

For Immediate Release:
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Summer Festival Connects Residents to Neighborhood-Serving Businesses and Organizations

San Jose Redevelopment Agency has supported the Association since 1984

Event: The East Santa Clara Street Business Association, in partnership with the San Jose Redevelopment Agency and the City of San Jose, will present a summer festival and community resource fair.

When: Saturday, August 15, 2009, 10:00 a.m. – 3:00 p.m.
12:00 p.m. Opening Remarks

Where: **Roosevelt Park and Community Center**
901 E. Santa Clara Street (at 21st Street)

Who: Councilmember Sam Liccardo, District 3
Abi Maghamfar, Deputy Executive Director, San Jose Redevelopment Agency
Gabriel Velasquez, President, East Santa Clara Street Business Association

Background: Located between Seventh Street and Highway 101, East Santa Clara Neighborhood Business District, is a commercial corridor, serving as the east-west gateway to Downtown San Jose and East San Jose.

Established in 1984 as a Neighborhood Business District, East Santa Clara Street features a diverse collection of nearly 200 restaurants and shops and neighborhood services, including specialty food and clothing stores, pharmacies and public health services. To revitalize the neighborhood-serving retail area, the San Jose Redevelopment Agency works with the Business Association and its members by providing funding and technical support in business development.

The Festival is a collaboration between the Business Association, the San Jose Redevelopment Agency and the City of San Jose to present the District's first public festival. The goal of the festival is to create awareness of the goods and services offered at the Business District. Local entertainers, small businesses and community service organizations will be present at the event.

The East Santa Clara Neighborhood Business Districts is one of eight Neighborhood Business Districts (NBD) located in a Redevelopment Project Area. To date, the San Jose Redevelopment Agency has invested more than \$280 million in the NBDs including more than \$19 million in the East Santa Clara NBD, leveraging approximately \$54 million. Improvements in the East Santa Clara area include the renovation of Roosevelt Park and the construction of Horace Mann School. For more information about the Redevelopment Agency, visit www.sjredevelopment.org

To join the East Santa Clara Business Association, please contact Erica Shinohara at (408) 595-8513 or at erica.shinohara@sanjoseca.gov or visit www.sjuptown.com

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