

ALUM ROCK BUSINESS DISTRICT

ALUM ROCK DISTRICT ATTRACTIONS

San Jose Salsa Festival

- First Street Festival in the Alum Rock Area
- First Salsa Festival in the City of San Jose

www.sanjosesalsafestival.org

Village Shops

- A quaint area of neighborhood shops
- Stop by on your way to Alum Rock Park or Lick Observatory for pastries, coffee, or just simply to “Shop the Rock”

Alum Rock Park

- Historical Natural Park
 - Founded in 1872
 - 1st Municipal Park in California
- www.sanjose.com/alum-rock-b22067171

Lick Observatory

- Astronomical Observatory
- Located on Mt. Hamilton
- Operated by UC Santa Cruz
- Published the first photographic Atlas of the Moon

mthamilton.ucolick.org

Mexican Heritage Plaza

- One of the Largest Latino Cultural Centers in the Nation
- Home to the 17th Annual Mariachi Festival

www.mhcviva.org/index.html

DEMOGRAPHICS

Intersection of Alum Rock Avenue & White Rd

- Average Household Income - \$88,033
- Vehicles Per Day – 48,500
- Percent of Household Income Over \$50,000 – 67%
- Above Figures based on a 3 mile Radius – Claritas 2007/SJRA 2008

2006 City of San Jose – Fast Facts

- Founded in 1777
- Incorporated in 1850
- 10th Largest City in the U.S.
- 3rd Largest City in California
- Encompasses 177 Square Miles
- Population of 940,552
- Best Place in the U.S. for Business and Careers
- Average Household Income is \$86,075
- Average Temperature of 70° Fahrenheit