



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Nanci Klein

**SUBJECT:** See Below

**DATE:** September 16, 2024

Approved:

Date:

9/25/24

**COUNCIL DISTRICT: 7**

**SUBJECT: Preliminary Actions Required for the Creation of the Monterey Corridor Business Improvement District and Levy Assessments for Fiscal Year 2024-2025**

**RECOMMENDATION**

- (a) Adopt a resolution:
  - (1) Declaring the City Council's intention to establish the Monterey Corridor Business Improvement District;
  - (2) Setting a public meeting for October 29, 2024 at 1:30 p.m. and a public hearing for December 10, 2024 at 1:30 p.m.;
  - (3) Directing the City Clerk to publish the required notice of the public meeting and public hearings; and
  - (4) Appointing an Advisory Board to advise the City Council on all issues related to the Monterey Corridor Business Improvement District.
  
- (b) Subject to the establishment of the Monterey Corridor Business Improvement District:
  - (1) Preliminarily approve the budget report of the Advisory Board for Fiscal Year 2024-2025; and
  - (2) Adopt a resolution of intention to levy an assessment for Fiscal Year 2024-2025 and set a public hearing for December 10, 2024 at 1:30 p.m. on the levy of assessments for Fiscal Year 2024-2025.

**SUMMARY AND OUTCOME**

Adoption of this resolution will result in a public meeting on October 29, 2024 and a public hearing on December 10, 2024 on the formation of the Monterey Corridor

Business Improvement District (MCBID) and the levy of assessments on assessed businesses for Fiscal Year (FY) 2024-2025 in the MCBID.

## **BACKGROUND**

The Monterey Corridor, between Capitol Expressway and Alma Avenue in central San José, is a major industrial, manufacturing, and commercial hub home to approximately 1,500 businesses. The area's diversity of businesses is significant, from breweries to metal recycling plants to space satellite manufacturing. At its core is Monterey Road, a key thoroughfare that serves as the City's southern gateway to Downtown San José. In addition, the area includes the Santa Clara County Fairgrounds, a significant regional attraction.

In January 2019, the City Council approved the establishment of the Monterey Corridor Working Group. The group identified three key strategic priorities in its report, one of which was to empower local businesses by creating a business association. Building on these efforts, the City Council approved Budget Document #47 for FY 2020-2021 submitted by then-Councilmember Esparza and Councilmember Jimenez. The funding provided in this budget document helped to establish a formal business organization, implement outreach strategies, address vacant and blighted properties, provide technical support for small businesses, and foster connections to workforce development services.

In the summer of 2022, the City Manager's Office of Economic Development and Cultural Affairs issued a request for proposal to appoint a consultant for the Monterey Corridor. Through a competitive process, staff contracted with Community Strong Strategies to revitalize the informal business leadership group, lead the outreach, and establish the formal nonprofit business association.

From July 2022 to November 2023, Community Strong Strategies conducted extensive outreach through business walks, expanded the board of directors, finalized bylaws, and applied for the 501(c)(6) status. In January 2023, the Monterey Corridor Business Association (MCBA) officially received its 501(c)(6) designation. Since then, MCBA has become a strong advocate for a cleaner and safer business corridor while exploring sustainable financial models for the association.

In February 2024, MCBA's board met with Civitas Advisors, a consultant with experience forming over 100 California Business Improvement Districts (BIDs), to discuss the BID formation process. In June 2024, as outlined in **Attachment A**, the MCBA board voted to establish a BID. Civitas Advisors was hired in July 2024 to collaborate with the City Manager's Office of Economic Development and Cultural Affairs and Community Strong Strategies and guide MCBA through the legal process of

becoming a BID, strengthening the association's ability to support local businesses and improve the Monterey Corridor's overall business environment.

BIDs are formed pursuant to the California Parking and Business Improvement Area Law of 1989, Streets and Highways Code §36500 et seq. (BID Law) to allow businesses or property owners to assess themselves to support joint efforts, such as physical maintenance, marketing, and promotion. Under BID Law, the City Council may establish a BID by adopting a resolution of intention, conducting a public meeting and a public hearing, fulfilling certain notice requirements, and adopting an ordinance to establish the BID. The BID must be renewed annually by action of the City Council. BID Law allows for an advisory board to be appointed by the City Council to advise the City Council on all issues related to the improvement district.

