanding the number of greatly-needed residential units. The resulting economic vitality will benefit not only the businesses themselves but also the broader community by boosting local spending, increasing property values, opening up viable pathways for more residential housing and enhancing the downtown's appeal as a vibrant, thriving hub.

In particular, the program's focus on attracting new downtown office tenants aligns with our organization's mission and values. We believe that these incentives will spur significant investments in our downtown area, elevate our current residents, and bring new people into the area to experience all San Jose has to offer, both night and day.

We urge the City Council to fully support and prioritize the San Jose Downtown Incentive Program and continue to move it forward. Its successful implementation will undoubtedly contribute to the long-term success and prosperity of San Jose, making it a more dynamic and attractive place for residents, businesses, and visitors alike.

Thank you for considering our perspective. We look forward to continuing to collaborate with the City, and local stakeholders to support the passage and implementation of this program.

Sincerely,

A solid black rectangular box used to redact the signature of Alex Stettinski.

Alex Stettinski  
CEO of the San Jose Downtown Association

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**FW: Support for Council Agenda Item 8.2 on October 1, 2024 - Business Incentive Program**

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**From** City Clerk <city.clerk@sanjoseca.gov>  
**Date** Thu 9/26/2024 8:06 AM  
**To** Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachments (77 KB)

Advocacy Committee - Letter of Support - Downtown Incentive Program Sep 22 24.pdf;

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**From:** Chris Shay <[REDACTED]>  
**Sent:** Wednesday, September 25, 2024 9:49 PM  
**To:** City Clerk <city.clerk@sanjoseca.gov>; The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>  
**Cc:** Alex Stettinski <[REDACTED]>; Anjee Helstrup-Alvarez <[REDACTED]>; Klein, Nanci <Nanci.Klein@sanjoseca.gov>; Donato-Weinstein, Nathan <Nathan.Donato-Weinstein@sanjoseca.gov>  
**Subject:** Support for Council Agenda Item 8.2 on October 1, 2024 - Business Incentive Program

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Honorable Mayor, Distinguished Council Members, City Clerk,

As the Co-Chair for the SJDA Advocacy Committee (Arts, Sports, and Destination Economy Committee), I am submitting my support for the Business Incentive Program in downtown San Jose. This is associated with item 8.2 on the agenda being heard on October 1, 2024 at City Council. Thank you for your consideration.

Best,

**Chris Shay** | Senior Vice President Government Affairs  
Sharks Sports & Entertainment  
(408) 999 5726



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Honorable Mayor and Members of the San Jose City Council  
City of San Jose  
200 East Santa Clara Street  
San Jose, CA 95113

Dear Mayor and Council,

On behalf of Sharks Sports and Entertainment, I am writing to express our enthusiastic support for the San Jose Downtown Incentive Program. As a supporter of the San Jose Downtown Association (SJDA) and their mission to support our downtown, we recognize the transformative potential of this program for our community.

The San Jose Downtown Incentive Program represents a strategic initiative to invigorate our city's core, drive economic growth, and enhance the quality of life for our residents. By providing targeted incentives, this program will attract new businesses, foster innovation, and create job opportunities, while also expanding the number of greatly-needed residential units.

In particular, the program's focus on attracting new downtown office tenants aligns with our organization and SJDA's mission and values. We believe that these incentives will spur significant investments in our downtown area, elevate our current residents, and bring new people into the area to experience all San Jose has to offer, both night and day. A more vibrant downtown office community spurs growth in entertainment, arts, sports, housing, and general sense of safety in the community.

We urge the City Council to fully support and prioritize the San Jose Downtown Incentive Program and continue to move it forward. Its successful implementation will undoubtedly contribute to the long-term success and prosperity of San Jose, making it a more dynamic and attractive place for residents, businesses, and visitors alike.

Thank you for considering our perspective. We look forward to continuing to collaborate with the City, and local stakeholders to support the passage and implementation of this program.

Sincerely,

Chris Shay  
Sr. Vice President for Government Affairs  
Sharks Sports and Entertainment

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**FW: Item 8.2 for 10/1/24 - Lease Incentive Program - PLEASE SUPPORT**

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**From** City Clerk <city.clerk@sanjoseca.gov>  
**Date** Mon 9/30/2024 12:25 PM  
**To** Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Lomio, Michael <Michael.Lomio@sanjoseca.gov>  
**Sent:** Monday, September 30, 2024 12:25 PM  
**To:** City Clerk <city.clerk@sanjoseca.gov>; Taber, Toni <toni.taber@sanjoseca.gov>  
**Subject:** Fw: Item 8.2 for 10/1/24 - Lease Incentive Program - PLEASE SUPPORT

fyi



**Michael Lomio (he/him)**

Sr. Land Use & Economic Development Policy Advisor

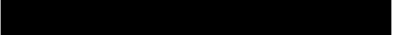

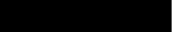

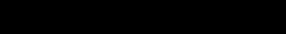
Office of Mayor Matt Mahan

 e: [Michael.Lomio@sanjoseca.gov](mailto:Michael.Lomio@sanjoseca.gov)

