## redevelopment works

SAN JOSE REDEVELOPMENT AGENCY media advisory

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## Redevelopment Agency Awards Signage Grants to Small Businesses

Green Cup Frozen Yogurt opens as an eco-friendly business with its solar-powered sign and eco-friendly practices

**Event:** The City of San Jose and the San Jose Redevelopment Agency will celebrate the opening

of Green Cup Frozen Yogurt, an eco-friendly locally-owned business.

When: Friday, June 26, 2009, 4:00 p.m. – 6:00 p.m.

4:00 p.m.- 4:30 p.m. Speaking Ceremony and Ribbon Cutting

4:00 p.m.- 6:00 p.m. Frozen Yogurt Tasting

Where: 747 S. Winchester Boulevard, Suite 188

Winchester Strong Neighborhoods Initiative (SNI) Project Area

Who: San Jose Mayor Chuck Reed

Councilmember Pete Constant, District 1

Abi Maghamfar, Deputy Executive Director, San Jose Redevelopment Agency

Demi Nguyen, Representative, Green Cup Frozen Yogurt

**Background:** 

Green Cup Frozen Yogurt, located in the Winchester Strong Neighborhoods Initiative Redevelopment Project Area, opened in May as an eco-friendly business, aiming to reduce its environmental impact through building design and its business operations. The San Jose Redevelopment Agency assisted Green Cup by providing permitting assistance and a \$12,000 sign grant. The sign, designed by the owners, is the first solar-powered sign fabricated and installed with Agency assistance.

The building's interior features include granite counter tops built with reclaimed materials, drywall and ceiling tiles made from 100% recycled materials, organic volatile organic compound (VOC) paint, and refurbished furniture. An energy-efficient climate control system was installed to reduce water usage, and biodegradable cups and utensils are provided.

Green Cup Frozen Yogurt is one of 66 small businesses that have received funding from the Agency's sign grant program, a program that improves the image and visibility of businesses. To date, the Agency has invested \$5.8 million into small business assistance programs, including the Signage Grant Program and the Façade Improvement Program, to help businesses in Redevelopment Project Areas thrive.

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