San José currently has five BIDs: the Downtown BID, established in 1988; the Japantown BID, established in 1990; a Hotel Improvement District, established in 2006; the Downtown Property Improvement District, established in 2007; and the Willow Glen Community Benefit Improvement District, established in 2008. It has been 16 years since the City of San José last established a BID.

On September 10, 2024, the City Council voted unanimously to declare its intention to establish the Tully Road Eastridge Business Improvement District. The proposed MCBID follows as the second of six new BIDs that may be formed over the next two years. Approving the MCBID marks a significant milestone in the City's efforts to organize local business owners, source local business leaders, and generate a permanent source of additional resources for key business districts.

## **ANALYSIS**

BID Law allows for the creation of special benefit assessment districts to raise funds within a specific geographic area. Assessment districts allow business owners to organize their efforts and raise funds exclusively for the benefit of the district. Business owners within assessment district boundaries fund the district, and those funds are used to provide services desired by and benefit businesses within the district. At a neighborhood level, the example of mature BIDs in the City, such as those for Downtown, Japantown, and Willow Glen, highlight the positive long-term impact on residents, businesses, and the City.

### **Creation of a New BID**

The following steps must be taken sequentially to establish a BID.

- 1. Establishment of an Advisory Board:** The advisory board is appointed by the City Council to make recommendations regarding the expenditure of the revenues derived from the assessment and the method and basis of levying the assessment.

If the BID is approved, the advisory board will return annually to report to the City Council, request renewal, and submit a proposed budget for the coming year. The advisory board will consist of nine voting members representing various industries spread across the geographic boundary of the BID area. The advisory board shall include a majority of business owners or representatives of business owners paying the BID assessment.

Staff recommends that City Council appoint the MCBA as the advisory board for the MCBID. The MCBA board has been at the forefront of forming the assessment district. Its vision is to create a safe, sustainable, and clean environment where businesses, employees, and families can enjoy the rich culture of food, retail, and entertainment the corridor has to offer. The MCBA board actively participated in drafting the budget report and service plan in consultation with business owners along the corridor. The commitment of the MCBA board to the local business community is designed to ensure effective management of the funds.

- 2. City Council Adoption of a Resolution of Intention to Establish a BID and Setting of Public Meeting and Public Hearing Dates:** City Council will adopt the resolution of intention to establish a BID and set dates for a public meeting and a public hearing. The public meeting provides information and an opportunity for the public to comment on the proposed BID and the levy of assessments. At a subsequent public hearing, City Council will take testimony on the establishment of the BID, the boundaries of the BID, the annual budget of the BID, and the types of activities proposed to be funded from the assessment. If business owners who would pay a majority of the BID assessment protest, the City Council shall not initially establish or renew the BID.
- 3. Ordinance Reading:** The first and second readings of an ordinance establishing the BID and the levy of an assessment are the final steps in creating the BID. Ordinances are effective 30 days after the second reading.

The following is a proposed timeline for creating the MCBID and initial funding the district's activities.

Appointment of Advisory Board	October 8, 2024
Resolution of Intention to Establish a BID	October 8, 2024
Resolution of Intention to Levy; and Assessment for FY 2024-2025	October 8, 2024
Publication and Mailing of Notice	October 15, 2024
Public Meeting	October 29, 2024
Public Hearing	December 10, 2024
Ordinance First Reading	December 10, 2024
Resolution to Approve Budget; and Levy Assessment for FY 2024-2025	December 10, 2024

City of San José Agreement with MCBA	December 10, 2024
Ordinance Second Reading	December 17, 2024
Ordinance Becomes Law	January 17, 2025
Assessment Begins	February 17, 2025
First Month's Assessments due to City	March 17, 2025
First Payment from City to BID	April 17, 2025

### **Improvement District Boundaries**

The proposed BID will include all assessed businesses, existing and in the future, located within the boundaries of the MCBID. The boundaries center around Monterey Road, with Senter Road to the east, Almaden Expressway to the west, Alma Avenue to the north, and West Capitol Expressway to the south. A map of the proposed district and detailed coordinates are provided in **Attachment B** of this memorandum.

### **Assessment Fee and the Collection Process**

The requirements under BID Law provide a stable funding source for services and improvements in a certain geographic area and state that:

- Funds cannot be diverted for other government programs;
- Funds can be customized to meet the needs of each area; and
- Funds are deployed for various services, including cleaning, safety and beautification, environmental improvements, and marketing and branding.