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**From:** Ted McMahon   
**Sent:** Friday, September 27, 2024 12:53 PM  
**To:** Lomio, Michael <[Michael.Lomio@sanjoseca.gov](mailto:Michael.Lomio@sanjoseca.gov)>; Mahan, Matt <[Matt.Mahan@sanjoseca.gov](mailto:Matt.Mahan@sanjoseca.gov)>; Davis, Dev <[dev.davis@sanjoseca.gov](mailto:dev.davis@sanjoseca.gov)>; Groen, Mary Anne <[maryanne.groen@sanjoseca.gov](mailto:maryanne.groen@sanjoseca.gov)>; Jimenez, Sergio <[sergio.jimenez@sanjoseca.gov](mailto:sergio.jimenez@sanjoseca.gov)>; Ramirez, Lucas <[lucas.ramirez@sanjoseca.gov](mailto:lucas.ramirez@sanjoseca.gov)>; Foley, Pam <[Pam.Foley@sanjoseca.gov](mailto:Pam.Foley@sanjoseca.gov)>  
**Cc:** Alex Stettinski ; cshay ; Anjee Helstrup-Alvarez   
 Passons, Omar <[Omar.Passons@sanjoseca.gov](mailto:Omar.Passons@sanjoseca.gov)>; Lomio, Michael <[Michael.Lomio@sanjoseca.gov](mailto:Michael.Lomio@sanjoseca.gov)>; Donato-Weinstein, Nathan <[Nathan.Donato-Weinstein@sanjoseca.gov](mailto:Nathan.Donato-Weinstein@sanjoseca.gov)>  
**Subject:** Item 8.2 for 10/1/24 - Lease Incentive Program - PLEASE SUPPORT

[External Email. Do not open links or attachments from untrusted sources.]

Dear CM Davis, CM Cohen, CM Foley and CM Jimenez,

I'm writing to ask you support your City's Downtown Core by supporting agenda item 8.2 next Tuesday. This is the proposed Incentive Program for employers willing to sign new leases – it relates to business tax and parking discounts.

We have approximately **3 million square feet** of office vacancy Downtown.(that's over 30% of our total) The proposed incentive will signal to the broader market that our City is open for business. Any incremental improvement in our competitiveness would be greatly appreciated. I'm assuming the Mayor's office and D3 will be fully onboard with this, but I'm hoping the other Districts understand how our Downtown's economic health impacts the broader City.

I believe that extending this to a 5 or 7 year period instead of the proposed 2 years would make sense as it would align with a more typical commercial lease term – but I'm not sure how Staff landed on that duration.

Thank you in advance for your consideration of this issue. I've included the language from the agenda item below.

Kindest regards,  
Ted

Here is the language:

*.2 Downtown San José Office Incentives. Recommendation: (a) Approve an ordinance amending Chapter 4.76 of Title 4 of the San José Municipal Code to add a new Section 4.76.749 to temporarily exempt from the City's Business Tax new tenants executing leases for office space, or new property owners engaging in owner-occupied office uses, in the Downtown Business Improvement District when certain requirements are satisfied. (b) Adopt a resolution amending the Master Parking Rate Schedule to establish a Downtown Office Lease Incentive Parking Program at City-owned and operated facilities and update various parking programs and rates.*

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**FW: Letter of Support - Downtown Incentive Program**

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**From** City Clerk <city.clerk@sanjoseca.gov>

**Date** Mon 9/30/2024 4:39 PM

**To** Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachments (134 KB)

Letter of Support - Downtown Incentive Program.pdf;

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**From:** Serpa, Jeanne [REDACTED]

**Sent:** Monday, September 30, 2024 4:36 PM

**To:** City Clerk <city.clerk@sanjoseca.gov>; Lomio, Michael <Michael.Lomio@sanjoseca.gov>; The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; Torres, Omar <Omar.Torres@sanjoseca.gov>; Klein, Nanci <Nanci.Klein@sanjoseca.gov>

**Subject:** Letter of Support - Downtown Incentive Program

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Please find a letter of support attached for 10/1/24 agenda item:

*8.2 Downtown San José Office Incentives. Recommendation: (a) Approve an ordinance amending Chapter 4.76 of Title 4 of the San José Municipal Code to add a new Section 4.76.749 to temporarily exempt from the City's Business Tax new tenants executing leases for office space, or new property owners engaging in owner-occupied office uses, in the Downtown Business Improvement District when certain requirements are satisfied. (b) Adopt a resolution amending the Master Parking Rate Schedule to establish a Downtown Office Lease Incentive Parking Program at City-owned and operated facilities and update various parking programs and rates.*

Thank you,  
Jeanne

**Jeanne Serpa**

Municipal Services Manager

[REDACTED]





## Sustainability in Action

Honorable Mayor and Members of the San Jose City Council  
City of San Jose  
200 East Santa Clara Street  
San Jose, CA 95113

Dear Mayor and Council,

On behalf of Republic Services, I am writing to express our support for the San Jose Downtown Incentive Program. As a supporter of the San Jose Downtown Association (SJDA) and their mission to support our downtown, we recognize the transformative potential of this program for our community.

