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FOR IMMEDIATE RELEASE

Downtown San Jose Pop-Up Program Drives Foot Traffic, Supports Local

City-funded initiative by the San Jose Downtown Association and MOMENT fuels small business growth

SAN JOSE, CA (September 19, 2025) — The San Jose Downtown Association (SJDA), in partnership with MOMENT and with funding from the City of San Jose's Office of Economic Development and Cultural Affairs, is celebrating the continued success of the Downtown San Jose Pop-Up Program. This dynamic initiative creates new opportunities for local small business entrepreneurs.

The program includes storefronts on Paseo, Post Street, and San Pedro Square, with 15 businesses—largely women-owned—as of May 2025. Total gross sales from Paseo De San Antonio and Post Street combined from May 2024 through April 2025 reached nearly $1 million, underscoring the program's impact on the downtown economy. According to SJDA visitation data provided by Placer.ai, annual visits to Paseo De San Antonio increased by 21.6% to 281.8K, while Post Street saw a 35.3% increase in annual visits, totaling 352.6K.

The San Jose Downtown Association actively supports new business owners by assisting with permitting and streamlining the often complex processes involved in launching a storefront or pop-up, helping entrepreneurs get through hurdles faster and more easily.

"The program is more than a retail strategy; it's a catalyst for cultural and economic growth," said Gumby Marques, Interim CEO of the San Jose Downtown Association. "It brings life to previously empty spaces and supports passionate small business owners, and we are thrilled to help facilitate that process."

Launched to address retail vacancies and strengthen the downtown business ecosystem, the program offers creative small businesses a low-barrier pathway to operating in physical retail spaces through affordable percentage-based rent, grants for space improvements, and ongoing marketing support from MOMENT and its sister brand, San Jose Made. Participants receive one-year leases to test and grow their businesses, with potential for long-term tenancy.

Learn more about small business support at sjdowntown.com.

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About San Jose Downtown Association (SJDA): The San Jose Downtown Association is a membership-based nonprofit organization created in 1986 to provide marketing, advocacy, public art, and clean and safe initiatives on behalf of 2,000+ member businesses and property owners in Downtown San Jose. SJDA's mission is to support the members' vision of a vibrant Downtown San Jose for everyone.