In consultation with the City, the BID advisory board leads the design of the assessment fee, referred to as the district charges. The type of business determines the district charge for a business owner and has been carefully established through extensive board discussions and external consultations. This process involved analyzing the assessment rates of established BIDs within the City of San José and aligning them with a budget target that ensures the funding of essential services identified by the advisory board.

Businesses within the MCBID will be assessed a rate of \$250 annually. Based on current business tax data, approximately 1,535 active businesses are within MCBID boundary. If all 1535 businesses pay their BID assessment, the MCBID would generate \$383,750 annually. However, considering that the weighted average collection rate for existing BIDs in the City of San José is 73%, it is anticipated that MCBID will generate approximately \$280,138 in its first year. The MCBA board adopted a more cautious approach for the first year of operation, assuming a 65% collection rate, generating approximately \$250,000 for the fiscal year. Actual MCBID income and expenditures will be reported to the City Council annually.

District charges will be assessed and collected annually. Initially, district charges will be billed and collected through the City's general invoicing system, separate from the annual business tax. Once the City's new business tax system is implemented, district

charges will be invoiced simultaneously and in the same manner as the City's annual business tax. The City will collect the assessment fee and then transfer the funds to the nonprofit organization-managed advisory board to spend the funds as outlined in the contract with the City pursuant to the annual budget submitted to the City Council.

If a business does not pay the total amount of the outstanding combined business tax and district charges, the City shall send up to two delinquent notices to collect any past-due district charges. If the City takes any action on business tax delinquencies against a business with delinquent district charges, the City shall also attempt to collect the delinquent district charges. After 120 days of delinquency, the City shall have the option to refer accounts to a collection agency. If the account is referred, additional collection costs will apply.

The costs of collecting assessments and auditing the BID functions incurred by the City's Finance Department will be an expense in the annual BID budget. This expense will be deducted from the payments made by the City to the district's managing nonprofit organization. The initial proposed budget provides for one percent of the total annual budget, or approximately \$2,500 annually, toward the City's administrative expense of running the BID program, which includes the following activities:

- Billing and collections – Invoicing, research, and recovery efforts on delinquent accounts;
- Account maintenance – Keeping BID records current as business information changes;
- Report generation – Monthly Fee Report; and
- Account management - Responding to requests for information and associated inquiries around district collections and management informational requests.

The administrative activities and expense of running the program will be reevaluated after the first year, and any further administrative services may be subject to additional cost.

**Attachment C** outlines the proposed MCBID budget for FY 2024-2025. The budget's most significant expenditures are for clean and safe services and marketing and branding efforts, which account for 80% and 10% of total expenditures, respectively. Enhanced clean and safe services may include, but are not limited to, litter and graffiti removal services, pressure washing sidewalks adjacent to assessed businesses, and secondary employment officers of the San José Police Department or supplemental private security. Marketing and branding efforts may include the production of promotional collateral, networking events, and the development of a website to promote the district.

## **EVALUATION AND FOLLOW-UP**

The district advisory board will report annually to the City Council to secure the renewal of the BID. The first report is expected in June 2025 and will include a budget report for FY 2025-2026.

## **COORDINATION**

This memorandum has been coordinated with the City Attorney's Office, City Clerk's Office, City Manager's Budget Office, Finance Department, and the Planning, Building, and Code Enforcement Department. This memorandum was also coordinated with the MCBA.

## **PUBLIC OUTREACH**

Given the high number of businesses in the proposed district, the MCBA board distributed an informational flier (**Attachment D**) to all businesses within the proposed assessment district boundaries via mail. To complement the mailer, the City Manager's Office of Economic Development and Cultural Affairs staff and the MCBA board conducted two business walks to engage with business owners in person. The first business walk took place September 12, 2024, targeting businesses at the intersection of Little Orchard Street, Barnard Avenue, and The Plant Shopping Center. The second business walk is scheduled for September 26, 2024, focusing on businesses along Monterey Road from Umbarger Road to East Capitol Expressway. Additionally, two town hall meetings are planned for October 21, 2024 and November 20, 2024, to further engage with the business community and address any questions or concerns regarding the formation of an assessment district.

This memorandum will be posted on the City's Council Agenda website for the October 8, 2024 City Council meeting.