The San Jose Downtown Incentive Program represents a strategic initiative to invigorate our city's core, drive economic growth, and enhance the quality of life for our residents. By providing targeted incentives, this program will attract new businesses, foster innovation, and create job opportunities, while also expanding the number of greatly needed residential units.

In particular, the program's focus on attracting new downtown office tenants aligns with our organization and SJDA's mission and values. We believe that these incentives will spur significant investments in our downtown area, elevate our current residents, and bring new people into the area to experience all San Jose has to offer, both night and day. A more vibrant downtown office community spurs growth in entertainment, arts, sports, housing, and general sense of safety in the community.

We urge the City Council to fully support and prioritize the San Jose Downtown Incentive Program and continue to move it forward. Its successful implementation will undoubtedly contribute to the long-term success and prosperity of San Jose, making it a more dynamic and attractive place for residents, businesses, and visitors alike.

Thank you for considering our perspective. We look forward to continuing to collaborate with the City, and local stakeholders to support the passage and implementation of this program.

Sincerely,



Jeanne Serpa  
Municipal Sales Manager  
Republic Services

---

City Council Meeting 10/01/24: Item 8.2 Downtown San Jose Office Incentives

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From Brendan Rawson <[REDACTED]>

Date Mon 9/30/2024 5:51 PM

To City Clerk <city.clerk@sanjoseca.gov>; Agendadesk <Agendadesk@sanjoseca.gov>; The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; Lomio, Michael <Michael.Lomio@sanjoseca.gov>; Torres, Omar <Omar.Torres@sanjoseca.gov>; Klein, Nanci <Nanci.Klein@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; District1 <district1@sanjoseca.gov>; Kamei, Rosemary <Rosemary.Kamei@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; Ortiz, Peter <Peter.Ortiz@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; Doan, Bien <Bien.Doan@sanjoseca.gov>

Cc Alex Stettinski <[REDACTED]>; Anjee Helstrup-Alvarez <[REDACTED]>; Chris Shay <[REDACTED]>

 1 attachments (468 KB)

San Jose Jazz letter regarding Item 8.2 10.01.2024.pdf;

[**External Email.** Do not open links or attachments from untrusted sources.]

Honorable Mayor and City Council,

Please find attached our letter in support of Item 8.2, the Downtown San Jose Office Incentive program.

Thank you,

Brendan Rawson

--

Brendan Rawson

Executive Director



<http://sanjosejazz.org/>

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September 30, 2024

Honorable Mayor and Members of the San Jose City Council  
City of San Jose  
200 East Santa Clara Street  
San Jose, CA 95113

Dear Mayor and Council,

On behalf of the San Jose Jazz, I am writing to express our support for the San Jose Downtown Incentive Program. As a downtown nonprofit business and employer based in downtown for more than 30 years we are deeply invested in the overall success of the downtown. We recognize the importance of proactive strategies such as this to support economic recovery in the downtown core.

The San Jose Downtown Incentive Program represents a strategic initiative to invigorate our city's core by attracting new office tenants. We believe that these incentives will help spur business interest in downtown, particularly among small, growing enterprises that are focused on attracting young talent to their ranks.

We urge the City Council to fully support and prioritize the San Jose Downtown Incentive Program and continue to move it forward. Its successful implementation will help kickstart business expansion interest in downtown and contribute to a more dynamic and attractive place for residents, businesses, and visitors alike.

**Regarding the additional memo from Mayor Mahan and Councilmembers Torres, Davis, and Jimenez directing staff to report out on the program's effectiveness, we suggest a modification. While we believe tax cut and fee reduction programs such as this can be effective in the short-term, what is fundamentally more important to attract businesses, residents, and visitors is the development of a vibrant and inspiring downtown. There are obvious reasons why San Jose businesses such as UBS, Cisco, and PWC have decided to relocate employees to Santana Row. It's the amenities. Rather than just analyzing the extension of the program, we recommend that the requested report analyze the future re-direction of foregone revenues generated by these and future downtown businesses into a downtown amenities' development fund.**

Thank you for considering our perspective. We look forward to continuing to collaborate with the City, and local stakeholders to support the passage and implementation of this program.

Sincerely,

Brendan Rawson  
Executive Director  
San Jose Jazz