## **COMMISSION RECOMMENDATION AND INPUT**

No commission recommendation or input is associated with this action.

## **CEQA**

Not a Project, File No PP17-004, Government Funding Mechanism or Fiscal Activity with no commitment to a specific project, which may result in a potentially significant impact on the environment.

HONORABLE MAYOR AND CITY COUNCIL

September 16, 2024

**Subject: Preliminary Actions Required for the Creation of the Monterey Corridor Business Improvement District and Levy Assessments for Fiscal Year 2024-2025**

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## **PUBLIC SUBSIDY REPORTING**

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

/s/

NANCI KLEIN

Director of Economic Development and  
Cultural Affairs

The principal authors of this memorandum are Jiawei Tang, Executive Analyst, Office of Economic Development and Cultural Affairs, and Victor Farlie, Assistant to the City Manager, Office of Economic Development and Cultural Affairs.

For questions, please contact Jiawei Tang at [jiawei.tang@sanjoseca.gov](mailto:jiawei.tang@sanjoseca.gov) or 408-535-6884.

## **ATTACHMENTS**

Attachment A: MCBA Board Voting Record

Attachment B: Proposed MCBID Boundary Map and Coordinates

Attachment C: Initial Monterey Corridor Business Improvement District Budget

Attachment D: Informational Flier

## Attachment A: MCBA Board Voting Record



Subject: Board vote needed please

Jill Rodby Thu 6/13/2024 4:26 PM

To:Michael Mulcahy ;Eire Stewart ;Pat Mapelli ;'Dave Lujan ' ;Beth Seibert ;Jim Zubillaga ;Brock Hill

Cc:Nathan Ulsh ;Kelly Rankin

1 attachments (2 MB)

MCBID Service Plan 13Jun2024.pdf;

All – I need you to vote on the two items below. If possible could you please respond by tomorrow.

1. City Grant - \$30K As you know we received a grant from the City for marketing and safety issues in the corridor. We had put a large sum aside to buy one of the roving security cameras. While we are still looking into the camera(s), we have that the ongoing cost after the \$18K is approx.. 5K a month for the service. The 30K grant is not sufficient to cover this and will be considered if the BID passes. In the interim we have until the end of June to dispense the funds and at the meeting today, decided that the \$ could be used to 1) install at least two new murals in the corridor and 2) get our website up and running prior to BID approval. Total cost of the two between \$20 to \$28K. Can you please vote yes or no on these two items. If we go ahead with the murals, if you have a site that you would like to be considered for a mural, please include that in your vote.

2. BID – I sent to you a couple of weeks ago (and have attached it again), the draft BID service plan. This has been revised to have only one zone (previously we had broken it down into separate zones) and a annual fee of \$250. It's estimated that this would raise approx.. \$252,000 a year concentrating 70% of the funds for clean and safe services in the corridor. Can you please vote yes or no on the revised map and the fee of \$250.

Thanks Jill Jill Rodby

Sims Metal PR & Government Affairs Manager – West Region

RE: Board vote needed please

Beth Seibert

Thu 6/13/2024 4:46 PM

To:Jill Rodby ;Michael Mulcahy ;Eire Stewart ;Pat Mapelli ;'Dave Lujan';Jim Zubillaga ;Brock Hill

Cc:Nathan Ulsh ;Kelly Rankin

Hello All:

It is very disappointing that it has not worked out to use the grant money for the roving camera. I am going to vote yes to the items below; however, I feel strongly that none of the BID money should be spent on murals unless we are all satisfied with the safety, security and cleanliness of our business corridor.

Thanks, Beth Seibert

Re: Board vote needed please

Pat Mapelli

Thu 6/13/2024 4:59 PM

To:Jill Rodby

Cc:Michael Mulcahy ;Eire Stewart ;Dave Lujan;Beth Seibert ;Jim Zubillaga ;Brock Hill ;Nathan Ulsh ;Kelly Rankin

Yes on website

Yes on revised map and fee of \$250.

Pat

RE: Board vote needed please

Eire Stewart

Thu 6/13/2024 5:02 PM

To:Jill Rodby ;Michael Mulcahy ;Pat Mapelli ;'Dave Lujan; Beth Seibert ;Jim Zubillaga ;Brock Hill Cc:Nathan Ulsh ;Kelly Rankin

Yes on both!!!

Re: Board vote needed please

Michael Mulcahy

Thu 6/13/2024 6:42 PM

To:Jill Rodby Cc:Eire Stewart ;Pat Mapelli ;Dave Lujan; Beth Seibert ;Jim Zubillaga ;Brock Hill ;Nathan Ulsh ;Kelly Rankin

Agree and support both

Thanks for your leadership Jill.

Sent from Michael Mulcahy's iPhone

Re: Board vote needed please

Jim Zubillaga

Thu 6/13/2024 11:29 PM

To:Jill Rodby Cc:Michael Mulcahy ;Eire Stewart ;Pat Mapelli ;Dave Lujan; Beth Seibert ;Brock Hill ;Nathan Ulsh ;Kelly Rankin

1 attachments (2 MB)

MCBID Service Plan 13Jun2024.pdf;

No on murals I'd rather see the \$ spent on security and clean up

No on bid

Sent from my iPhone

Re: Board vote needed please  
Stucco Supply Co of San Jose  
Fri 6/14/2024 10:04 AM

To:Jill Rodby Cc:Beth Seibert ;Nathan Ulsh

My apologies for the late response. My vote is yes on both. I also agree with Beth that when BID money comes in we put more of our efforts into clean and safe before any more murals.

Dave Lujan

Stucco Technical Director

Fleet Manager

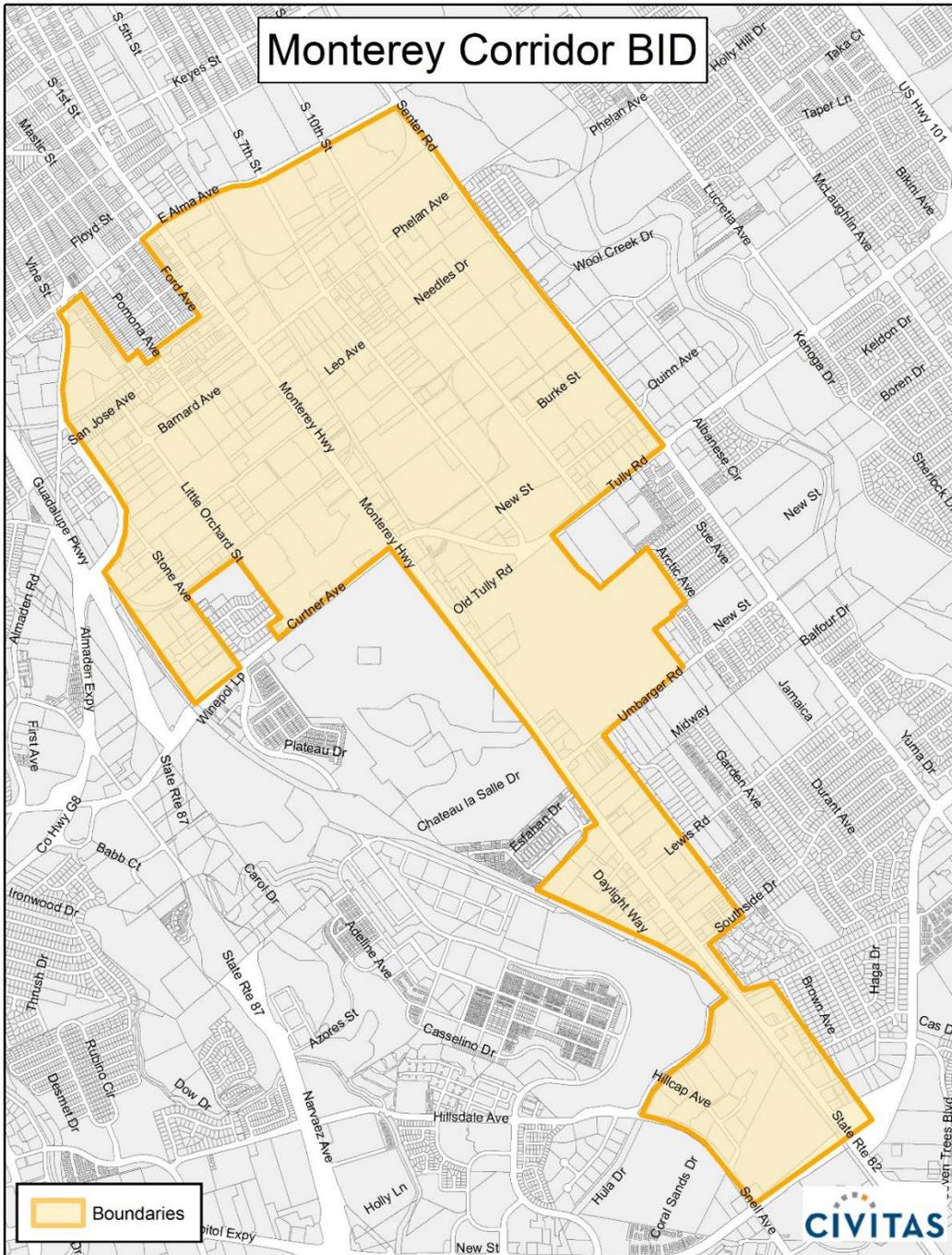
Website & Brand Manager

1601 Little Orchard Road, Ste. E

San Jose, CA 95110

Correspondence Email Subject: Business Improvement District

## B: Proposed MCBID Boundary Map and Coordinates

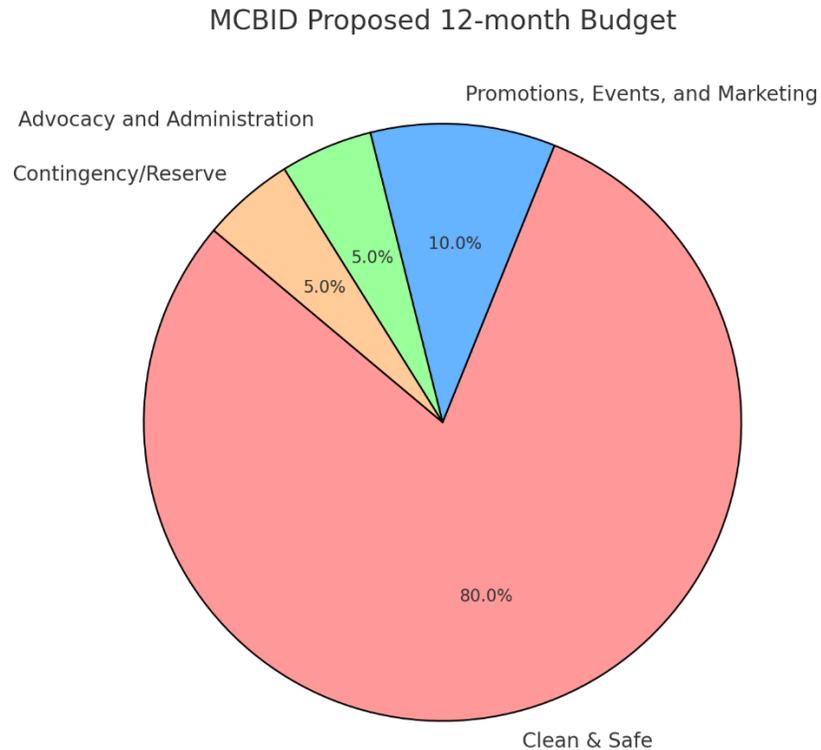


Street	Odd Side of the Street	Even Side of the Street
10 <sup>TH</sup>	1515 S 10TH ST - 2177 S 10TH ST	1500 S 10TH ST - 2380 S 10TH ST
1 <sup>ST</sup>	None	1610 S 1ST ST - 1610 S 1ST ST
7 <sup>TH</sup>	1555 S 7TH ST - 2345 S 7TH ST	1404 S 7TH ST - 2070 S 7TH ST
ALMA	None	210 E ALMA AV - 588 E ALMA AV
ALMADEN	None	1550 ALMADEN RD - 1550 ALMADEN RD
BARNARD	111 BARNARD AV - 291 BARNARD AV	64 BARNARD AV - 298 BARNARD AV
BURKE	477 BURKE ST - 577 BURKE ST	None
Capitol	175 W Capitol Expy - 175 W Capitol Expy	None
CIMINO	None	270 CIMINO ST - 280 CIMINO ST
CREEK	335 CREEK CT - 355 CREEK CT	320 CREEK CT - 360 CREEK CT
CURTNER	1 CURTNER AV - 2199 CURTNER AVE	None
DAYLIGHT	2915 DAYLIGHT WY - 2969 DAYLIGHT WY	2912 DAYLIGHT WY - 2994 DAYLIGHT WY
EXPY	1401 EXPY - 1401 EXPY	1492 EXPY - 1680 EXPY
FORD	None	1422 FORD AV - 1498 FORD AV
HILLCAP	3517 HILLCAP AV - 3517 HILLCAP AV	3408 HILLCAP AV - 3630 HILLCAP AV
HILLSDALE	None	192 HILLSDALE AV - 198 HILLSDALE AV
HOPE	3065 HOPE ST - 3089 HOPE ST	3040 HOPE ST - 3060 HOPE ST
KENBROOK	299 KENBROOK CL - 425 KENBROOK CL	None
KYLE PARK	1925 KYLE PARK CT - 1985 KYLE PARK CT	None
LA ROSSA	1551 LA ROSSA CL - 1607 LA ROSSA CL	1508 LA ROSSA CL - 1640 LA ROSSA CL
LEO	215 LEO AV - 285 LEO AV	220 LEO AV - 260 LEO AV
LEWIS	33 LEWIS RD - 33 LEWIS RD	130 LEWIS RD - 130 LEWIS RD
LITTLE ORCHARD	1493 LITTLE ORCHARD ST - 2011 LITTLE ORCHARD ST	1590 LITTLE ORCHARD ST - 1990 LITTLE ORCHARD

MONTEREY	1401 MONTEREY RD - 3111 MONTEREY RD	0 MONTEREY RD - 3930 MONTEREY RD
NEEDLES	None	470 NEEDLES DR - 470 NEEDLES DR
PARROTT	499 PARROTT ST - 543 PARROTT ST	480 PARROTT ST - 580 PARROTT ST
PERRYMONT	411 PERRYMONT AV - 475 PERRYMONT AV	426 PERRYMONT AV - 468 PERRYMONT AV
PHELAN	75 PHELAN AV - 365 Phelan Ave	88 PHELAN AV - 544 PHELAN AV
POMONA	1617 POMONA AV - 1697 POMONA AV	1646 POMONA AV - 1700 POMONA AV
PULLMAN	99 PULLMAN WY - 111 PULLMAN WY	70 PULLMAN WY - 92 PULLMAN WY
SAN JOSE	55 SAN JOSE AV - 359 SAN JOSE AV	6 SAN JOSE AV - 358 SAN JOSE AV
SENER	1661 SENTER RD - 2395 SENER RD	None
SEVENTH	None	1620 SOUTH SEVENTH - 1620 SOUTH SEVENTH
SMITH	1741 SMITH AV - 1801 SMITH AV	1720 SMITH AV - 1802 SMITH AV
SNELL	None	3550 SNELL AV - 3620 SNELL AV
SOUTHSIDE	151 SOUTHSIDE DR - 151 SOUTHSIDE DR	None
STAUFFER	189 STAUFFER BL - 193 STAUFFER BL	188 STAUFFER BL - 198 STAUFFER BL
STONE	1815 STONE AV - 2185 STONE AV	1712 STONE AV - 1990 STONE AV
TULLY	85 TULLY RD - 585 TULLY RD	88 TULLY RD - 150 TULLY RD
TULLY OLD	55 TULLY OLD RD - 131 TULLY OLD RD	None
UMBARGER	None	50 UMBARGER RD - 100 UMBARGER RD

## Attachment C: Initial Monterey Corridor Business Improvement District Budget

The City forecasted that the BID would generate approximately \$283,015, based on estimates from the weighted average collection rate for existing BIDs in San José. However, the MCBA board uses a more conservative estimate in the proposed budget report, approximately \$252,000 in its first year.



<b>Proposed 12-month Budget</b>	<b>\$252,000</b>
<b>Expenses</b>	
Clean and Safe	\$201,600
Promotions, Events, and Marketing	\$25,200
Advocacy and Administration	\$12,600
Contingency/Reserve	\$12,600
<b>Total Expenses</b>	<b>\$252,000</b>

### Clean and Safe

The Clean and Safe program will make the MCBID cleaner, more accessible, and more attractive to potential investors, tenants, and customers, as well as a safer place to do business. An enhanced schedule will be established for most of the maintenance services. The distinct maintenance activities to be provided constitute and create specific benefits to assessed businesses. Enhanced maintenance services may include, but are not limited to:

- Litter removal services, including garbage, debris, and leaves;
- Removal of bulky items and street sweeping services;
- On-demand graffiti removal services; and
- Pressure washing sidewalks adjacent to assessed businesses on an as needed basis.

Enhanced safety services may include dedicated patrols by off-duty officers of the San José Police Department or supplemental private security patrols. The patrol will seek to serve as both a deterrent by creating a visible presence, and a response to incidences that occur. The goal of the program is to increase the usability of assessed parcels and address issues that discourage business owners, tenants, and customers from visiting assessed businesses, ultimately constituting and providing unique, specific benefits to assessed businesses. These enhanced services may include, but are not limited to:

- Partnerships with local law enforcement to provide business owners direct communication with local law enforcement;
- A safety and patrol program to deter and report illegal street vending, illegal dumping, and street code violations. This program will address a myriad of quality-of-life problems, including public intoxication, panhandling, loitering, trespassing, and scavenging;
- A safety program may be implemented to improve day and evening safety in the MCBID by mitigating vagrancy, property damage, encampment, and petty crimes;
- Installation and maintenance of security cameras;
- Navigator homeless outreach teams and guides may be deployed throughout the MCBID;
- Support crime prevention on assessed businesses by working closely with local law enforcement; and
- Respond and work to reduce nuisance behaviors which can deter tenants and customers on assessed businesses.

### **Promotions, Events, and Marketing**

The program will have the goal of attracting customers and increasing sales at assessed businesses and may include the following activities:

- Internet marketing efforts, including the use of social media, to increase awareness and optimize internet presence to drive customers and sales to assessed businesses;
- Networking events for local business owners, driving engagement to improve the business environment;
- Preparation and production of collateral, promotional materials, such as brochures, flyers, mailings, and maps featuring assessed businesses;
- Creation of or participation in promotional events, which may include pop-up tents and banners; and
- Development and maintenance of a website designed to promote assessed businesses.

**Advocacy and Administration**

The advocacy and administration portion of the budget will be utilized for administrative costs associated with providing the services. Those costs may include rent and occupancy charges, telephone and internet charges, legal fees, accounting fees, postage, administrative staff, insurance, other general office expenses, and City administration costs to collect the assessment, which shall not exceed the actual costs. In addition, the advocacy and administration budget will be utilized to fund staff time and consultants dedicated to providing unified attention, communication, and responsiveness throughout the MCBID.

**Contingency/Reserve**

The budget includes a contingency/reserve line item to account for annual operating surplus or uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other programs, administration, or renewal costs at the discretion of the City Council or advisory board. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of the monies from the reserve fund shall be set by the City Council or advisory board.

# Attachment D: Informational Flier



**MCBA**  
Monterey Corridor  
Business Association

**CONTACT US AT**  
mcbasj@gmail.com | (408) 909-0069

The Monterey Corridor Business Association (**MCBA**) was established as a non-profit to provide resources to 1500+ businesses located along the Monterey Corridor. To ensure that the district remains a safe and inviting environment, attracting tenants, shoppers, and visitors, MCBA is proposing that the corridor becomes a Business Improvement District (BID).

**A Business Improvement District (BID)...**

- is an assessment on business owners to enhance public space, provide additional services to ensure a clean and safe business environment
- is a stable source of funding for business owners
- is governed by those who pay the assessment and can be customized to fit the needs of our district





**TOWN HALL MEETING**  
Scan to register!

**DATES: Monday OCTOBER 21 @ 6pm - 7:30pm**  
**Wednesday NOVEMBER 20 @ 6pm - 7:30pm**

**ADDRESS: TBD**

The Monterey Corridor Business Improvement District will include all businesses which fall within these boundaries.

<b>BUDGET:</b> Funds collected from the BID will provide:	
<p><b>Clean &amp; Safe</b></p> <ul style="list-style-type: none"> <li>professional crew will clean streets, remove graffiti, and pressure wash sidewalks adjacent to businesses</li> <li>law enforcement partnership program</li> <li>additional installations of security cameras</li> </ul>	80%
<p><b>Promotions, Events, &amp; Marketing</b></p> <ul style="list-style-type: none"> <li>to have a stronger online presence with marketing</li> <li>to purchase banners to make our corridor more vibrant</li> <li>social media/networking events to better businesses</li> </ul>	10%
<p><b>Administration &amp; Reserves</b></p> <ul style="list-style-type: none"> <li>Funds dedicated to maintaining effective communication and unified attention within MCBA</li> </ul>	10%